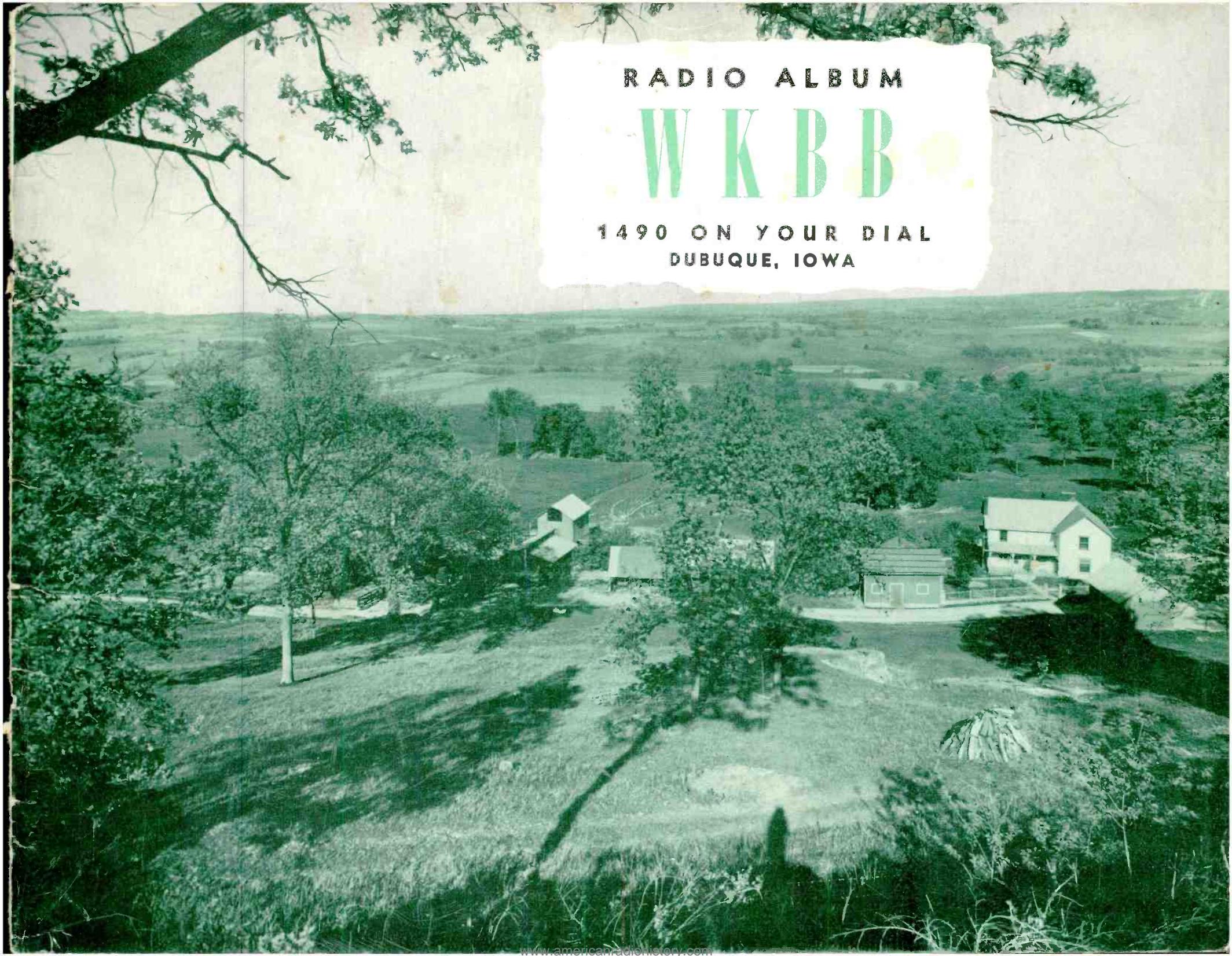


RADIO ALBUM

WKBB

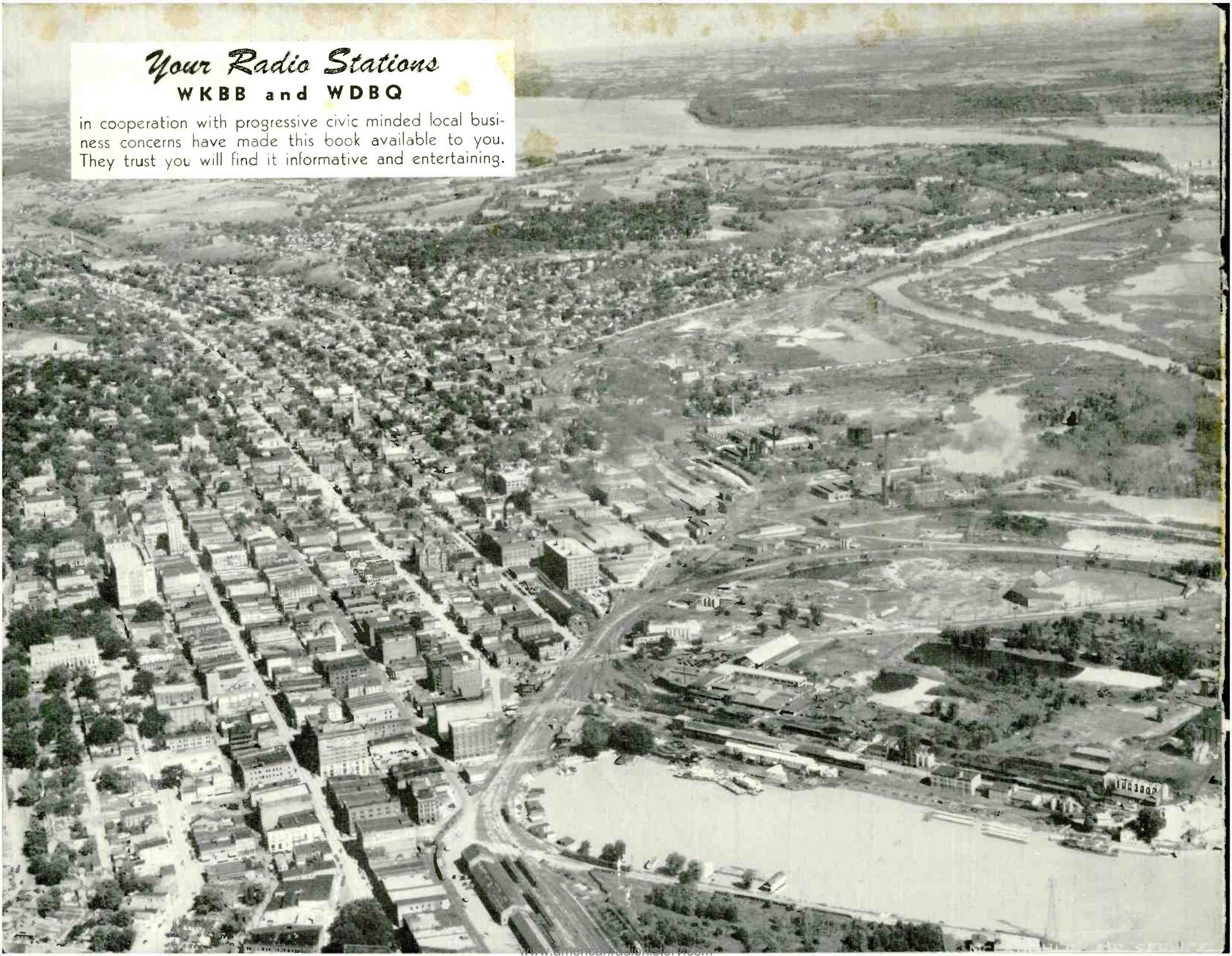
1490 ON YOUR DIAL
DUBUQUE, IOWA



Your Radio Stations

WKBB and WDBQ

in cooperation with progressive civic minded local business concerns have made this book available to you. They trust you will find it informative and entertaining.



Welcome to WKBB



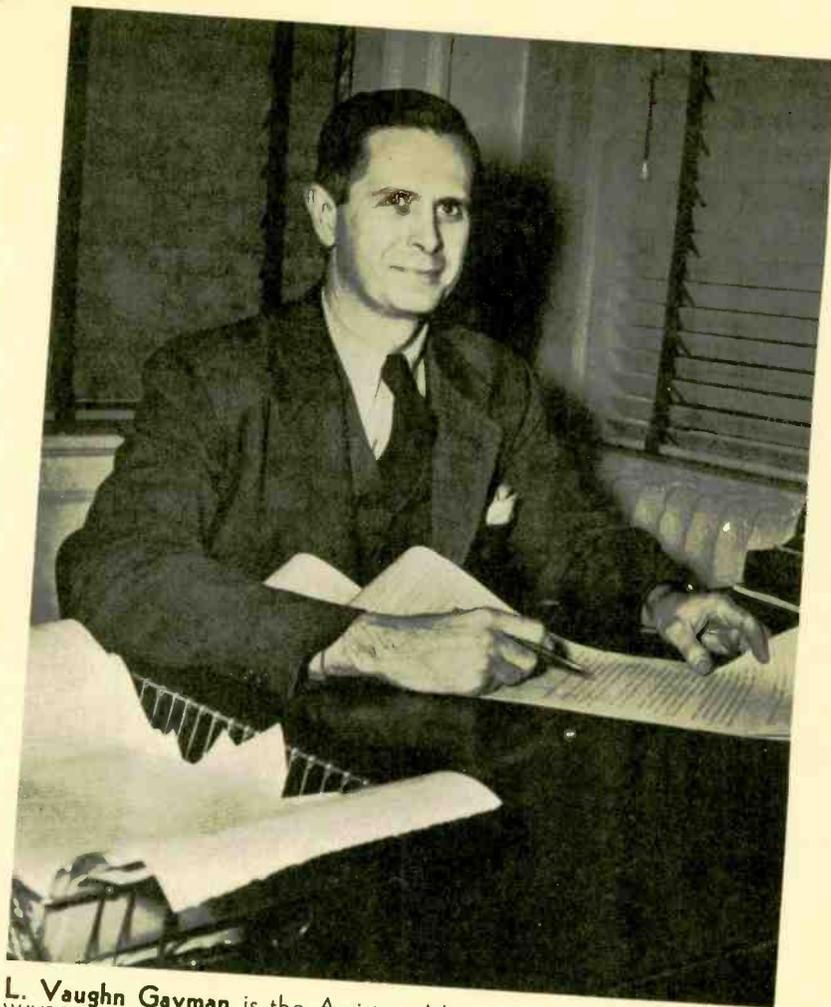
"The most modern broadcasting facilities in the State of Iowa" . . . that's what you will find when you visit the new offices and studios of the Dubuque Broadcasting Company at 505 Main Street. Occupying the entire second floor above the First National Bank these new offices and studios combine the very latest equipment with ultra-modern decoration and perfect acoustical treatment. For WKBB, Dubuque's first amplitude modulation radio station, and for WDBQ, Dubuque's first frequency modulation station, the pages of this book serve to acquaint radio listeners with the people who bring them their favorite radio programs.

WKBB

Chief Executives . . .



James D. Carpenter, General Manager of the Dubuque Broadcasting Co., has been the Chief-Executive of WKBB since 1936. He is active in all Civic affairs and is well-known throughout Dubuqueland. In addition to his managerial duties, Jim takes a personal interest in the broadcasting of Sports and News.



L. Vaughn Gayman is the Assistant Manager and News Editor for WKBB and has been with the Station since 1937. In addition to his broadcasting duties Vaughn is prominent in educational and music circles. He teaches special classes at Loras College and Clarke College and is director of the Loras College and Academy bands.

WKBB and it's FM station, WDBQ, are owned by a group of civic-minded Dubuque business and professional men and are operated to serve the best interests of Dubuque and Dubuqueland radio listeners.

... and Staff

Harry Hatzenbuehler is in charge of local sales and has been with WKBB since 1941.

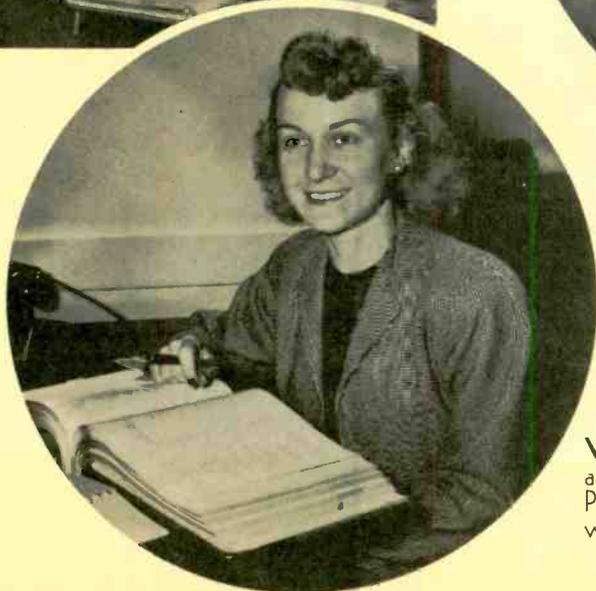


Mary Agnes Riley is the Receptionist and it is her cheery voice which answers most of the hundreds of telephone calls which come to the Station's switchboard every day. Mary Agnes has been with WKBB since 1944.



Mary Ann Keep is Director of Women's Features for WKBB and each week produces an outstanding program of Dubuqueland history known as "Memories".

Virginia Wagner serves WKBB as Bookkeeper and is in charge of Program Traffic. Virginia has been with WKBB since 1946.



Scott S. Runge, Musical Director was previously identified with NBC in Chicago. Scott is well versed in the formation of all types of musical programs.

W

K

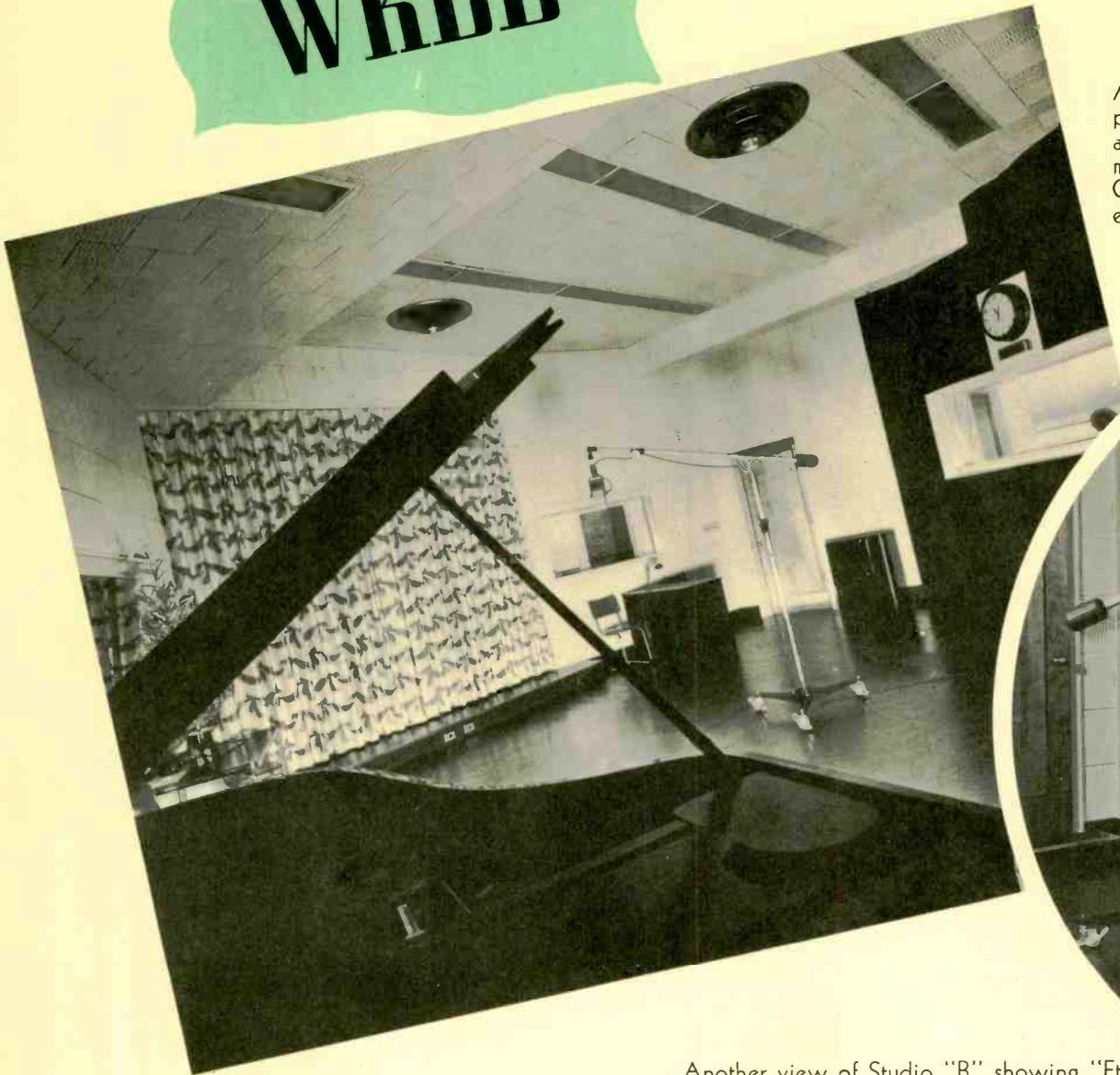
B

B

WKBB

Studios . . . where your best

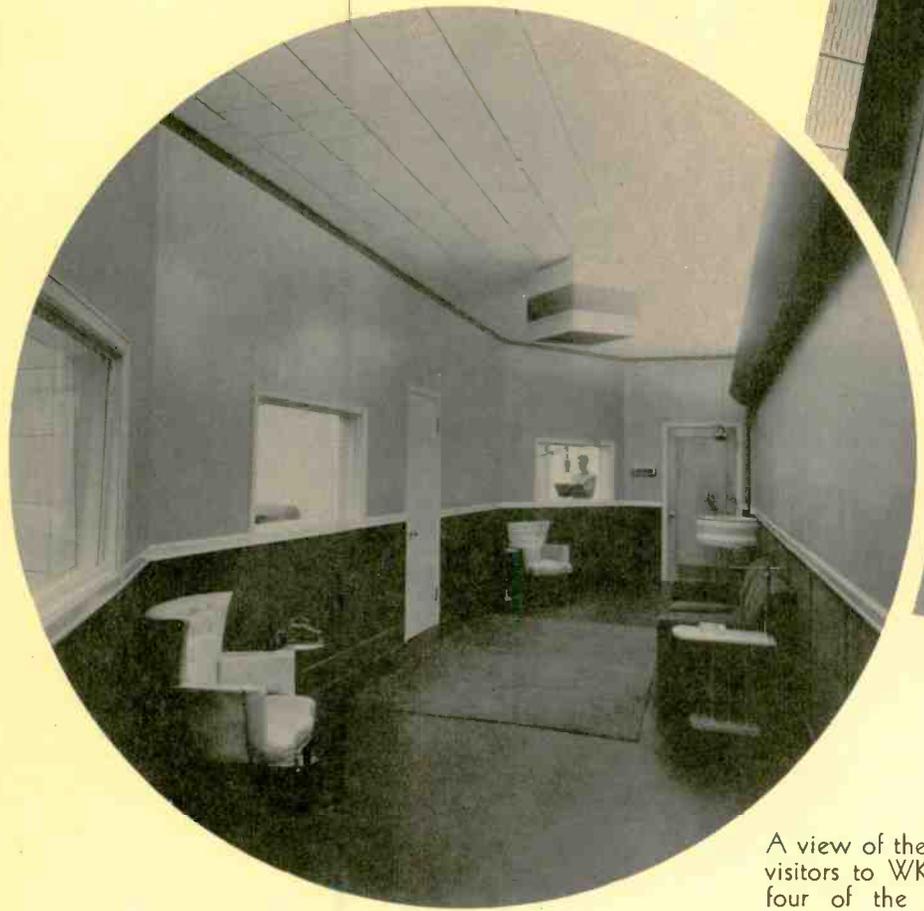
At the left is Studio "B", the largest of WKBB's four studios. Complete with stage at one end, Studio "B" will accommodate a visual audience of 100 people and is used for the broadcasting of large musical and choral groups as well as audience participation programs. Colorfully decorated in white, yellow, and blue, it is a splendid example of the very latest development in sound treatment.



Another view of Studio "B" showing "Ethel At The Piano" whose program, "Melody Musings", is one of WKBB's most popular afternoon programs.

radio entertainment originates

At the right is a view of Studio "D" which is used for small musical and dramatic groups and which will serve as the main studio for the new FM Station, WDBQ. Employing the use of polycylindrical dif-fusers and the latest acoustical treatment, this studio affords the last word in perfect sound reproduction. The colorful decorating is in white, caribbean blue, and dusky rose.



A view of the Observation Foyer from which visitors to WK3B have a perfect view of all four of the station's ultra-modern studios.

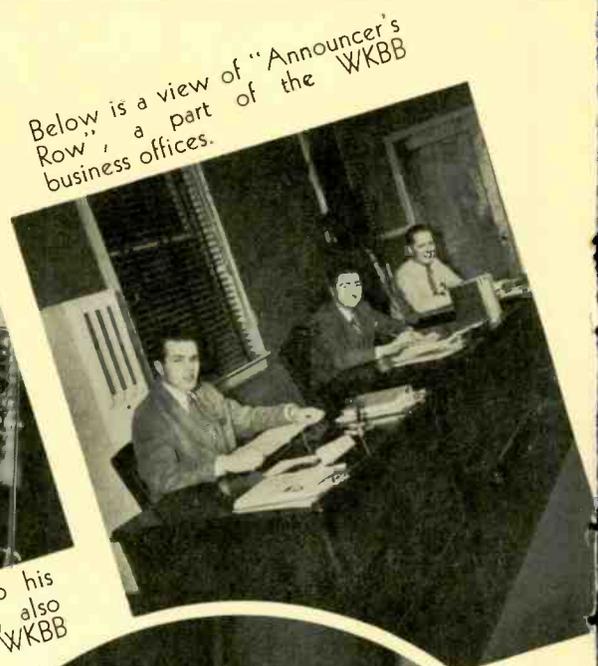
The VOICE of WKBB



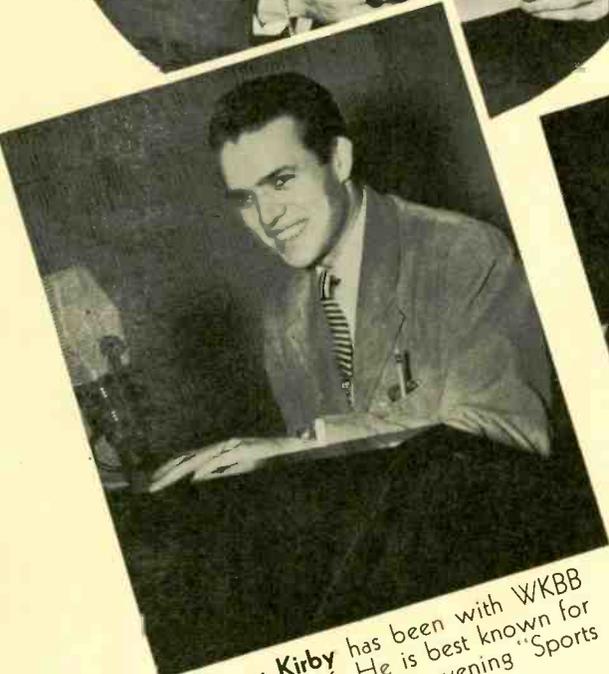
Robert S. Gilliam has been with WKBB since 1945. His voice is well-known as a Disc Jockey and for the handling of interview and quiz programs.



Scott Runge, in addition to his duties as Musical Director, also is heard as one of the WKBB Announcers.



Below is a view of "Announcer's Row", a part of the WKBB business offices.



Jerry Kirby has been with WKBB since 1946. He is best known for the handling of the evening "Sports Review".

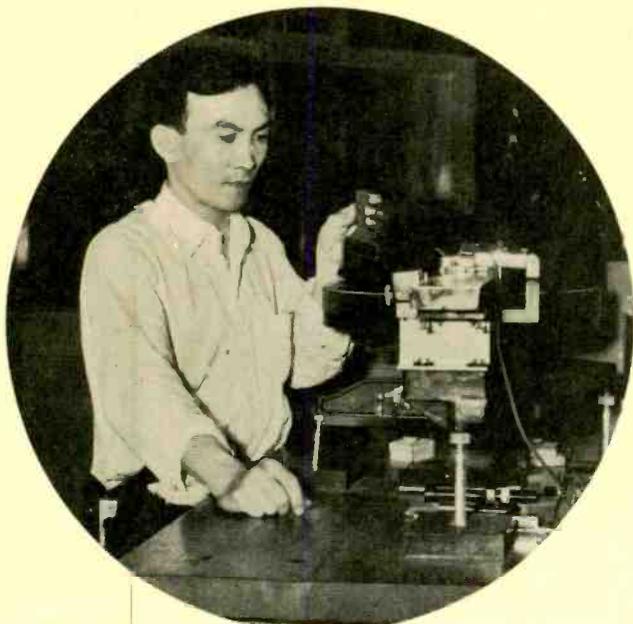


Paul Schuster has been with WKBB since 1945. He is in charge of the morning schedule and handles the daily news at 7:45 AM.



Mary Ann Kaep is heard regularly each afternoon in the popular program "What's New".

WKBB Technicians



John Uyeoka is in charge of all construction and technical operation for WKBB and WDBQ. He is shown above at work in the recording room.



Ken Caldwell is a Transmitter Engineer who has assisted in the construction of both WKBB and the new FM Station WDBQ.

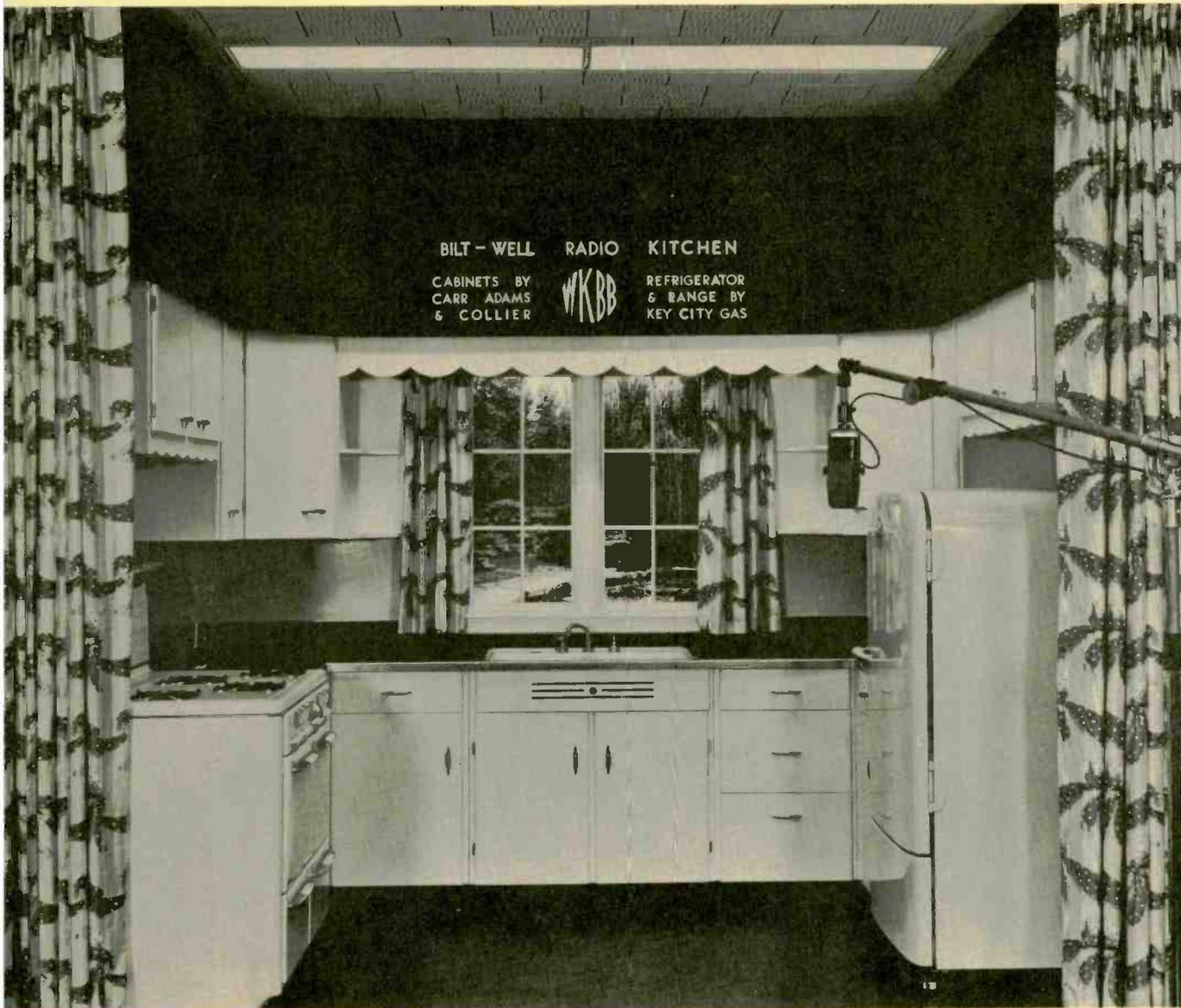


Francis Barker is the Senior Transmitter Operator at WKBB who has been with the Station since 1942. He is shown above at the new FM Transmitter for WDBQ.



Al Osterhoff is in charge of the evening shift at the Transmitting Station for WKBB and WDBQ.

From the Studios of WKBB . . .



Pictured above is the complete Kitchen which occupies the stage in WKBB's large Studio "B". From this Kitchen, WKBB broadcasts special Home Economics programs before a large audience. The Kitchen is fully equipped and is modern in every respect



Members of the Dubuque City Council participating in a special interview program dedicating WKBB's new FM Station WDBQ.



The Dubuque Recreation Department conducts a weekly program known as "The Playgound Review"

... a Variety
of Interests



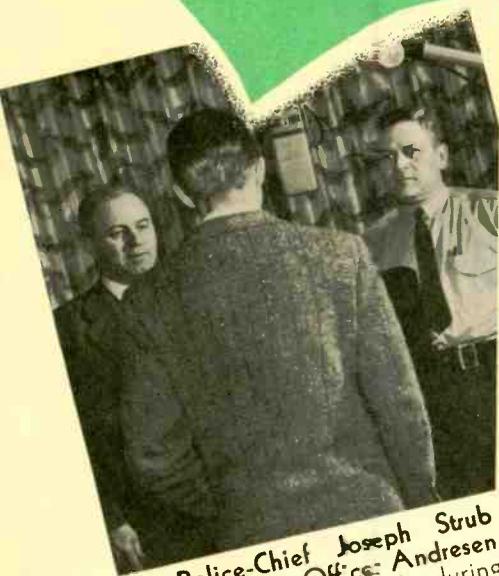
Bob Gilliam with his "Curbstone Quiz" in sub-zero weather.



Special program in the Recruiting Service for the United States Marine Corps.



Frank Kerrigan and Mrs. Lois Stewart of the Farm Bureau conducting a weekly agricultural broadcast.



Police-Chief Joseph Strub and Traffic Officer Andresen being interviewed during a special Safety program.



A group under the direction of Rev. Floyd Myers participating in the thrice weekly "God Bless You" hour.



Veterans Administration official discusses problems of ex-service men.

News of the World . . . from WKBB

Nick Pflapsen, News Reporter for WKBB, follows up by telephone on an important local news story.



Jim Most, News Reporter, types out a special local story.



L. Vaughn Gayman, WKBB's News Editor assembling some of the thousands of words of news copy which are delivered by United Press, Teletype from all parts of the World to WKBB daily.



Drew Pearson, famous newscaster heard over WKBB-ABC.



Martin Agronsky well known newsman and foreign correspondent.

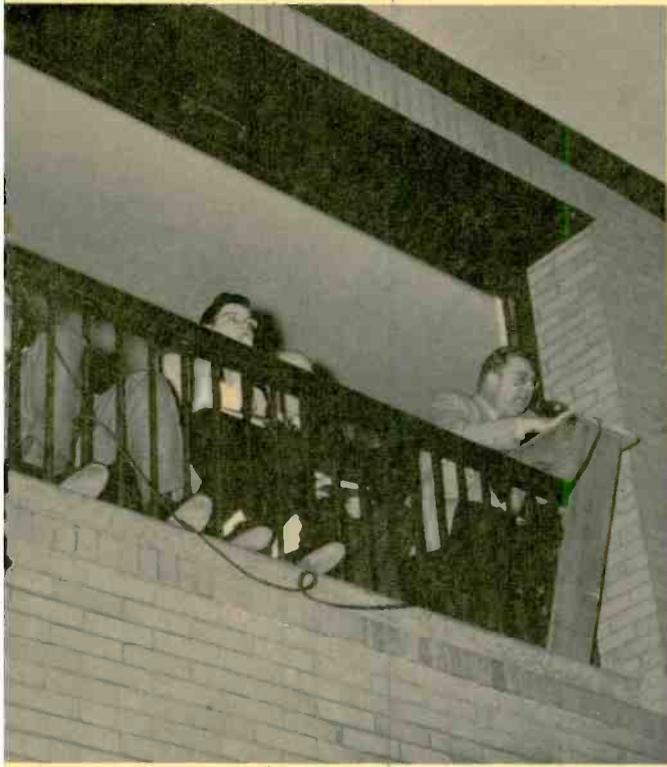


The famous Walter Winchell at his equally famous Sunday evening broadcast.

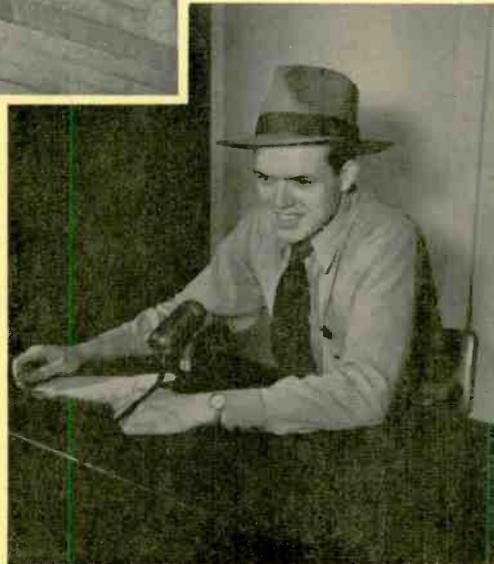
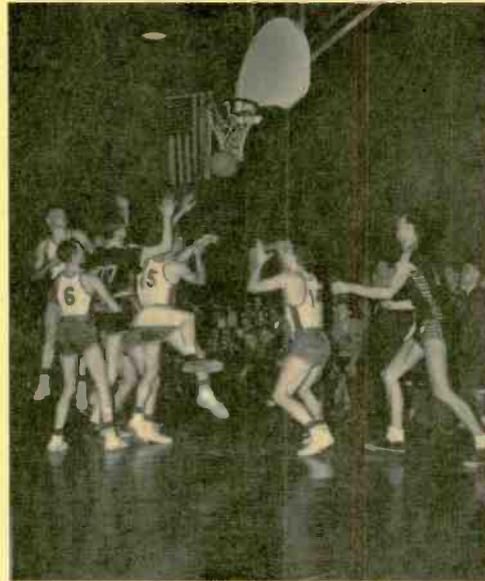


George Hicks, well-known ABC commentator heard Monday thru Friday on WKBB.

Complete Sports Coverage



Action shot of **Jim Carpenter** broadcasting a basketball game from his booth at Senior High School.



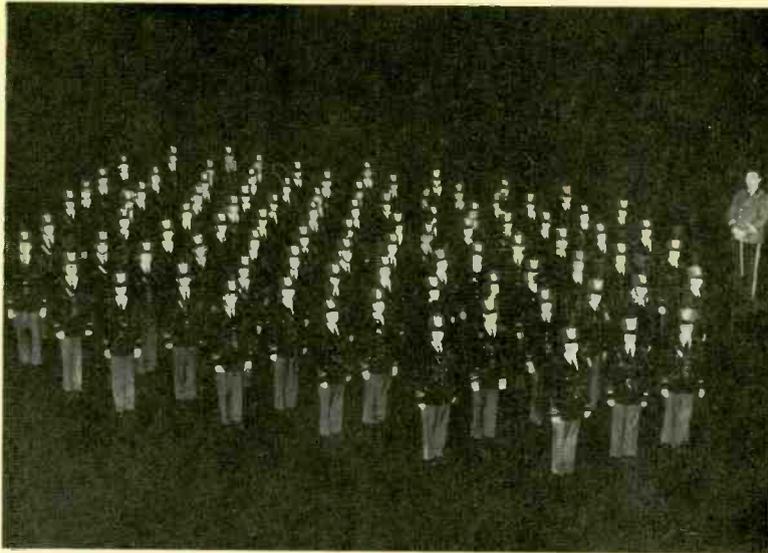
Jerry Kirby, popular Sportscaster, broadcasting his quarter - hour Sports Review.

Bill Corum, noted sports authority, broadcasts the Friday Night Fights."



Harry Wismer, ace ABC sportscaster heard over WKBB.

Educational Programs



Dubuque Senior High School Band under the direction of Ferdinand DiTella.



Special weekly program from Wartburg Theological Seminary known as "Wartburg Vespers".

Loras College, Clarke College, the University of Dubuque, Wartburg Seminary, public and parochial schools . . . all have learned to count on WKBB for extending their educational service.

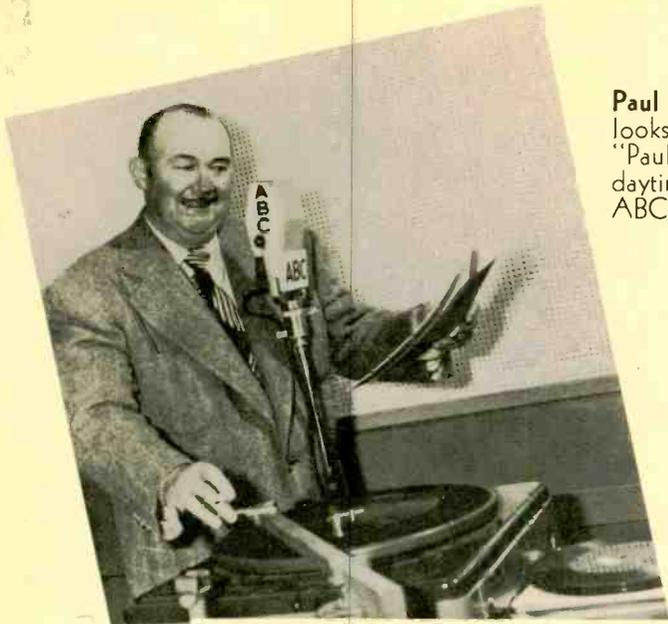


Broadcasting from the special studios on the Campus at Loras College.



Broadcasting from the special studios on the campus at Clarke College.

The Cream of the Radio Crop . . . at 1490 on your Dial!



Paul Whiteman, "Dean of Music," looks pleased about his new "Paul Whiteman Club," a full-hour daytime musical program on WKBB-ABC.



"Call that a hat?" asks Tom Brennan, of ABC's "Breakfast in Hollywood" broadcast. The young lady, a Hollywood model, could afford to be choosy, though, because Tom told her she could have any hat in his collection.



America's favorite, Bing Crosby, heard Wednesday evenings at 9:00 over WKBB-ABC.



Tom Moore loads down a contestant with gifts, as emcee of ABC's "Ladies Be Seated" program.

*More
ABC
Stars*



TUNEFUL TRIO — Three's no crowd, when the personalities involved are **Tony Martin, Evelyn Knight and Alan Young**, which you'll readily concede once you've listened to the "Texaco Star Theatre" over WKBB-ABC Wednesday nights.



Ted Malone, the friendly reporter on WKBB-ABC Monday through Friday at 10:45 a.m., covers a host of entertaining subjects, human interest stories and poetry readings.



All ears all Friday evening . . . **Stacy Harris** plays the role of Jim Taylor, special agent, on the authoritative radio production, "This is Your FBI", every Friday evening at 7:30 p.m. over WKBB-ABC.



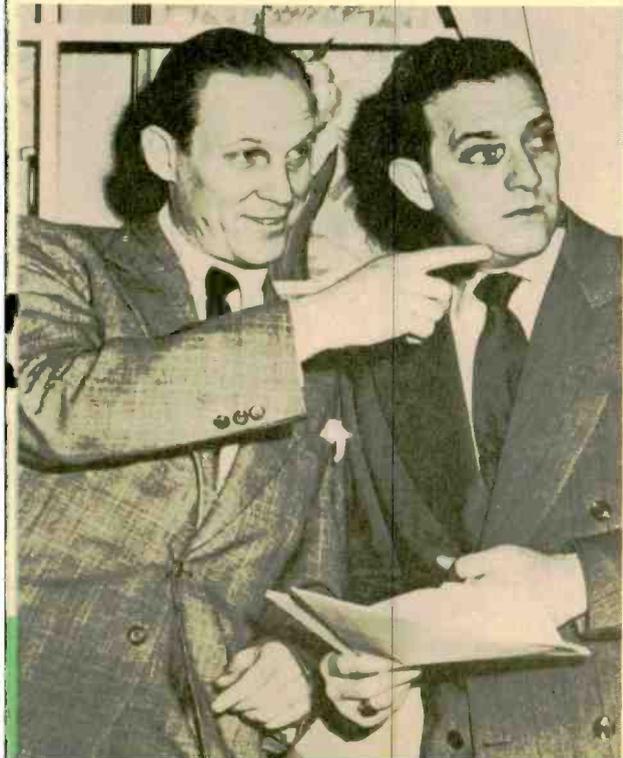
Pictures of performers on the radio are often deceptive. For instance, the charming lady in this photo might easily be listed on the glamour side, but you'd be missing the point. For **Dorothy Kilgallen**, heard over WKBB-ABC, is a two-fisted, hard-hitting newspaperwoman.



Around New York's Radio City these two talented youngsters are becoming known as Willie and Martha Piper. That's because they play the lead roles in ABC's popular series, "Tales of Willie Piper", heard Thursday nights. Their real names are **Billy Redfield** and **Elaine Rost**.



Jinx will no longer be the only model in the Falkenburg family. Here her tennis-playing brother Tom, snapped just after marrying pert model, Bernice Allred, between appearances on ABC's "Bride and Groom", seals the pact with a kiss — with the obvious approval of announcer **John Nelson**.



It takes good actors to make a good radio program, and ABC's Sunday thriller, "Counterspy," makes good use of this axiom. Heard regularly on this popular show are **Don McLaughlin**, as David Harding-Counterspy, and **Mandel Kramer**, who aids the cause of the law as Harry Peters.



"The Fat Man", played by **J. Scott Smart**, tips the scales at 237 . . . for all his weight he is the suave detective whose movements are quick and sure. His voice has a peculiar magnetism which keeps all ears every Friday evening tuned to WKBB-ABC.

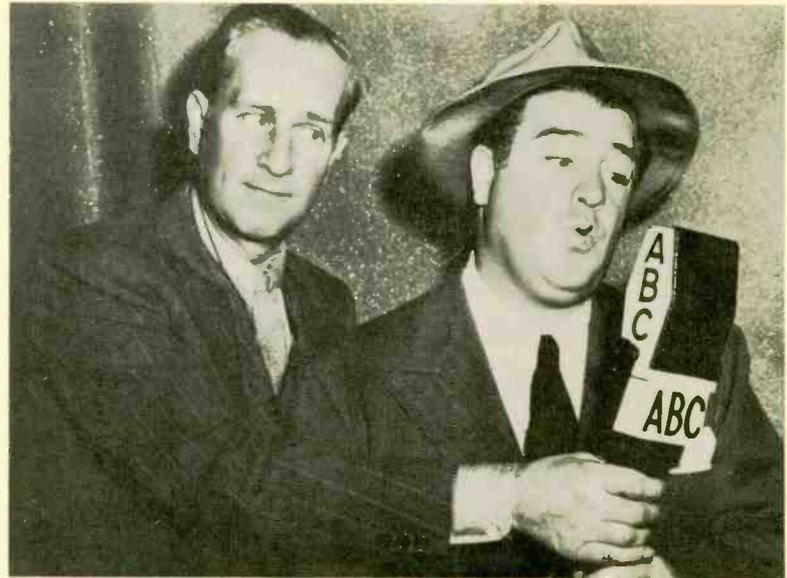
Fresh as a morning glory, **Don McNeill** is blithely microphoning through his fourteenth year as emcee of ABC's "Breakfast Club."



You ladies who have been subscribing to the theory that lots of leisure is a fine recipe for beauty might take a tip from lovely **Barbara Whitmore**. This ABC starlet appears in several network attractions, including "My True Story," has a major role in a Broadway show, and models fashions in her spare time.



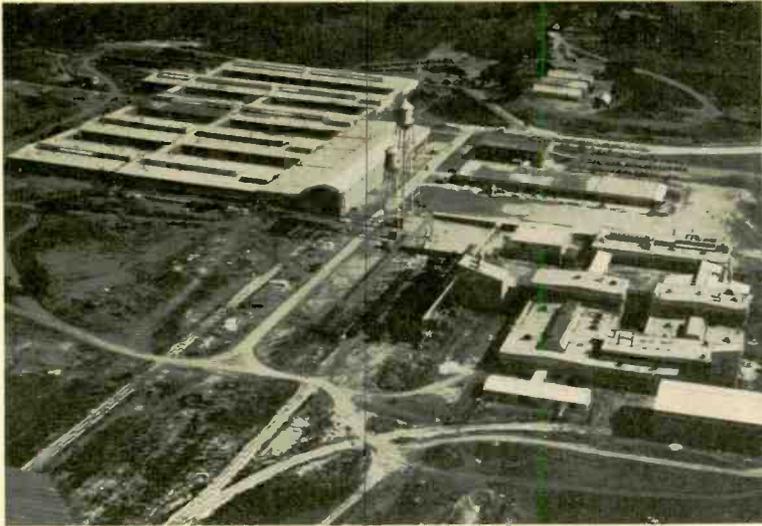
"Vox Pop," the human interest interview program that travels the nation. Here are **Parks Johnson** (lower) and **Warren Hull**, co-interviewers on the program.



Bud Abbott is up to his old tricks again, and doing his damedest to keep **Lou Costello** from getting in more than two words edgewise in one of their comedy routines on ABC's "Abbott and Costello" Show.

Places of Interest in Dubuque . . .

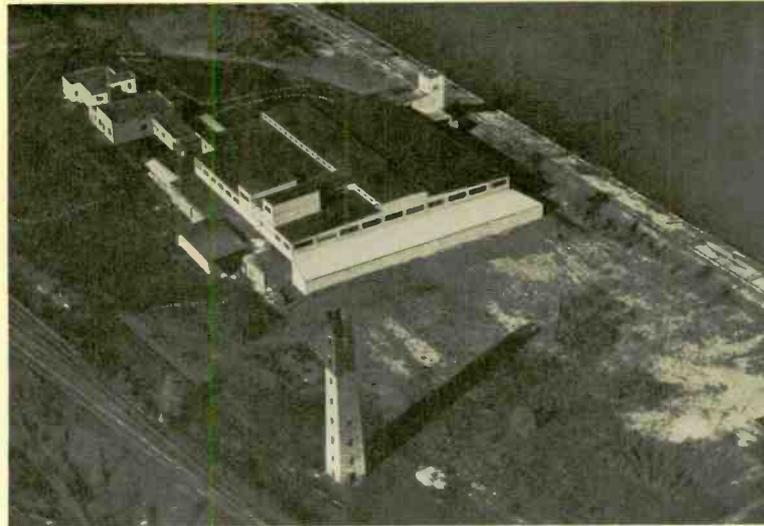
Industrial Scenes



Air-view of the **John Deere Dubuque Tractor Works**, one of Dubuqueland's important agricultural industries.



Air-view of the **Carr, Adams, and Collier Company**, one of the factories which make Dubuque the largest mill-work manufacturing center in the World.



Air-view of the **Virginia-Carolina Chemical Company** with historic landmark "The Old Shot Tower" in the foreground.



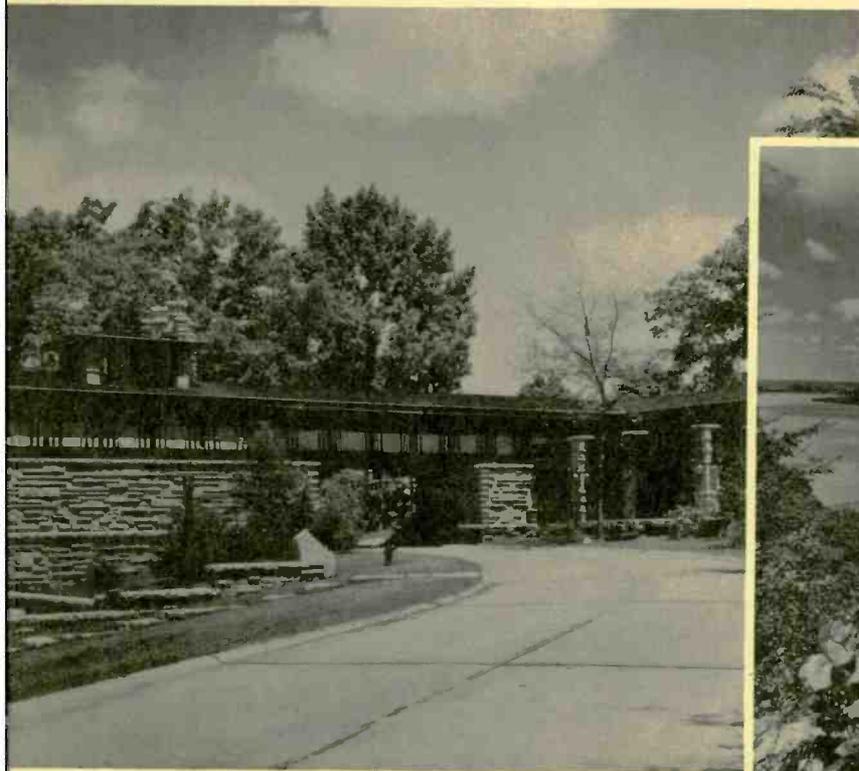
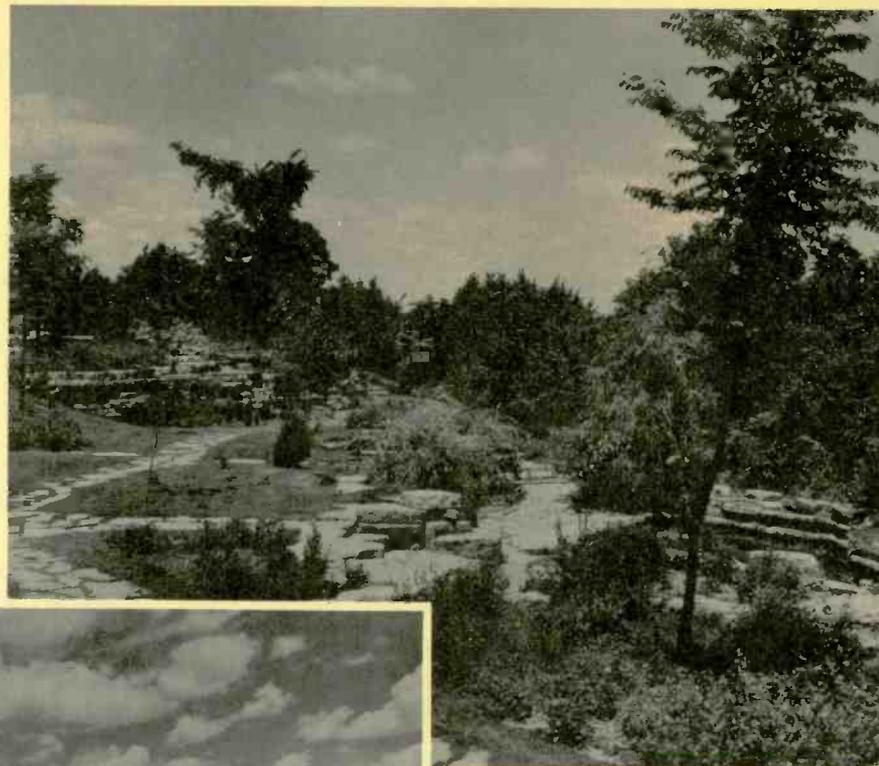
Air-view of the **Harbor, Barge Terminal, and Freight Yards** at Dubuque, indicating Dubuque's importance as a distribution center.

Located on the western banks of the Mississippi River in the heart of the great agricultural area of the Middle West, Dubuque is fast becoming one of Iowa's leading industrial centers. Served by four main-line railroads, the great waterway of the mighty Mississippi, and by many truck and bus routes, no other Iowa city can boast of finer transportation. Expansion of old industry and the building of new has earned for Dubuque the designation as "the fastest growing city in Iowa."

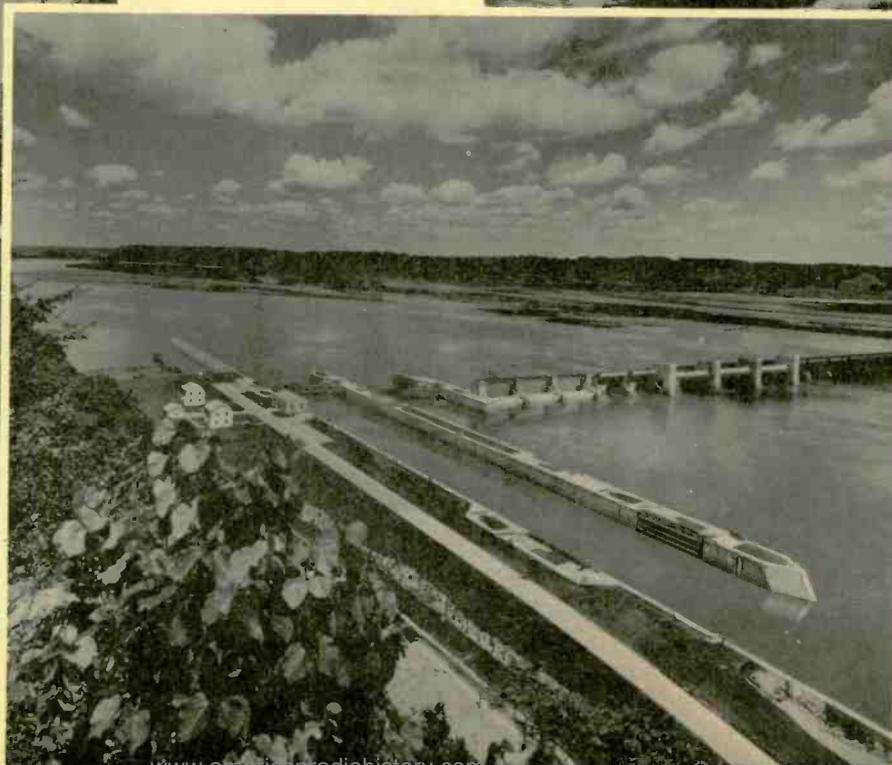
Parks

With industrial areas along the riverfront, business districts in the valley, and residential areas high on the bluffs and palisades above the Mississippi, Dubuque is a beautiful city of trees and parks and seasonal flowers.

View of the Rock Garden at Dubuque's beautiful Eagle Point Park.



The beautiful pavilion in Eagle Point Park.

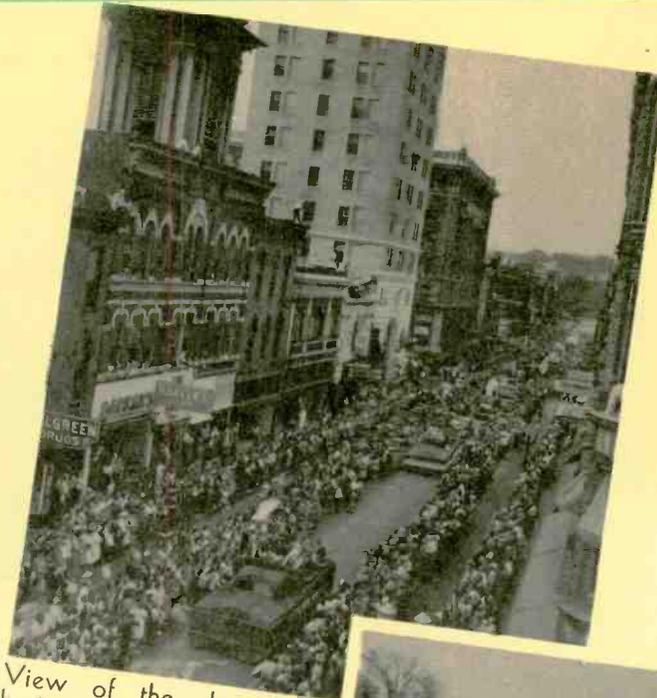


The Locks and Dam along the Mississippi River at Dubuque.

Around the City

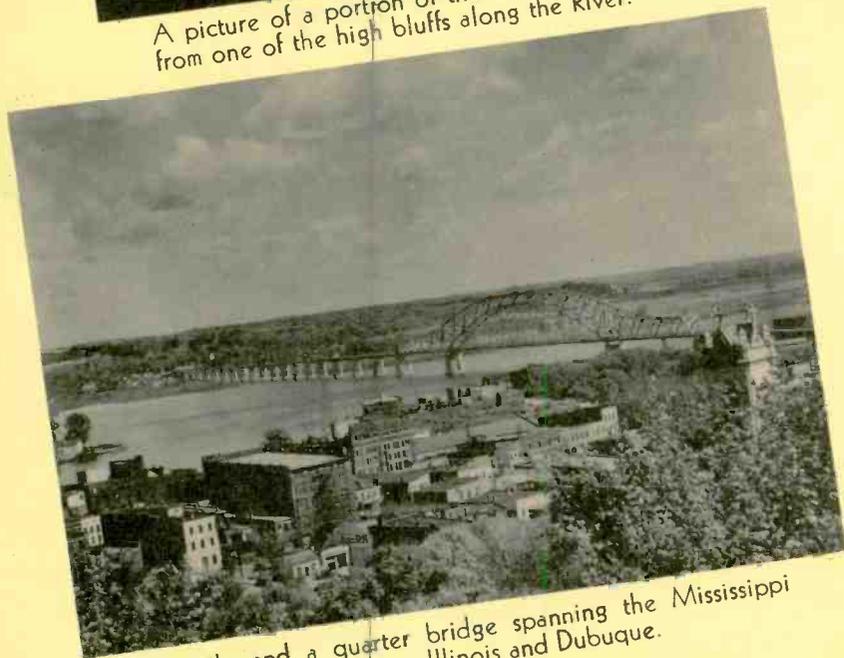


A picture of a portion of the downtown section as seen from one of the high bluffs along the River.

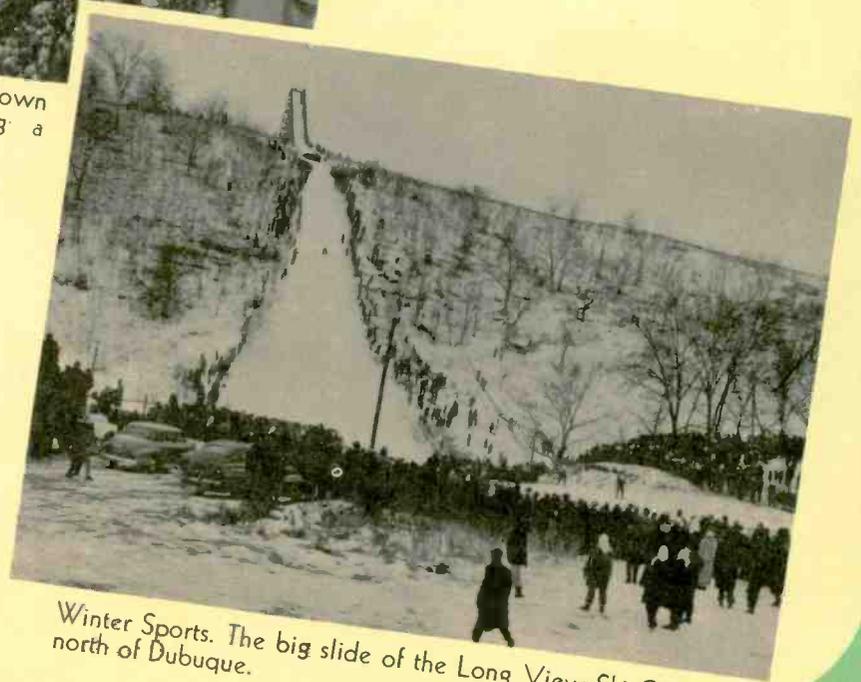


View of the downtown business district during a parade.

Dubuque is the oldest city in Iowa, but it is promotion-minded and progressive. Its thoroughly modern retail stores serve the rich trade area of northeastern Iowa, northwestern Illinois and southwestern Wisconsin. It is a city of homes and home-loving, friendly people. It is a wholesale distribution center, and one of Iowa's leading manufacturing communities. Dubuque is a city of opportunity and with all a good place to live and prosper.



A mile and a quarter bridge spanning the Mississippi between East Dubuque, Illinois and Dubuque.



Winter Sports. The big slide of the Long View Ski Club north of Dubuque.

Home of three colleges, two seminaries, and twenty-four public and parochial schools and academies, Dubuque ranks as one of the leading educational centers of the Middle West.

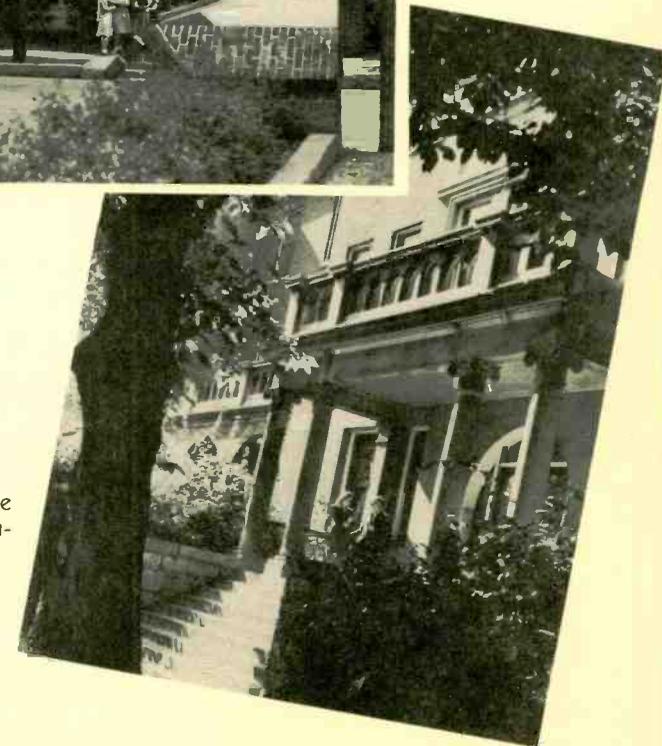
Education in Dubuque



View of the dormitories at Clarke College for women.



Keane Hall on the campus of Loras College.

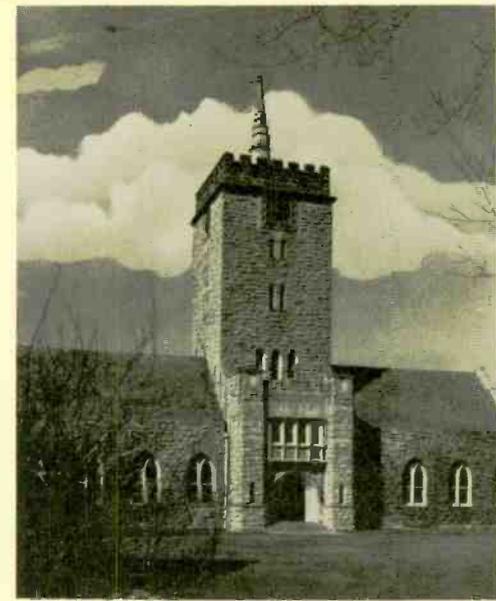


Entrance to Steffens Hall on the campus of the University of Dubuque.



One of Dubuque's modern grade school buildings.

St. Columbkille's Parochial high school.



Tower on the administration building of Wartburg Theological Seminary:



Washington Junior High School.



Dubuque Senior High School.

Messages of Faith into

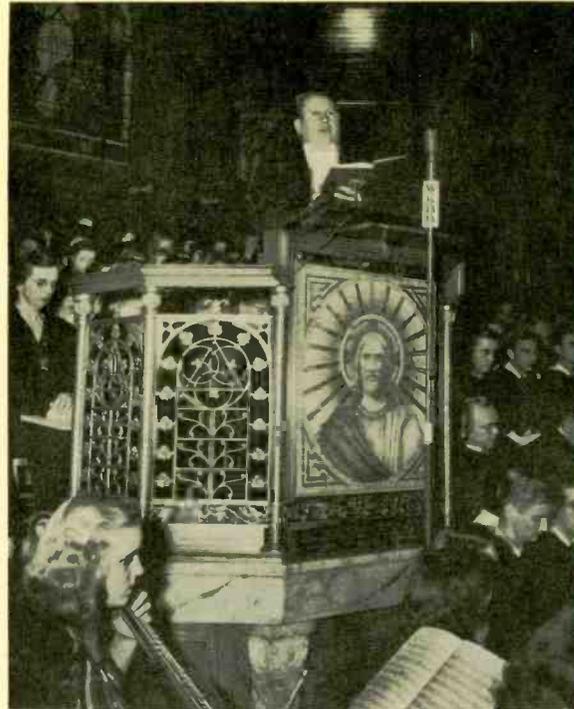
Recognizing religion as the world's most vital force, WKBB allots regular periods in each day's schedule and opens time on the occasion of special religious events to provide a source of inspiration for all religious denominations.



Dr. Max Strang of the First Congregational Church whose Sunday morning services are broadcast weekly direct from the Church auditorium.



Rev. A. A. Rideout, one of the ministers who participate in the morning daily devotions, "Chancel Steps."



Annual broadcast of the "Messiah" from St. Luke's Methodist Church.



Interior of the new "Christ The King" Chapel on the campus of Loras College.



Weekly broadcast of the "Perpetual Novena To Our Sorrowful Mother" broadcast from St. Patrick's Roman Catholic Church.

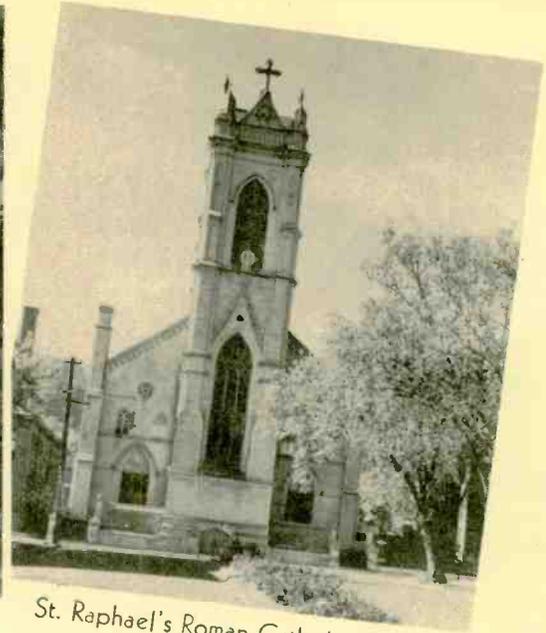
Your Home Via Radio



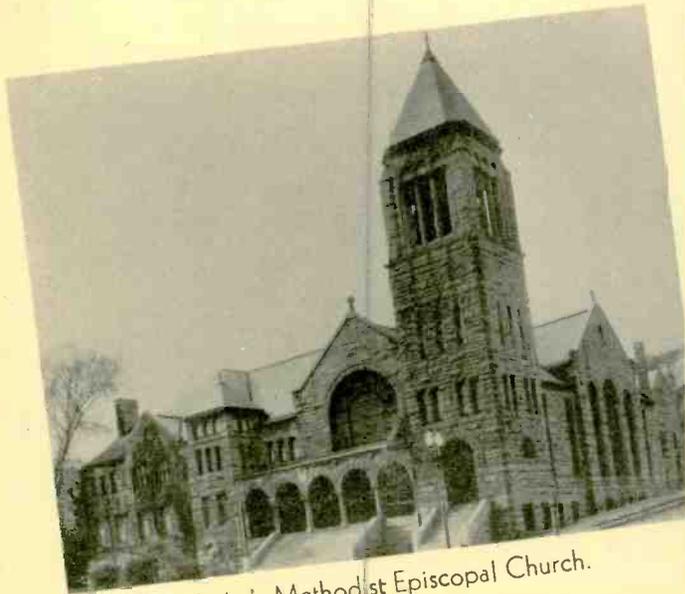
The First Congregational Church.



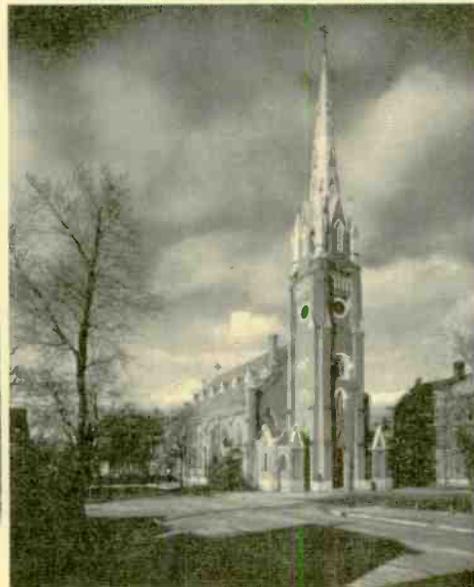
St. John's Episcopal Church.



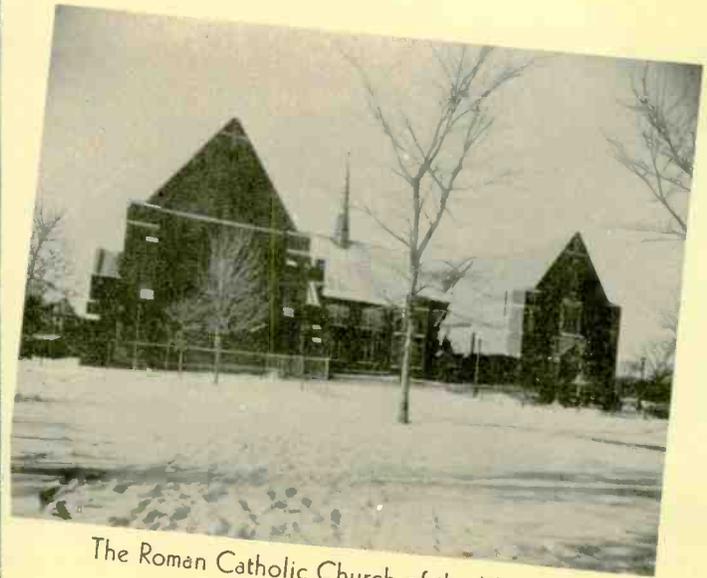
St. Raphael's Roman Catholic Cathedral.



St. Luke's Methodist Episcopal Church.



St. Mary's Roman Catholic Church.



The Roman Catholic Church of the Nativity.

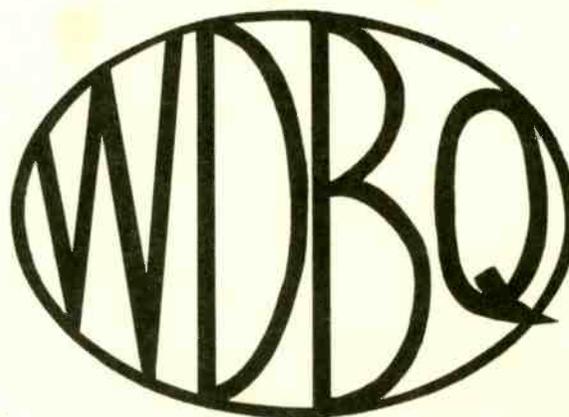
FREQUENCY MODULATION

Named for the city and the territory it serves, WKBB's new frequency modulation station is known by the call letters WDBQ. It broadcasts on a frequency of 103.3 megacycles, channel 277. Frequency modulation is a new, modern technique of static-free, full-tone radio broadcasting. It requires a different type of transmitting apparatus and consequently requires a different type of radio receiver to be heard.

WDBQ has started its program schedule with a limited number of hours of broadcasting each day, but, as more people learn the advantages of

static-free, frequency modulation reception and as more of these new-type radio receivers are placed in Dubuqueland homes, WDBQ's hours of broadcasting will increase until they reach the full total of 18 hours each day.

WKBB was the first amplitude modulation station in Dubuque. Now, WDBQ is Dubuque's first frequency modulation station. For the best programs, broadcast from the finest studios with the latest equipment for good reception, radio listeners of Dubuqueland tune in the stations of the Dubuque Broadcasting Company, WKBB and WDBQ.



Photography by HRUSKA photographers, Dubuque. Inside cover photograph by McLaughlin Air Service.

