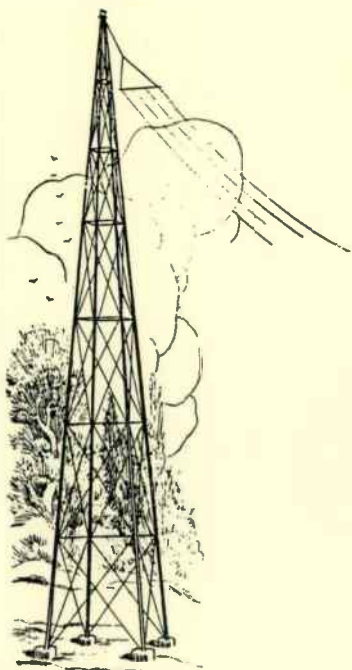


UNFORGETTABLE RADIO

A Program Chronicle of WKBB

1933-1941



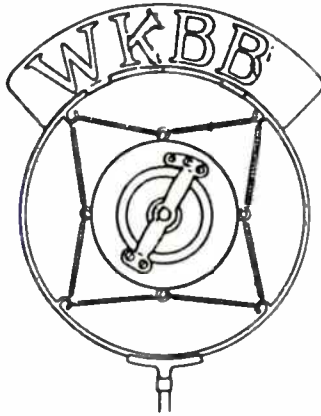
By Len Kruse

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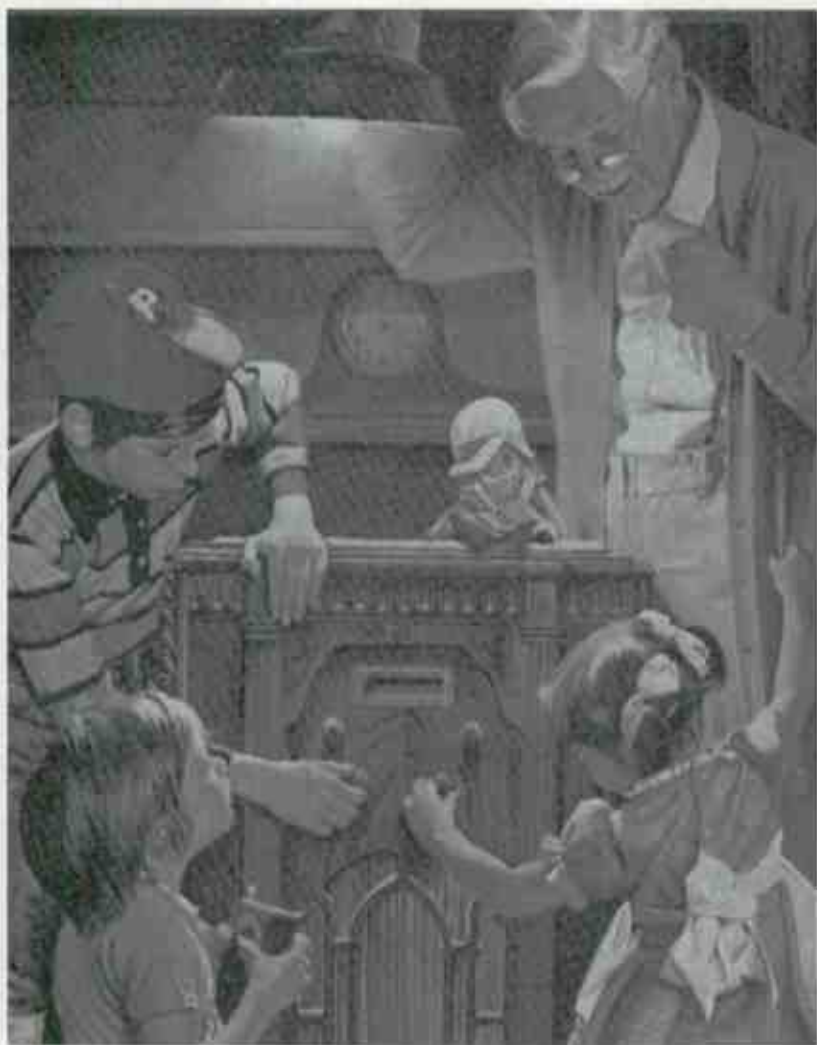
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First edition



WDBQ PHOTO

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Introduction

Congratulations WKBB/WDBQ!

On this, your 60th anniversary, October 30, 1993, I salute you.

The early radio pioneers, sponsors, executives, air and technical personnel and, of course, the listeners all have contributed time and effort during the past 60 years to make this birthday possible and worthwhile.

By reliving the past, we can catch a glimpse of the years ahead as broadcasting continues to mature and fulfill the promises of yesterday and today.

This book is a story of early radio in Dubuque. In the 1930's, at a time when most families were poor due to the Great Depression, I was a young lad. A nickel would buy a triple-dip ice cream cone, a large candy bar, or a bottle of pop. Things were cheap because money was so scarce.

At home we had no radio. The very first time I saw a home radio was in 1930 on my Uncle Joe Roseliep's farm at 3251 Roosevelt Street in Dubuque when I was nine. He had an Atwater-Kent set operated by batteries, because they did not have electricity. Behind the radio there were two wires going out of the window—one leading to the aerial on the roof of the two-story house, and the other to an iron pipe in the ground. The radio had a goose-neck speaker. I was fascinated by it. You could turn a dial and hear music or a voice—it was a fantastic thing to a nine year old!

We had a phonograph at home but it had to be cranked for power so it was not magical like radio. In 1933, someone gave us an old table model Majestic radio which had tubes and wires exposed. It was a real dust catcher and squealed often but to me it was wonderful. The radio proved to be a cheap form of entertainment in those days when there was little money for luxuries. Our family huddled around that old set to hear our favorite programs night after night. I can recall my excitement when I could hear WHO of Des Moines, WOC of Davenport "Where the West Begins" or WMT "The Waterloo Morning Tribune Station." WKBB's "Air Adventures of Jimmy Allen" was one of my favorite boyhood programs.

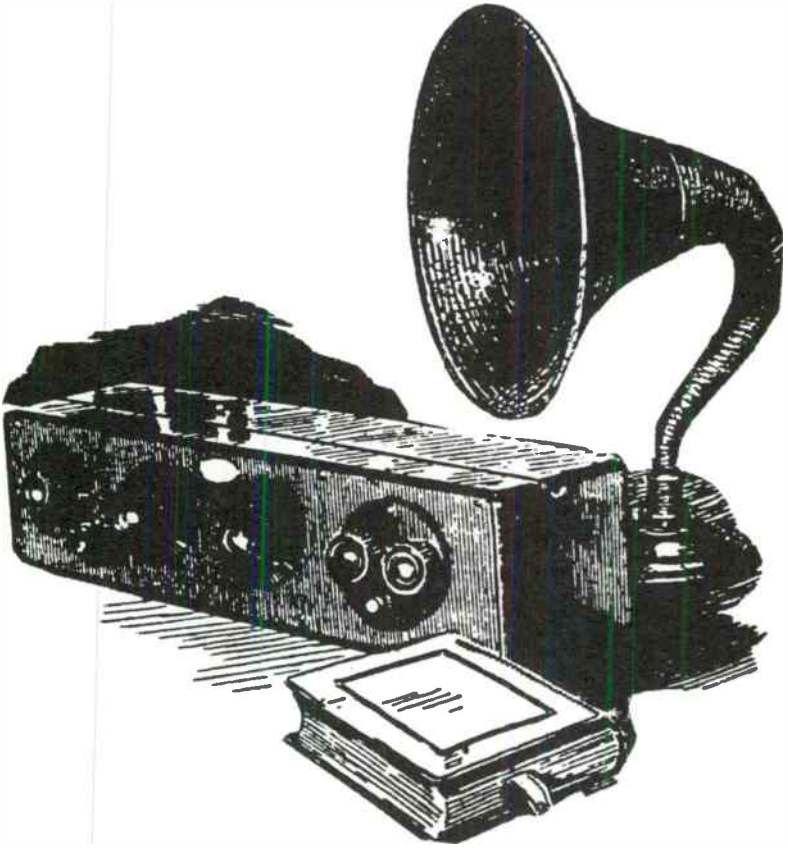
As time went by, our family secured a large used Brunswick radio, probably because my Dad had worked earlier at the Brunswick plant (where the Flexsteel plant is now located). While a student at Jefferson Junior High School in 7th grade, I heard a rumor that a new radio station was opening up in town with local programming. My teacher Howard Bateson told us that the new station would be on the air soon, but then someone mentioned that they had already heard it. I was excited and hurried home to tune in to see if I could find WKBB and sure enough, there it was at "the top of the dial."

Within the first year of WKBB's operation, my friend Bob Stierman and I visited the station's studio on the mezzanine floor of the Julien Hotel. We met some of the people there—John Price, who was the announcer, Mary Steinbach, who was the receptionist and Reggie Martin, then general manager.

During the intervening years, I finished school, served in the Army Signal Corps during WWII and worked 40 years at the Dubuque Post Office, all the time retaining my interest in early radio broadcasting as a hobby. Through the years, I have collected a great deal of interesting information on radio and followed its personnel and entertainers, particularly with regard to Radio Station WKBB when it was the only radio in Dubuque. With so much information and research material at hand, I decided to write this book.

I hope you enjoy reading about the early years—1933 to 1941—of WKBB's operation when it was the only radio station in Dubuqueland and truly "Unforgettable Radio."

Len Kruse
Dubuque, Iowa
1993



Gooseneck Radio Receiver—1930



1932 Philco - Model 70

In The Beginning

Radio was in its infancy in 1925 but was developing quickly. It was becoming the main home entertainment for the family in areas that had a station nearby. There were no radio networks anywhere yet. It was just five years since the very first station in the United States went on the air—KDKA in Pittsburgh, Pennsylvania which broadcast for the first time in November, 1920 providing results of the Harding-Cox presidential election.

My story is concerned only with radio station WKBB (now WDBQ), its beginning and its early years full of struggle and color. It covers only the period 1933 through April 1941 when WKBB was Dubuque's first and during that time, its only radio station.

The history actually starts in Joliet, Illinois when on September 30, 1925 WKBB Joliet actually made its very first broadcast. The Radio Division of the Department of Commerce in Washington, D.C. had granted a limited Class A broadcasting license to the Sanders Brothers, Inc., owners of Joliet's largest tire store. The license authorized the call letters of WKBB, operating with 100 watts of power, with the stipulation they divide time on 1310 kilocycles (214 meters) with station WCLS, also of Joliet. Ben Sanders was manager of the new radio station.

At this time, there were only 121 radio stations in 40 states. The Department of Commerce initially had jurisdiction over broadcasting with somewhat limited powers. But, because stations changed frequencies, increased power, and went on and off the air at random, it was nearly impossible for many stations to be heard clearly except in a limited area. Broadcasting was chaotic, to say the least.

National radio conferences were held annually in Washington, D.C. in an attempt to work out some sort of orderly development of the industry. But it wasn't until 1926 that President Calvin Coolidge asked Congress to take drastic action. The Radio Act of 1927 established the Federal Radio Commission (FRC) with broad powers to assign frequencies and regulate broadcasting times and power (550 to 1500 kilocycles). This brought about a more equitable distribution of radio facilities throughout the country.

On March 28, 1928 the FRC approved the Davis Amendment to the Radio Act of 1927. This Amendment required equal division of radio stations among five geographical zones in the country, and among the states within each zone a quota system. Since both Iowa and Illinois were over quota, WKBB Joliet's transmitter had to stay in the bounds of the State of Illinois.

On October 29, 1929 the stock market crashed! The subsequent Great Depression really did not affect radio as might have been expected. Theatres closed but radio boomed because it provided the poor and rich alike cheap entertainment in their homes. People relinquished cars and furniture but kept up the payment on their radios. It had become a part of their daily lives.

A step forward was made when WKBB's licensee name was changed from Sanders Tire Shop to Sanders Brothers Radio Station by the FRC in 1930. At that time, the station moved to new quarters in the Joliet National Bank Building. Its antenna atop the building consisted of a single wire inverted "L" type flat top. WKBB was then known as "the Voice of Joliet."

By 1931, WKBB was owned by several individuals: Ben and Edward Sanders of Joliet held 45% ownership, William F. Stuart of Chicago 25%, Theodore E. Stevens of Chicago 25%, and R. W. Hoffman of Cicero, who was president, with 5%.

Radio was becoming more and more popular but there was no radio station in or around Dubuque. The closest one was KWCR in Cedar Rapids, too weak to serve the tri-state area adequately. There were two stations in Joliet, but WKBB shared a wave length on 1310 kilocycles, operating only half of the time. Both stations were losing money and something had to be done. Management decided that WKBB's location should be changed. Since Dubuque was just across the Mississippi River from East Dubuque, Illinois and had no radio station, it was logical to seek approval to relocate to East Dubuque. In March of 1932 WKBB Joliet made application to the FRC for moving the station and it was approved May 27, 1932. This action was immediately protested. Hearings focused on the character and size of East Dubuque once referred to as "a tiny village in Illinois" and also as "sort of a rendezvous for bootleggers and law-breakers." But the protest did not prevail. The FRC affirmed their action on October 27, 1932 for WKBB to move.

WKBB still remained on the air in Joliet with regular programming while management made arrangements for purchasing the land owned by George and Matilda Jungwirth of East Dubuque in Dunleith Township, Jo Daviess County, for \$1,250.00. The new facility would be in the neighborhood of the Hilltop Casino on a high bluff overlooking the Mississippi River and Highway 20. The height and the accessibility of electricity were the prime factors in determining that location.

WKBB Joliet remained on the air until April, 1933. At this time, there were few refrigerators, no home freezers, no automatic washers, dryers or air conditioning. However, the new electric toy, radio, was prevalent in most

homes. Americans began to rely on radio for news, information and entertainment. The new mode of communication reformed the entertainment world as well as advertising and news reporting.

In April of 1933, engineers started to dismantle the transmitting equipment at Joliet and the WKBB building contents for its move to East Dubuque. In May, some equipment was moved on an old flatbed Mack truck with solid rubber tires and transported the 150 miles to East Dubuque. Enroute, the three men in the truck stopped for lunch. The parked truck loaded with dials, tubes, coils, a motor and other radio equipment, including a Composite transmitter which had extended beyond the canvas tarp cover, aroused the suspicion of the authorities. Could it be a bootlegger's still being moved? Prohibition was still very much in force as it wasn't until December 5, 1933 when National Prohibition was repealed. The Illinois State Police were called to the scene to inspect the truck and its contents. After assurance that all was okay, they were soon on their way to East Dubuque "high on the hill" location for WKBB.

A one-story frame building was built one mile east of East Dubuque on the bluff above the highway, which housed the transmitter, the control room, a small office and the studio, as well as living quarters for the chief engineer.

Twin radio towers were constructed 145 feet apart 79 feet into the air above the East Dubuque bluffs.

A well was dug with great difficulty due to the solid rock bluff. Power lines were installed and the studio walls, ceiling and floor made soundproof. Heavy drapes from the studios in Joliet were hung on the walls and the floor was carpeted. Acoustical tiles were not yet available.

In the fall of 1933, WKBB's sale was consummated when Dubuquer Walter E. Klauer, who was vice-president of Klauer-Julien Hotel Company and an official of the Klauer Manufacturing Company, bought the station. R. W. Hoffman of Cicero kept his small interest in the station and retained the name of Sanders Bros. Radio Station.

The station received approval from the FRC to begin programming on a limited schedule, so on October 30, 1933, the very first words heard over the air in this area were "This is Radio Station WKBB at East Dubuque, Illinois." WKBB was broadcasting on 1500 kilocycles, or 200 meters on some older models of receivers, with a power of just 100 watts, for equipment and program tests.

Chances are, if you had a radio in the fall of 1933, it was a Bendix, a Crosley, an Atwater-Kent, a Majestic or a Zenith. Many people purchased a radio for \$39.50 with \$1.00 down and 50¢ a week.

A great deal of broadcasting in these very early days of radio consisted of live entertainment, so many tri-state area musicians, comedians and singers participated. Microphones were not well developed and each one would be different. One of WKBB's microphones was a carbon type, so announcers

and performers had to talk or sing across the face of it to avoid sibilation, a hissing. Despite such shortcomings, many good local talent programs were broadcast.

A special program was conducted from the studios in November of 1933 by officials of East Dubuque to welcome WKBB to the airwaves. Mayor Chesley D. Brauhn, Attorney Leo Nack, Treasurer Hugo C. Apfield, City Clerk L. E. Groff, Chief of Police Frank Foht, Fire Department Chief Urban Tranel, and Street Commissioner Frank Roling, all spoke.

Only a handful of people operated the new WKBB. Reginald B. "Reggie" Martin, formerly of Chicago's WGN, served as its first manager. First Program Director was Clair Weidenaar, with Merle Stillman as Chief Engineer, assisted by Leon Brauhn. John Price was the first announcer. The first record played on the new station was a 78 RPM "It's Only A Paper Moon" by Paul Whiteman's Orchestra. The first commercial on the air was "Rhomborg Fur Company—Manufacturing Furs at 10th & White Streets." Its President, Karl J. Rhomborg, had arranged with Reggie Martin for the first commercial. Clarence Zahina with his accordion was the first live musician to play over Dubuque's airwaves. Ang Kerper's Krusaders was the first Dubuque orchestra and had Joe McNally, Jack Jenni, Ed Fens, Myron Gress, Don Wagner, Louis Runde, Ed Schroeder, John Slabach and ClarenceENZler in the band.

If a remote broadcast was to be made, it was necessary for WKBB to arrange with the telephone company at least 48 hours in advance, except in an emergency, to have a connection by wire from the studio to the broadcast site. The first remote show consisted of Christmas carols sung by Roshek's Choral Club under the direction of Mrs. M. H. Sims, on the mezzanine floor of Roshek's Department Store (now the Cycare Plaza) on several different evenings right before Christmas, 1933.

A recorded program "Hoppy & Sis" to promote the sale of Christmas seals, was presented over WKBB during that Christmas season, too. Sign-on in the morning and Sign-off in the evening was done with the playing of the "National Anthem." By this time, WKBB was on the air 56 hours a week. The schedule was as follows:

Daily, except Sunday:	7AM to 10:15 AM
	11:45 AM to 1:30 PM
	5:30 PM to 9 PM (sign-off)
Sunday:	9 AM to 2 PM (sign-off)

The typical sign-off announcement was:

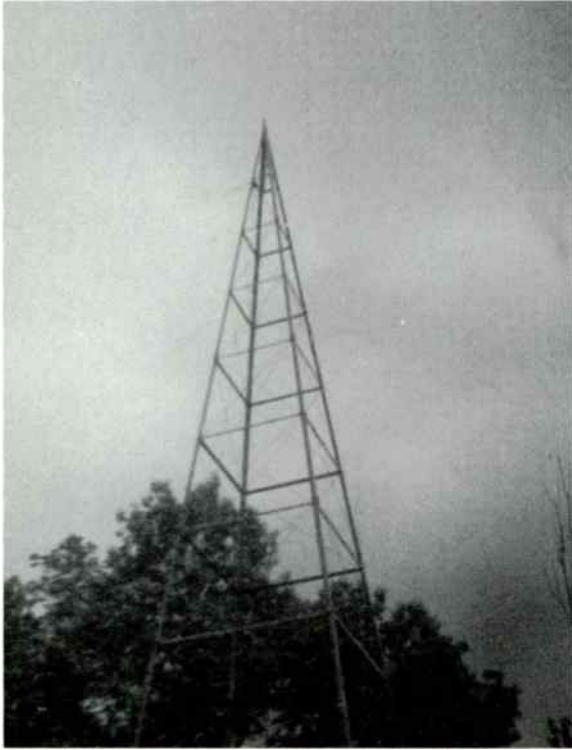
"This concludes the programming for today from Radio Station WKBB, East Dubuque, Illinois, operating on 1500 kilocycles with a power of 100 watts by authority of the FRC, Washington, D.C. WKBB is owned and operated by Sanders Brothers Radio Station. We hope you have enjoyed today's

programming and will join us tomorrow morning at 7 AM. This is John Price, speaking on behalf of the staff and management of WKBB, wishing you a good evening."

WKBB had a good beginning . . .



WALTER E. KLAUER
First President of WKBB—1933



One of the original towers at East Dubuque—1933

GOODYEAR
Pneumatic and
Solid Tires
500 TON PRESS
Acorn Batteries
Scientific
Vulcanizing
Electric Equipment

"Everything Your Auto Needs"
SANDERS
INC.
"Joliet's Largest Tire House"

Wholesale and Retail
Complete Stocks of
Springs, Gaskets, Gears,
Axles, Gas Caps, Etc.
Radio Supplies
Home of Radio Station
WKBB

611-15 EAST JEFFERSON ST.
PHONES 5347 and 11

1926 Letterhead

PHONE JOLIET 5656



W K B B
"VOICE OF JOLIET"
JOLIET NATIONAL BANK BLDG.

JOLIET, ILL. July, 30th 1930

1930 Letterhead



"THE VOICE OF JOLIET"
PHONE 5656 -- JOLIET, ILL.

1932 Letterhead



First Letterhead in East Dubuque—1933

Form No. 20-A-1

File No. 4-M-B-1264

UNITED STATES OF AMERICA
FEDERAL RADIO COMMISSION

Official No. 590Call Letters W K B B

RADIO BROADCASTING STATION LICENSE

Modified as of December 12, 1933

Subject to the provisions of the Radio Act of 1927, as amended, subsequent acts, and treaties, and all regulations heretofore or hereafter made by this Commission, and further subject to conditions set forth in this license, the LICENSEE

SANDERS BROTHERS RADIO STATION

is hereby authorized to use and operate the radio transmitting apparatus hereinafter described for the purpose of broadcasting for the term beginning December 12, 1933, and ending 3 a.m. E.S.T. July 1, 1934.

The licensee shall use and operate said apparatus only in accordance with the following terms:

- On a frequency of 1600 kc.
 - With power ~~XXXXXXX~~ 100 watts, with an additional XXX
 - (a) from local sunrise to local sunset only.
 - (b) for experimentation to determine whether interference results.
 - (c)
- Height of Antenna (from ground or counterpoise to highest point of Antenna) XXX meters.
Antenna current XXX amperes.
- During the following period or periods of time: **Daily (except Sunday): 7:00 a.m. to 10:15 a.m.; 11:45 a.m. to 1:30 p.m.; and 5:30 p.m. to 9:00 p.m.; Sunday: 9:00 a.m. to 2:00 p.m., Central Standard Time.**
 - Under the call letters ~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~ W K B B
 - With the main studio of the station located at:
R.F.D. #1, East Dubuque, Illinois.

The apparatus hereinabove authorized to be used and operated is located at:

**R.F.D. #1, East Dubuque, Illinois. - Lat. 42° 29' 04" North,
Long. 90 37 46 West.**

and is described as follows: **COMPOSITE - Broadcasting Transmitter. Direct Crystal Control. Last radio stage: two 75 watt vacuum tubes for low level modulation (R.C.A. UV-204-A). Maximum rated carrier power output 100 watts.**

For emergency purposes only, when by reason of breakdown or similar reason the said apparatus can not be used, the licensee is authorized to use and operate (but only in accordance with the terms and conditions of this license) the auxiliary radio transmitting apparatus located at:

XXX
and described as follows: The Commission reserves the right during said license period of terminating this license or making effective any changes or modification of this license which may be necessary to comply with any decision of the Commission rendered as a result of any hearing held under the rules of the Commission prior to the commencement of this license period or any decision rendered as a result of any such hearing which has been designated but not held, prior to the commencement of this license period.

This license is issued on the licensee's representation that the statements contained in licensee's application are true and that the undertakings therein contained so far as they are consistent herewith, will be carried out in good faith. The licensee shall, during the term of this license, render such broadcasting service as will serve public interest, convenience, or necessity to the full extent of the privileges herein conferred.

This license shall not vest in the licensee any right to operate the station nor any right in the use of the frequency designated in the license beyond the term hereof, nor in any other manner than authorized herein. Neither the license nor the right granted hereunder shall be assigned or otherwise transferred in violation of the Radio Act of 1927 as amended. This license is subject to the right of use or control by the Government of the United States conferred by Section 6 of the Radio Act of 1927.

Dated this 12th day of December, 1933.

By direction of the **FEDERAL RADIO COMMISSION**

[SEAL]

U. S. GOVERNMENT PRINTING OFFICE: 1933

11-4714

d₅

Station License



Transmitter at East Dubuque
1933-1939



CLARENCE ZAHINA PHOTO

First "Live" musician on WKBB at East Dubuque
November 1933

On The Move

On New Year's Day 1934, WKBB opened brand new studios and offices on the mezzanine floor of the Julien Dubuque Hotel in downtown Dubuque, in addition to the East Dubuque studio. Now, WKBB's studio had a concert grand piano and modern equipment. WKBB was "the talk of the town."

Under the FRC rulings, it was necessary that 51% of the station identification breaks be made from the East Dubuque studio because WKBB was licensed in Illinois. Now, a typical station break was "WKBB, East Dubuque, Illinois, 1500 kilocycles at the end of the dial, with studios also in the Julien Dubuque Hotel."

Announcers were usually located in the Dubuque studios while the engineers were at East Dubuque. Turn-tables for playing records or transcriptions were handled by the engineer on duty at the transmitter. The list of musical selections to be played was prepared by the program director, Clair Weidenaar in Dubuque, with a copy sent to East Dubuque. Two trips a day had to be made between the two studios to handle new records and/or lists of daily programming, and there was a direct telephone line from the studio's control room in Dubuque to the East Dubuque site.

The FRC attempted to establish fairness among all classes of people so that radio stations would operate in the "public interest, convenience or necessity." However, many problems occurred and court cases abounded, so in July the 73rd session of Congress passed the Communications Act of 1934 creating the Federal Communications Commission (FCC). The new regulatory agency was much more demanding and restrictive. All broadcasting station call letters were to begin with either "K" or "W" in accordance with the North American Radio Broadcast Agreement. Those East of the Mississippi River started with "W" while those West with "K" (except for those operating prior to July 1, 1934 when the FCC was instituted). The FCC also required stations to submit application for license renewal every year. It was necessary to show what percentage of the station's programs for the following year would be in each of the categories:

agriculture, education, entertainment, fraternal organization, government, news, sports and religion. With the heavy hand of the FCC requiring many detailed loggings by station engineers, along with other strict regulations, many small stations were forced off the air. But Dubuque's WKBB survived!

Radio programs during this era emphasized morality. Crime did not pay, good was rewarded and evil punished. Cuss words were restricted, and announcers would be reprimanded if such words were used on the air. Wages were very low during the Depression years. However, President Franklin D. Roosevelt in the new Broadcasting Code of 1934, stipulated minimum weekly pay to be \$20.00 per week for radio station personnel. WKBB announcers received \$15.00 a week plus a room at the Julien Hotel and daily evening meal, provided they ordered the "Vice-President's Special" in the Dutch Room of the hotel. The pay and living benefits added up to more than \$20.00 and were considered a bargain in such hard times.

On August 9, 1934, WKBB lengthened its programming to 89 hours a week, signing on at 7 AM and off at 9 PM. A typical weekday's schedule was: (Those with asterisks were local talent.)

AM

- 7:00 Sign-on with National Anthem and the Alarm Clock Hour
- 8:00 News Review*
- 8:15 Organ Melodies
- 8:30 Lorenz Laundrymen
- 8:45 Happy's Melody Boys with Hillbilly Music*
- 9:00 The Mailbag Program*
- 10:00 Scrapbook with Clair Weidenaar*
- 10:15 Songs of the Strings
- 10:30 Piano Portraits with Bonnie Williams*
- 10:45 The Anniversary Program*
- 11:00 Hot from Harlem
- 11:30 Symphonic Gems
- 11:45 Clarence Zahina, Accordionist*
- 12:00 Luncheon Dance

PM

- 12:15 World News Flashes*
- 12:30 Inquiring Reporter*
- 12:45 Sunshine Trio*
- 1:00 Songs by Bing Crosby
- 1:15 Song Hit of the Day
- 1:20 Eyes and Ears of Hollywood
- 1:30 Music from the Argentines
- 1:45 Songs of the Islands
- 2:00 Afternoon Frolic

- 3:00 Today at WKBB*
- 3:15 Music from the Masters
- 3:30 Dubuque on Parade*
- 4:30 Book of the Hour*
- 5:00 Twilight Musings
- 5:15 Tri-State Farm Program*
- 5:30 Sports Review*
- 5:45 Keyboard Kapers with Vivian Russo*
- 6:00 Air Adventures of Jimmy Allen
- 6:15 Songs at Eventide
- 6:30 The Sweetheart Serenade
- 6:45 Vocal Varieties
- 7:00 Clarke College Trio*
- 7:15 Bernie Rosemeyer's Orchestra*
- 7:30 World News Flashes*
- 7:45 Eddie Hawkins, Pianist*
- 8:00 Ruth of the Ivories*
- 8:15 Tex & Happy*
- 8:30 Kastle Hawaiians*
- 8:45 Sports Shorts*
- 8:50 Echoes of the Console
- 9:00 Sign-off

Late in 1934, WKBB established the station's General Advertising Policy:
 "Class A: Airtime 6 PM to 10 PM (highest cost for general broadcast advertising)

Class B: Airtime 7 AM to 6 PM and 10 PM to midnight

Class C: Airtime after midnight until 7 AM

Talent: Program ideas and talent cost submitted upon request. Services of studio engineers, station's program department and staff announcer on duty rendered without charge. However, if a specific announcer or additional announcers are required, talent charges are applied.

Transcriptions: 33 1/3 and 78 RPM vertical and lateral turntables available.
 No extra charge for transcriptions and no limitations as to time of day.

Transcription Library

Service: World Broadcasting System (WBS) transcription available. Charges upon request.

Instantaneous Reference Recordings: 10" one side \$2.50, two sides \$3.50
 12" one side \$3.50, two sides \$4.50
 16" one side \$6.00, two sides \$9.50
 Recording lateral only, 33 1/3 or
 78 RPM

Remote Control: Add 10% to time costs for equipment charge. Traveling expense and line charges at cost.

Unacceptable Products: Alcoholic beverages, except beer and light wine.

Political: Limited to programs 5 minutes or more in which legally-qualified candidates participate. Advance payment required.

Copy for programs must be submitted to station management 48 hours in advance of broadcast, and station reserves the right to edit copy in accordance with government regulations."

On May 14, 1935 a construction permit was granted by the FCC to increase WKBB's power to 250 watts during daytime hours and 100 watts after sunset. So WKBB proceeded to modernize and update its equipment.

By March 1936, a new 250-watt Western Electric transmitter was installed with the very latest in tone reproduction. Chief engineer Len Carlson stated, "It's a beauty!"

It was time for WKBB to join Sam Insull's new Affiliated Broadcasting Company (ABC), a regional network. On April 18, 1936, ABC began operations, enabling WKBB listeners to have more choices of programming. And, as a result, the station was able to bring direct from Chicago play-by-play broadcasts of the Chicago White Sox and Chicago Cubs home games. In fact, the Chicago White Sox-St. Louis Browns game was WKBB's first ABC feature. These broadcasts continued every day until the end of the baseball season.

On February 28, 1937, WKBB affiliated with the major nationwide network, the Columbia Broadcasting System (CBS). This was another milestone in the station's progress because this tie to CBS transformed WKBB into a first-class station.

In October of 1937, the FCC relaxed the rule governing station breaks. In an interview with Vaughn Gayman, veteran news editor, he said, "In the early years, it was mandatory to have station breaks every quarter hour between 14 minutes and 30 seconds, and 15 minutes and 30 seconds—one full minute, no matter what was on the air at the time. I've broken into 'Hail Marys', pulled opera singers back from the microphone, gave the station break and then pushed them back to the mike. That was the FCC. Also, at that time, you had to say at the beginning of a recorded program 'This is a phonograph record.' The FCC mandated this ruling so the listeners wouldn't think you had, for example, Benny Goodman in your studio."

The Davis Amendment to the Radio Act of 1927 (requiring the Commission to allocate broadcasting in proportion to population in the five designated zones of the country) was repealed by Congress on June 5, 1936 which empowered the FCC to license stations according to technical capability rather than population. The repeal gave the agency greater freedom in considering applications for increased facilities, so WKBB could now expand. In the summer of 1936, WKBB hired trained radio consultants to make engineering surveys, soil tests and field measurements to determine the best location for WKBB's new transmitter.

In the summer of 1938, after months of exhaustive tests, it was finally determined that WKBB build its transmitter on Middle Road, one-half mile west of the Dubuque City limits. WKBB purchased 12 acres from Nicholas Welbes. (When the city annexed this area, Middle Road was named Pennsylvania Avenue, and the station's address was 2763 Pennsylvania. Later, Flora Park was established here.) By November 1939, the new building was completed. The tower stood 260 feet high with a 1000-watt flashing beacon on top of it which could be seen 30 miles away. The small building near the tower housed the new Collins Radio Company transmitter and an apartment for the Chief Engineer.

At 4 PM on November 5, 1939, WKBB signed off the air at East Dubuque in order that the engineers could test the new transmitter in Dubuque. The next morning at 6:30 AM, station owner Walter E. Klauer and WKBB's General Manager, Jim Carpenter, were on hand to throw the switch to put WKBB on the air from the new site. "This is WKBB, the radio voice of Iowa's Key City, Dubuque, 1500 on your dial, operating from its new transmitter location just west of the Dubuque city limits off Middle Road, with 250 watts of unlimited power. It is now serving all of Dubuqueland with radio transmission of the highest quality," stated Carpenter. This was WKBB's 6th year on the air with a weekday schedule starting at 6:30 AM and running until 12 midnight, and Sunday signing on at 8 AM until midnight.

On May 10, 1940 WKBB became affiliated with the Blue Network of the National Broadcasting Company (NBC). Now a whole host of great new programs could be heard, including the "NBC Breakfast Club", "NBC's Club Matinee", the "National Farm & Home Hour", championship boxing bouts and hundreds of famous radio entertainers.

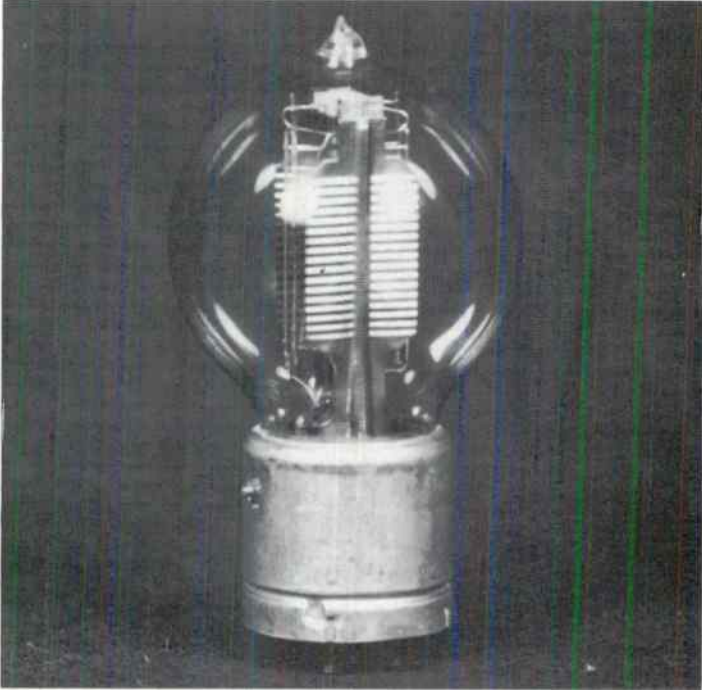
Remodeling of the studios and business offices at the hotel was completed in November 1940 with the latest improvements in acoustics, lighting, decorating and ventilating. WKBB joined the International News Service in March of 1941 to have more up-to-date worldwide news at its disposal.

There was a mass shift of America's radio stations to new frequencies on March 29, 1941. Just the night before, WKBB listeners were given an explanation by James L. Fly, Chairman of the FCC, in a special broadcast on NBC and WKBB. The shifting was in accordance with the North American Radio Broadcasting Agreement to eliminate interference. The important document was signed by the United States, Canada, Mexico and Cuba. WKBB was moved from 1500 to 1490 kilocycles. Dubuque's Mayor, F. W. Thompson, issued a proclamation: "Whereas, under such treaties, certain radio broadcast frequencies must be re-allocated among American radio broadcast stations, WKBB being assigned the frequency of 1490 kilocycles.*** Now Therefore, Be It Resolved, that Saturday, March 29, 1941, be known as 'Radio Moving Day' in the City of Dubuque, and the citizens of Dubuque are urged to make any necessary adjustments of their radio receivers as promptly as possible." (This was meant for push-button models.)

In May of 1941, another radio station—KDTH came on the air in Dubuque, and many other changes and developments were occurring in broadcasting. America became involved in WW II on December 8, 1941 and many went off to serve in the various branches of the military. To really develop and show early Dubuque radio, this story starts in 1933 at WKBB's actual beginning and stops in 1941 at a time when life became entirely different due to the war and competition from another local radio station.

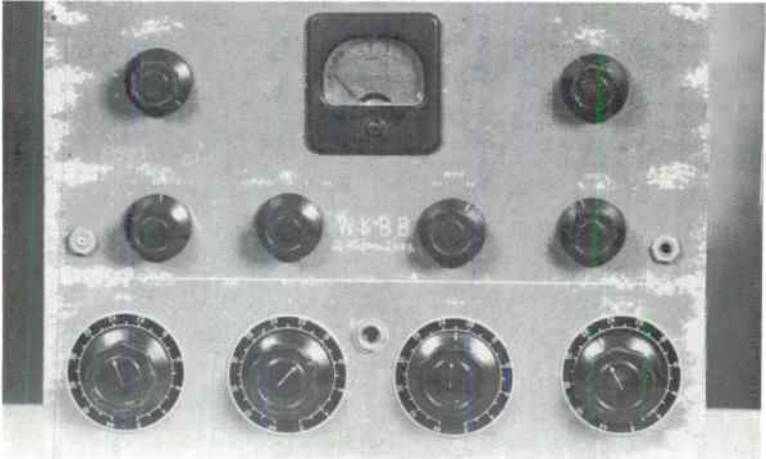
My love for early radio involved other radio stations, too, but WKBB has always been my favorite because it was the first one that brought a young boy's admiration of that magical thing called "unforgettable radio."

The following chapters give detailed information on some of the many programs broadcast from WKBB's very beginning in 1933 when nearly everything on the air was composed of local talent or records, on through the next seven and one-half years of programs to May, 1941 when KDTH, the second radio station in Dubuque, appeared on the broadcasting scene.



LEN CARLSON PHOTO

Used tube from first transmitter



LEN CARLSON PHOTO

Remote Amplifier at Julien Hotel—1934



Carbon mike—1934



Old mike on piano at Julien Hotel studio—1934

1 9 3 4



Hotel Julien Dubuque

DUBUQUE'S ONLY FIRE PROOF AND
FIRST CLASS HOTEL

Studio of WKBB

300 Rooms 260 Baths

Rates from \$2.00

COFFEE SHOP

DUTCH ROOM

Popular Prices

On U. S. Highways 20, 52, 61, 151

A.A.A.

KLAUER-JULIEN HOTEL CO.

Operators



WKBB Studio "A" at Julien Hotel—1934

Ever Increasing **SERVICE** *for Dubuque!*

Radio broadcasting is a public service. Radio station WKBB is *your* broadcasting servant. It is constantly striving to bring to you a wide variety of the finest radio programs.

WKBB is proud of its net-work affiliation and hopes that its loyal listeners will enjoy the added service of the Affiliated Broadcasting Company.

W K B B

1500 KILOCYCLES

WKBB joins its first network
The Affiliated Broadcasting Company
April, 1936

MAIN STUDIOS:
Mezzanine Floor of
HOTEL JULIEN

WKBB

REMOTE STUDIOS:
Clarke College; Loras College;
University of Dubuque

“Radio Voice of Iowa’s Key City”

Affiliated With Columbia Broadcasting System

WKBB joins CBS in 1937



Site of proposed tower at Silver Acres (Pennsylvania Avenue)
looking Southeast—1938

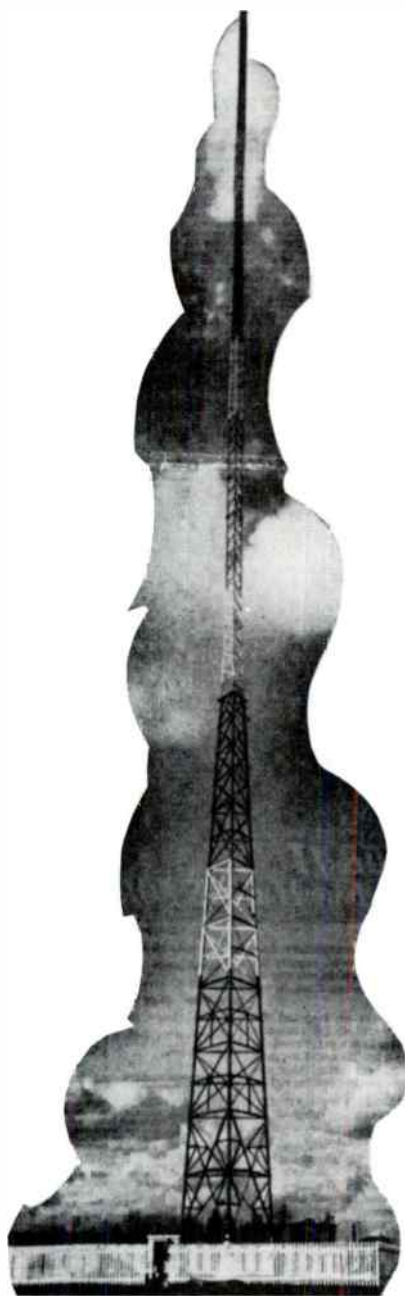


Control Panel and turntables in Studio "A"
1938

ACRISTUDIO.COM



View from reception room into control room—1938



The new WKBB 260-ft Tower near Pennsylvania Avenue west of Dubuque.



W K B B 1500
 Kilocycles
 ♦ The Radio Voice of Iowa's Key City, Dubuque ♦

Head of Program Schedule in *The Daily Tribune*—1939

WKBB

has joined the

NBC Network!

On Wednesday, May 8th, your radio station, WKBB, became affiliated with the Blue Network of the National Broadcasting Company. This was another step in maintaining WKBB's policy of constantly improving its service for Dubuqueland radio listeners. Now, a whole host of great new programs, including the NBC Breakfast Club, NBC Club Matinee, the National Farm and Home Hour, the Green Hornet, the championship boxing bouts, Arturo Toscanini's Symphony Orchestra, and hundreds of other famous radio programs and artists are ready to entertain you when you dial 1500. From 6:30 A.M. to midnight, you'll find WKBB always serving your listening pleasure.

Salute to Dubuque

Listen to the National Farm and Home Hour Friday morning from 10:30 to 11:15. There will be a special dedication to WKBB and Dubuque which will be carried by NBC Blue Network stations from coast to coast.

Dial 1500 For Finest Radio Entertainment

WKBB joins NBC in 1940



Entrance to WKBB studios at Julien Hotel—1940

W K B B 1490
Kilocycles

◆ **The Radio Voice of Iowa's Key City, Dubuque** ◆

Head of Program Schedule in *The Daily Tribune*—1941

1490

*A New Place
on Your Dial*

**W
K
B
B**

**Dubuque's
NBC
Station**

The Golden Age of Live Music

One of the most important facets of radio was music, and Dubuque and the surrounding area had a lot of good talent. Without the benefit of network affiliation in the beginning of WKBB, local musicians and entertainers made up a great deal of the programming; and so it was that the station presented a wide variety of regular "live" musical broadcasts.

There were no broadcasting schools and very little tradition of radio broadcasting so each artist came to WKBB in his or her own fashion. Few had much formal training in music or speaking but that was o.k. Many of these people on the air, especially the singers and bands, performed at dance halls and other places of entertainment, too. These early programs reflected 1934's type of living and enjoyment.

At first, musicians feared that music over the air might hinder concert and dance hall admissions, ruin the sale of musical instruments, as well as sheet music and records. However, the reverse proved to be true. It soon was established that a place existed for musicians in broadcasting as well as in the dance and concert halls.

Music was the staple of most WKBB schedules. Audiences preferred light musical variety built around singers or orchestras, usually running 15 to 30 minutes in length.

The following are many of the local musicians on WKBB during its first few years of operation:

Aces of Melody

Dale Jewell started singing on WKBB with the singing buddies on Sunday, July 15, 1934 and the program continued every Sunday until November of that year. The group changed its name to "Jewels of Melody" in December, 1935 when they again broadcast regularly at 12:45 PM twice a week until July, 1936.

Ray Alderson and His Orchestra

The "young man with a horn" played in 1933 and 1934 with the old Bus

Canfield Orchestra, and in 1935 he put together his own band. Ray Alderson and His Orchestra played on WKBB's "Monkey Club" program every week during 1935. In 1936, they broadcast from Melody Mill. In March of 1937, Ray and his popular swing band appeared at the Orpheum Theatre stage broadcasts on the Dubuque Musicians' Union shows. World War II put an end to the Ray Alderson Orchestra.

Bachelors of Harmony

This was a singing quartet from the University of Dubuque. They presented broadcasts from the WKBB studios weekly during December of 1935 and January, 1936. The group also appeared on the Dubuque Musicians Variety Hour in March, 1936 broadcasts.

Mary Louise Braden-Down Melody Lane

This popular Dubuque mezzo-soprano sang regularly each Thursday over WKBB from June of 1939 until August of 1940. Ethel Carpenter was her accompanist. Two songs written by George Groppe of Dubuque, "Pardon Me for Dreaming" and "I'm Up in Heaven with an Angel" were among the songs Mary Louise sang. A native Dubuquer, she also served as soloist in the University of Dubuque A Capella Choir.

Ray Brandel

Ray played a steel guitar and sang over WKBB's airwaves every week in 1935 for several months. He also played with "The Stevedores" on their regular programs in 1935 and 1936.

Nick Brodeur

Although not a regular on WKBB, Dubuque's Nick Brodeur was a famous pianist and arranger of music. In 1935, he played with Bus Canfield and His Band while attending Columbia College, where he also played in the school band.

In March of 1936, Nick played with Bill Zumhof and His New Theatre Orchestra. By June of that year, Nick was part of the nationally-known Carl Deacon Moore Orchestra until December, 1936. Then he returned to Dubuque and signed a contract with The Circle in East Dubuque to serve as pianist. In 1937, he was featured "As the one and only Nick Brodeur and his hot piano" on the Musicians' Union Variety broadcast from the Orpheum Theatre before a live audience. Dubuquers really loved his professional piano talent.

In early 1938, he played with Emil Coleman and Harry Reser in New York City and then signed up with the Ben Bernie Orchestra. (CBS and WKBB presented Ben Bernie's Royal Master program.)

Nick was interviewed by WKBB's Bill Sears in March, 1939 during which broadcast he played two piano selections. "Swing music is here to stay" he said. Nick was pianist and music arranger for Ben Bernie's band heard coast-to-coast over CBS.

In December of 1940, Nick played an engagement at the celebrated Hollywood night spot "Victor Hugo." He composed the music and lyrics for the popular "You're a Fraidy Cat" which was published in 1941.

Don Callahan and Katherine O'Neill

In an interview on March 8, 1988, Don Callahan stated he was referred to as "the voice of the Tri-states" on the air. He sang baritone along with Katherine O'Neill, soprano. Katherine's real name was Urline Hubert. Don and Katherine sang on a regular schedule over WKBB during May, June and July, 1935. Popular melodies such as "Mary Lou" and "You Wore a Tulip and I Wore a Big Red Rose" were among the songs most requested, Don mentioned. Their program was sponsored by Peryon's, the Squibb Pharmacy at 8th and Locust St.

Bus Canfield and His Orchestra

Beginning in March of 1934, the local Bus Canfield Orchestra presented a one-half hour of music each Thursday night over WKBB, continuing until May of that year. The orchestra also played on the Musicians' Union Variety show from the WKBB studios in March of 1936 along with Claytus Nelson, Marie Werdel and Bill Zumhof.

In September, 1936 until January, 1937, the orchestra again played regularly from the WKBB studios.

Russ Carney and His Grand Piano

This gentleman started regular broadcasts over WKBB daily from February of 1934 through April in the evenings. In September, he organized the "Russ Carney Orchestra."

Evelyn Carpenter, Piano

On a regular weekly basis, Evelyn Carpenter played the piano at the studio, beginning in August of 1934. When she became very popular, she played twice a week over the WKBB airwaves. She continued until the end of 1934.

Vincent Chewing

Vince played with many oldtimers around Dubuque, particularly in the early 1930's. He was with the Earl Woods Band at the Orpheum. Vince directed the Dubuque Municipal Concert Orchestra over WKBB in April, 1936 on the Musicians' Union Variety Hour. He played a good clarinet.

The Circle

A brand new feature heard in March, 1939 on WKBB was a program from The Circle, a popular night spot in downtown East Dubuque. It had "Two Men and a Maid", a trio consisting of Jack Dalton, Arnie Kane and Helen Brown. Russ Bishop played the Hammond organ, Mark Gavin the clarinet and Les Fields was vocalist. Russell Patch was the announcer for The Circle broadcasts. Listeners seemed amused at the Scandinavian dialect and humor, especially "Holy Jumpin' Jiminy" sung by Jack Dalton of the Hi-Hat trio.

Russ Bishop continued to play the organ at The Circle on live broadcasts every night at 10 PM Monday through Saturday until July of 1940 when a new organist, Jerry Chandler, took over.

In August of 1940, The Circle invited everyone to the opening of the new Hawaiian Room from where Jerry played nightly until the end of 1940. His broadcasts were sponsored by The Circle.

College Inn Orchestra

A floor show was presented in October, 1934 at the grand opening of the College Inn, 6th & Locust Streets. (This was on the second floor of the old Johannsen's Candy Co., formerly The Danceland.) Bill Beck's Collegians drummed out music with Bill Beck on trumpet, Bill Zumhof on trumpet and violin, Spencer Wright on saxophone, Jack Wright on the drums and Mona Groff soloed. College kids streamed in to listen and dance, and many throughout the tri-states tuned in their radios to hear the music every night, except Sunday, at 9 PM over WKBB. Bill Beck's Collegians played for two full months and then Bobby Griggs and His Music took over for a time. However, Bill Beck's Collegians returned to the College Inn in November, 1935 and played over the air nightly until March, 1936.

Harold Collins, Pianist

Mr. Collins was a graduate of the Dubuque Academy of Music, a composer as well as a pianist. He presented piano recitals over WKBB once a week during May and June of 1934.

Gladys Connelly, Piano

This Dubuque pianist performed every week during October, November and December, 1934 over WKBB.

John Dietz, Accordionist

For the lovers of old-time German music played only as John Dietz could play on his accordion, people were urged to tune in on Thursday night and enjoy his style. John played regularly from April of 1935 until September of 1937; and then again in January of 1940 he presented a series until July of that year.

John was a shoemaker and owned a shoe repair shop at 709 Rhomberg Avenue. He also was an artist and did lovely oil paintings.

Dream Weavers

This high caliber group was a trio of Dubuque girls who sang on the air over WKBB for the first time in September, 1936. Each Friday night thereafter, they sang regularly for a 13-week period. Art Jones narrated their music. Also, the group appeared on one of WKBB's special broadcasts over the Affiliated Broadcasting Company in October, 1936.

Roy Driscoll and His Club Madrid Orchestra

If you were a Hotcha fan, you would have turned the dial to WKBB on Wednesday and Saturday nights during July, August, September and October of 1935 to hear the music broadcast from Midway Gardens (located on Highway 20 midway between East Dubuque and Galena). The dance hall was considered to be one of the largest in northwestern Illinois during the 1930's. The ballroom sponsored the broadcasts of this band.

Dubuque Club Brigadiers

Originally, this group was known as "The Stevedores" who performed in 1936 and 1937 over WKBB at the Dubuque Club (located at 895 Main in the lower level). In the fall of 1936, the name was changed to "Dubuque Club Brigadiers". Broadcasts continued on Fridays and Sundays through 1936. The group also performed on the Musicians' Union Variety program broadcasts from the Orpheum theatre in 1937.

Dubuque Star Revue

Starting in January, 1938, the Dubuque Star Brewing Company sponsored a program with "Mark Gavin's Mississippi Mountaineers" from WKBB studios every night, except Sunday, for one full year. The group's singer, Gordon Saunders, had quite a repertoire of German music and said, "Those type of songs seem to make the brew taste better." The ad read over the air for the program was "The people's choice—an all-grain beer, properly aged, 'krauesened' beer."

In August of 1938, when Dubuque celebrated the Centennial of the Iowa Territory, a special parade was held. It included a flat-bed truck of Dubuque Star Brewing Company, on which Mark Gavin's Mountaineers entertained. Their regular announcer, Mel Galliard of WKBB, introduced their music as the float moved down Main Street.

Eddie and Ralph

"The Happy Monday Twins", Eddie and Ralph presented a musical program over WKBB starting in March of 1936 on every Tuesday and Thursday morning until May 28. Later, they appeared as guests on "The Homemaker's Hour" program.

Jim Engler, Dubuque's Bachelor of Song

Jim presented his first broadcast over WKBB on Monday, February 12, 1934 in the evening. Then, every Monday and Wednesday following until April, 1934, he was on the air. He had graduated from Columbia College in 1934 having served in its Choir, Quartet and Orchestra. In 1937 he was first violinist with Happy Hauck's Orchestra which played on high-powered WLW in Cincinnati; and in 1938, he became a member of Cecil Golly's Orchestra broadcasting nightly over a radio chain from Louisville, Kentucky.

Ethel's Melody Musings

"Say It With Music" was the theme with which Ethel Carpenter opened and closed her program of uninterrupted piano music for 15 minutes every day from April, 1939 to June, 1954. Mrs. Carpenter, a graduate of music, served as WKBB's studio pianist and filled in often with her piano artistry for guest appearances. Mrs. Carpenter was the wife of WKBB's general manager, James D. Carpenter. More information on her is in the chapter entitled "The Carpenters."

Gib Forbes

At the beginning of 1935, Gib Forbes joined the WKBB staff. He had come from a much larger station in St. Louis, so he brought a great deal of expertise in speaking and music. During his two and one-half years at WKBB, he broadcast and participated in five different musical programs, besides being an ace news commentator and a distinguished linguist.

"Down Memory Lane" and "Memory Teasers" were weekly programs in which Gib played catchy tunes on the piano. Both programs were broadcast from February, 1935 until December of 1936.

In July of 1935, Gib aired his new program called "Try and Stump Us". Announcer John Price dared radio listeners to name a selection that Gib would not be able to play. It was a fast and moving half hour each week. For 11 months, Gib did not miss a tune, but in May of 1936, a caller requested "Down By the Vinegar Works" and Gib was stumped. This program aired until September, 1936.

In October, 1936 another program "Art and Gib" started in which announcer and baritone singer, Art Jones, gave a rendition of popular songs with Gib accompanying on the piano. This program aired at noon on Mondays, Wednesdays and Fridays until February, 1937.

Another feature called "The Monkey Club" started in September of 1935 under the able production of Lay Cameron and Gib Forbes as master of ceremonies. The show moved along with much humor amidst the music of Ray Alderson's Orchestra, Jack Kerper's "Voice of Romance" and the popular "Sunshine Trio". Listeners obtained membership in the club by phoning in names and musical requests. This program continued until December of 1935.

Gib's last Friday program was called "Gib Forbes Entertains". It started in November, 1935 and carried until May, 1937, just a month before Gib left Dubuque for another radio station. (More information on Mr. Forbes can be found in the chapter entitled "The People of WKBB".)

Gus Fuhrman Orchestra

At the grand opening of Mel's City Club at 4th & Locust Street, on January 7, 1935, Gus Fuhrman's Orchestra played dixieland music. They continued broadcasting nightly at 9 PM from the Club, except on Sunday, through June of that year.

Mr. Fuhrman played with "The Stevedores" from time to time on their broadcasts, as well as being featured on the Musicians' Union Orchestra program in 1936 and the Union's variety show in 1937.

In December of 1939 and January of 1940, "Gus Fuhrman's Trio" broadcast regularly at noon, Monday through Saturday, direct from the studios.

Mark Gavin and His Mississippi Mountaineers

This orchestra leader was on four separate regular broadcasts. He and his Mississippi Mountaineers gave a one-half hour show starting in November, 1937 and every Sunday thereafter at 1:30 PM until the Easter Melody Round-up in April, 1938. Mark returned to WKBB in January of 1939 on a Monday through Friday basis until the end of February playing music at 1 PM.

Mark Gavin's Trio commenced entertaining over WKBB on March 1, 1939 at noon and called his program appropriately "Mid-Day Melodies". The Trio was on every day, except Sunday, regularly until the end of 1939. At the same time, the Combo played in the evening on Mondays and Fridays with popular dinner music. That program was called "Dinner Concert". Later in the evening, the group played dance music during 1939.

Mark Gavin played on the year-long "Dubuque Star Revue" broadcasts in 1939 as well as on the Musicians' Union Variety Hour in 1937. Mark was inducted into the first "Dubuque Musicians' Hall of Fame" in 1987 as a jazz saxophonist, clarinetist and organist.

German Hour

John Mueller conducted his Dubuque German Band for broadcasts during March and April of 1934. Songs were sung in German and English.

Happy and Curley

This quarter-hour program was initiated in 1936 on Tuesday mornings for two months over WKBB. Happy Golden and Curley were guests on the "Farm Flashes" show in the mornings during April, May and June of 1936 as well as having their own regular program. Happy also performed on "Tex and Happy" programs over WKBB.

Happy's Melody Boys

Entertainment from the WKBB studio was started by Happy's Melody Boys in September, 1934. They sang on the air until the end of that year. This group was composed of Happy Golden, Don Sand, Louis Dolter and Harley Grant.

Eddie Hawkins' Ivory Melodies

One of WKBB's earliest musicians, Eddie Hawkins presented a 15-minute recital of piano music at 12:45 PM every weekday from February through April of 1934. In May, he began a similar weekly program which aired until February of 1935.

Red Hittenmiller

Way back in the mid-1920's, Donald H. Hittenmiller, known as Red took lessons from Elmer Schadler and learned to play the guitar. Red was identified as the cowboy singer in the black hat. By April of 1935, he was singing and playing western and hillbilly tunes over WKBB regularly twice a week. His program continued for one year.

Red appeared as guest singer on the "Tri-State Barn Dance" and "Tri-State Farm Flashes" programs during 1935 and 1936.

In 1938, he re-appeared on the air again with country tunes for two months.

Jack Kerper, Song Salesman

Jack Kerper was truly a salesman with a good song technique. He had a romantic voice and sang over WKBB on Tuesdays and Saturdays during May and June, 1935.

Keyboard Kapers

Another talented pianist who broadcast over WKBB was Vivian Russo. On Tuesday, Thursday and Saturday in the late afternoon, she played way back in 1934.

Key City Hot Shots

On July 18, 1940, this program was first started over WKBB. It aired at 5:15 PM every Thursday for a month. Some of the instruments used by the Hot Shots were tambourines, fiddles, drums, piano and a xylophone.

Marie Knoll, Vocalist

Another early artist who sang over WKBB was Marie Knoll. She began weekly programs in November, 1934 on Thursday nights and continued until July of 1935. Marie also sang soprano with the Bus Canfield Orchestra.

Kostle Hawaiians

This show was presented by Matt and Barney Kostle. Twice a week at 8:30 PM during 1934 and 1935, they entertained over the airwaves of WKBB. Their music took listeners to the land of the hula. Clarence Zahina also played with this group from time to time. John Price introduced the various musical selections for the Kostles.

Bernice Link, Accordionist

Every week during May, June and July of 1934, Bernice played popular tunes on the accordion at night.

Bobby Lynn, Songs

This man with a great tenor voice sang popular ballads every Thursday evening during January, February and March of 1940. Pianist Ethel Carpenter accompanied him.

M.D.'s of Melody

Ken "Doc" Wittenberg was pianist of this small group of musicians. Doc played the trombone and could sing very well, too. The group entertained over WKBB at 8:45 PM every week from April through August, 1938.

Melody Cruise

Lively Jim Theisen, with his banjo and guitar, Barney and Matt Kostle, "Ruth of the Ivories" and Al Gatena composed this group. They performed on Saturday nights over WKBB from May, 1934 until January, 1935. They also played on the "WKBB Shindig" and the "WKBB Barn Dance". When interviewing Jim Theisen, he stated "I played just for the enjoyment of playing on the radio. Those were wonderful times. No one will ever forget them."

Bob Meyer, Vocal

Another local artist, tenor Bob Meyer sang over WKBB every Tuesday night from August, 1934 until the end of 1935. He also sang on the Musicians' Union Variety show from the WKBB studios during 1936.

Don Meyer and His Blue Rhythm Band

This band entertained from the studios of WKBB on Sundays at 12:30 PM from April to August of 1935.

Mississippi Male Singers

The smoothness of the voices of these singers made them a big hit on their first broadcast on March 2, 1934 at 7 PM Their repertoire included popular, classical and Latin songs. Every week, Kraft Clothiers, "Dress as Smart as You Are" at 560 Main Street, brought this program to WKBB listeners. The 20 males were under the direction of Rev. Emmett Kelly of Columbia College and Miss Marie Werdel, pianist. This program remained on the air until June, 1934.

Eldon Muir, Baritone

With a remarkable voice, Eldon Muir sang over WKBB at 8:30 PM every week during September and October, 1934.

Ed Murphy Sings

Ed Murphy was a staff announcer at WKBB but he also sang on his own regular program every Tuesday night during March of 1938.

Al Newburgh

One of the very earliest musicians who performed over WKBB was this man who played the mouth organ and banjo simultaneously during 1933. Few instruments produce sweeter music than the harmonica, especially when Al did it. He could extract sweet melodies from a little mouth harp. In January, 1934 his 30-minute program each Wednesday evening was sponsored by "Appel-Higley Electric Company at 962 Main Street for everything electrical."

Al's regular program continued through April, 1934. He also was part of the "Nut Sundae Club" program.

Nut Sundae Club

WKBB presented this program every Sunday from January, 1934 until the end of May. It was from 1 to 2 PM from the Gold Room of the Julien Hotel. Listeners were invited to the broadcast and the feature was quite popular. There was standing room only for those who did not arrive at least an hour before the broadcast.

Station Manager Reggie Martin and Program Director, Clair Weidenaar were part of the show. Some of the guests and artists who participated were: Ang Kerper's Krusaders, Keith Kirby, the Sunshine Trio, Little Jo Polfer, Al Newburgh, Clarence and Lucille Zahina, and Bernie Rosemeyer's Orchestra. Several groups from the WLS Barn Dance were also featured.

After five months, the program ceased.

Organ Reveries

Live from the Strueber Funeral Home at 15th and Iowa Streets, organist Elizabeth Kiebel played melodies every Sunday at 12:45 PM. The program started in November, 1936 and remained on the air for one full contract year. A WKBB announcer introduced the selections and gave the ad "Strueber Funeral Home, a homelike funeral home."

Piano Moods, with William Kelm

Kelm named his program "Piano Moods" because he played music of his own choosing according to his inclinations. Three days a week from January through April, 1934 he played. Later, in 1937 he also played the piano for a few broadcasts.

Luke Ritz and His Orchestra

This was a popular dance band that played "the sweetest music this side of heaven." They played often on WKBB during 1935, 1936 and 1937, and the band furnished music at the famous President Franklin D. Roosevelt's Birthday Balls during those years. (See chapter "Public Service" relative to FDR's Birthday Balls.)

On October 12, 1936, Luke Ritz and His Orchestra was heard live from WKBB over the Affiliated Broadcasting Network at 9 PM.

During 1936 and 1937, this orchestra presented a one-half hour program on the Dubuque Musicians' Union program on Saturdays, and in February, 1937, the band appeared on the stage of the Orpheum Theatre on the Musicians' Union Variety show.

Charles W. "Chick" Luckritz, the band's leader and a native Dubuquer, worked at Interstate Power Company for 47 years. Besides the band, he also played with the Dubuque Community Band for many years.

Bernie Rosemeyer Orchestra

This band started on WKBB in January, 1934 shortly after the station went on regular programming. They played three times daily sometimes serving as studio orchestra after Ang Kerper stopped. The orchestra also performed on "Nut Sundae Club" regularly as well as playing for dances at the Julien Hotel and the Royal Palace in Galena.

In an interview with Bernie, he stated "I continue my interest in music and always enjoyed our association with WKBB. We had wonderful times in those very early years when radio was just starting."

Ruth of the Ivories

In July of 1934 the theme of "Whispering" opened and closed 15 minutes of piano music by Ruth Cassutt Feyen over WKBB. She had an original treatment of popular music which people liked. Ruth was on the air regularly for the balance of 1934, 1935 and through April, 1936. She also played with the "Melody Cruise" group, the "WKBB Shindig" and the "Tri-States Barn Dance".

In chatting with Ruth about her radio days, she said, "I had 94 continuous programs and would you believe, I was scared each time I played on the air."

Al Schmidt's Orchestra

This Dubuque orchestra played on Sunday mornings during February, March and April, 1940 for 13 continuous programs. Even though Ray Bandekow owned the orchestra, Al was the only member who had a telephone to arrange for bookings. Thus, the name became "Al Schmidt's Orchestra". In talking with Al, he stated he still played piano for two Dubuque groups of musicians.

Edward Schroeder, Jr., Violinist

As a young man reared in a musical environment, Edward Schroeder, Jr. composed music at the age of 24. He wrote and directed a comic operetta at St. Mary's Casino at 15th and White Street, using all local talent. Ed graduated from Columbia College in 1934. He wrote the words and music of "Mary Stuart", an opera which represented the first major musical composition by a Dubuquer. He also produced the opera, the cast of which was all amateurs, along with a chorus of 70 people.

Mr. Schroeder accompanied the Dubuque Symphony Orchestra when it played the overture for a ballet.

This gentleman was a true violin genius and composer. His first performance over WKBB was in June, 1934. Thereafter, every Tuesday evening for 13 weeks he could be heard. Then the program was named "Schroeder's Trio" and that program remained on WKBB for several more weeks.

Dorothy Schubert, Piano

Another pianist who played wonderful music over WKBB was Dorothy Schubert. She performed on Saturday and Tuesday afternoons during October, November and December of 1936.

Becky Sharp Sings

Becky, a soprano, sang on a regular program every Monday night during October and November, 1939. Ethel Carpenter accompanied her on the piano.

Alma Siebert, Vocalist

This vocalist sang with Gib Forbes at the piano during 1935 from April through August, on Saturday nights.

Ada M. Spielman, Pianist

Because of the popularity of good piano music, one of the many on WKBB was Ada M. Spielman. Ada played selections at 1 PM every Monday during March, April and May, 1934. Ada was a piano teacher.

The Stevedores

This musical group broadcast from, and was sponsored by, the Dubuque Club at 895 Main in the lower level. The remote broadcasts were arranged by WKBB with a direct line. Programs started in October, 1935 and aired through the end of that year.

Early in 1936, The Stevedores again were on the air on Sunday and Friday afternoons from January through May.

The group was composed of Clarence Zahina on accordion, Gus Fuhrman on piano, Vincent Conlon, a tenor, Mark Gavin on saxophone and Janet Lloyd, vocalist.

In September of 1936, the name of the group was changed to the "Dubuque Club Brigadiers".

Sunday Morning Revue

Ethel and Jim Carpenter, the "Sweethearts of the Airlines" performed every Sunday at 10 AM for 30 minutes from April of 1937 until March of 1938. Jim sang while Ethel accompanied him on the piano. This feature was sponsored by Rhomberg Fur Company, 10th & White Streets. (More information on the Carpenters is in the chapter "The Carpenters".)

Sunshine Trio

Early in February of 1934, a brand new feature called "Sunshine Trio" was broadcast. Carl Beyer on the Spanish guitar, George Wick on the mandolin and Earl Kreiman with his steel guitar composed the group. They became so well liked that they often played 13 times during a week on the air. They continued on regular schedule through 1934, 1935, 1936 and into 1937. Sometimes, the group were guests of "WKBB's Shindig" and "The Nut Sundaes Club".

Tex and Happy

This twosome consisted of Harold Schulz as Tex and Homer Golden as Happy. They sang western songs over the air in 1934. Tex played the harmonica while Happy plunked the guitar. Sometimes, Teddy Miller sang on the program with them. This feature ran on WKBB from February through April, 1934 and then "Tex and Teddy" sang during July, 1934. Again in 1935, in April, "Tex and Happy" came back on the air, remaining for the rest of the year. They could be heard in the morning every week.

Tigges Candy Kids

This was not a regular feature on WKBB but they were often on other radio programs. The kids were Arthur and Jerry Tigges. Their father, Oscar Tigges, played the fiddle and violin, Art the accordion and Jerry the drums and guitar.

Oscar and Art Tigges played on Saturday nights in 1934 on "WKBB's Shindig" while both boys and their father participated in the "Tri-State Barn Dance".

On September 30, 1935, Art and Jerry Tigges won third place on WKBB's "Talent Quest" program. They also performed on the "Nut Sundae Club" occasionally.

George Thalhammer, Accordion Wizard

"The Wizard of the Accordion" was the title given to George, who participated in the Musicians' Union Variety Show during 1937 over WKBB.

Waikiki Serenade

On WKBB every Wednesday night during December of 1935 and until April of 1936, students of the Honolulu Conservatory of Music (at the corner of 17th and West Locust Streets in 1936, then at 1605 Central in 1937) played Hawaiian guitars of South Sea island music over the air.

Later, in March and April, 1938 the Conservatory's students strummed Waikiki serenades over WKBB. "A gift of joy and happiness—music—a Hawaiian guitar" was one of the ads over WKBB.

Kathryn Waterman, Songs

The Dubuque girl with the charming deep, smooth voice was Kathryn Waterman. She presented a 15-minute program of popular songs on Thursday nights from May to October, 1934. She was accompanied by Harold Stineoff on the piano.

Bonnie Williams, Piano Portraits

In early broadcasting, when many pianists performed on the air, different colorful names were chosen for the programs. Bonnie played lovely musical pictures with her music, hence the name "Piano Portraits". Bonnie was a regular on WKBB for three years—1934, 1935 and 1936.

Amber Wilson, Piano

Amber Wilson Jones played the piano over WKBB on Mondays and Fridays during school summer vacation in 1934. Faber Music Company at 1013 Main Street sponsored the program. In talking with Amber, she related "Faber Music Company supplied the sheet music for my program."

Whitey Woelk's Kentucky Mountaineers

No one could play the bass quite like Whitey Woelk. He really liked jazz. Whitey was a popular musician in Dubuque for over 50 years. His real name was Ralph "Whitey" Woelk and he was inducted into the Dubuque Musicians Hall of Fame as string bassist in 1987.

His group broadcast at 5 PM every Thursday afternoon from January until September, 1935 when the time was changed to Saturday afternoons and then they played until August of 1936. Again, in January of 1937, they came back on the air regularly until April of 1937.

WKBB Radio Varieties

It was important and progressive to have new and different types of programs to hold listeners' interest, so a new program was instituted in June of 1934 to involve more local people. Interviews were held ahead of time and some of the successful entertainers were: The Dore Sisters, Eddie Bacher with his xylophone, and Ginger, a soloist. The program was held weekly with a different artist or group each time. It was a good way for talented people to become known.

WKBB Shindig

Barn dances and shindigs were typical midwestern popular forms of entertainment during the 1930's. On May 5, 1934, WKBB started this program to include persons and musical groups to entertain over the air on Saturday nights from the studio. Listeners crammed the phones and a tremendous amount of mail was received. By October, 1934, because of the influx of people, the broadcast was from the Gold Room of the Julien Hotel. Some of those who entertained on this program were: The Sunshine Trio, the Platteville Male Quartet, Whitey Woelk's Kentucky Mountaineers, Eddie Hawkins, Clarence Zahina, Ray Brandel, Red Hittenmiller, Tigges' Candy Kids, and the Melody Cruise group.

The program remained on the air for a year. It was re-named "The Tri-State Barn Dance" in October of 1934.

WKBB String Trio

This Trio was also known as the KLM String Trio. "K" stood for Eileen Kaiser who played the violin, "L" was for Thelma Lillig, also with the violin, and "M" for Mona McCaffrey on the cello. This group gave a 15-minute program over WKBB once a week from June through September, 1934. Again in 1935, they appeared on the air as the "WKBB Ensemble" May through December.

Clarence Zahina, Accordion Melodies

Clarence Zahina was the first local musician to play from WKBB's East Dubuque studio back in November of 1933 with his accordion melodies of country music. He was on the air three times a week around noon. Sometimes, his sister Lucille accompanied him on the piano. This continued until April, 1934. Clarence also played with the "Kostle Hawaiians" during 1934.

A year later, he played over WKBB every Monday night in April until August, 1935. He was also featured on the Musicians' Union Variety Hour in 1937 and 1938, with the "Dubuque Club Brigadiers", the "WKBB Shindig" and the "Tri-State Barn Dance". In January of 1940, he formed "Clarence Zahina's Oldtime Band" which broadcast every week through that year. Clarence stated his band enjoyed great success due to its exposure on WKBB.

Joe Zugenbuehler

A basso singer, Joe sang lovely ballads over WKBB from March to June of 1934. He also sang with "Mississippi Male Singers" on the air.

Bill Zumhof and His Orpheum Orchestra

Bill Zumhof started his musical career with a dance orchestra at the age of 16. He played with Art Braun and His Novelty Boys at 13th and Iowa Streets (present site of Walsh's). In his era it was a roller skating rink but on Friday nights, dances were held there. Bill played the violin and later changed to the trumpet. In conversation with him, Bill stated that he can remember when he was with Earl Wood when they played in the pit of the old Majestic (later the Orpheum and now the Five Flags) theatre for vaudeville and silent movies.

Bill Zumhof and His Orchestra played over WKBB in May, 1934 in the evening once a week. In 1935, he played at the Hilltop in East Dubuque with other musicians at night while in the daytime he taught music at Reniers. Many of his students made up the Bus Canfield Orchestra. He also taught the Bellevue High Band students.

Bill played on the "Claytus Nelson" show as well as in 1937 and 1938 he participated in the Musicians Union Variety broadcasts.

Performing over the air really helped the bands and orchestras gain publicity. In fact, many of the regular musical features on WKBB were as a result of people competing on programs. Many of the musicians went on to larger and better orchestras.



RAY ALDERSON PHOTO

Bus Canfield and his Orchestra

L to R: Maurie Germain, trombone; Harold "Picks" LaBarge, guitar; Charles Wilkinson, trumpet; Charlie Coffee, trumpet; Herb Bauck, string bass; Jerry Schneider, drums; Bus Canfield, Leader; Ray Alderson, sax; Howie Bauck, piano; Gordon Fear, sax; and Harold Datisman, sax—1934



PHOTO TAKEN IN DUBUQUE, IOWA AT EAGLE POINT ROCK—1937

Ray Alderson Orchestra

Left to right: Bernice Catlin (vocalist), Floyd "Buck" Schmitt, Carl Baumgartner, Tay Connolly, Howard Bauck, Gus Donahue (arranger for Lawrence Welk after World War II), Ray, Karl Klemme, Richie Miller, Joe Schmitt, Willie Sutter and Jack Glab.



Bobby Griggs

Bobby Griggs and His Music played at the College Inn over WKBB in 1934



The Dubuque Club Brigadiers

L to R; George Thalhammer, accordion;
Ray Brandel, Guitar; Myron Gress, clarinet;
Herb Bauck, string bass—1937



BERNIE ROSEMEYER PHOTO

Bernie Rosemeyer Orchestra

L to R: Meyer Taylor, Tenor Sax; Harold Geyer, Alto Sax; Bill Rawson, Alto Sax; Bob Johnson, Violin and Guitar; George Blackman, Drums; Forrest Farrell, piano; Bob Grindell, trombone; Bill Bohnacher, cornet; Bob Cardis, Bass Horn; Bernie Rosemeyer, Director and Cornet—1934.



Gus Fuhrman Orchestra

L to R: Norb Hein, trombone; Chick Luckritz, trumpet; Willie Sutter, string bass; Myron Gress, sax; Russ Evans, drums; Fred Wetter, guitar; and Gus Fuhrman, Director and piano—1937



Mark Gavin Trio

L to R: Mark Gavin, Buck Schmitt and Whitey Woelk—1939



Mark Gavin Combo

L to R: Whitey Woelk, string bass; Mark Gavin, clarinet; George Thalhammer, accordion; and Joe Chevalier, guitar—1939



Krusaders

This orchestra consisted of: Joe McNally, Jack Jenni, Eddie Fens, Myron Gress, Don Wagner, Louis Runde, Ed Schroeder, John Slabach, ClarenceENZler and two others, not identified. Ang Kerper was the leader—1934



JACK BEADLE COLLECTION

Luke Ritz Dance Orchestra

L to R: Chick Luckritz, trumpet; Vince Grass, saxophone; Vince Chewing, clarinet; Kate Zahina Holz, pianist; Myron Gress, sax; Victor Luckritz, violin; and Ray Grimm, drums—1939



CARMEN BICKERT PHOTO

Sunshine Trio
George Wick, Earl Kreiman and Carl Beyer—1934

Big Bands and People “Live” on WKBB

WKBB was going strong during the period of the Big Bands in the late 1930's and early 1940's. There were nightly broadcasts over CBS, the NBC Blue Network and WKBB from 10:15 PM to midnight during this time. On Saturday nights, WKBB remained on the air until 1 AM so that listeners could enjoy an extra hour of the outstanding big band music.

Some of the famous musicians interviewed and the big bands which broadcast “live” from WKBB were:

Charles Agnew and His Famous Band

This dance band featured vocalist Emrie Ann Lincoln. It came to Dubuque on March 5, 1934 direct from the Stevens Hotel in Chicago for a one-night stand. A broadcast from 7 to 7:30 PM from the WKBB studios was presented, and at 9 PM the band furnished music at The Danceland, 6th & Locust Streets.

Jessica Dragonette

On April 29, 1941, Jessica Dragonette, America's Queen of Song, was interviewed over WKBB. That same night, she appeared as guest artist with the Dubuque Symphony Orchestra at the Loras Gymnasium.

Jan Garber's Orchestra

This band was widely known to Midwestern dancers. On February 12, 1937, the band's director phoned WKBB concerning a practice session during its anticipated layover the next day in Dubuque on the way to Oelwein. WKBB offered its large studio, and the band played a special 15-minute broadcast that day.

Tiny Hill's Orchestra

Tiny Hill performed at the Loras College Senior Prom on May 10, 1940, and at 11:30 PM, WKBB broadcast his music direct from the school.

Herbie Kay and His Orchestra

This nationally-known orchestra featured big band music with Shirley Lloyd. It performed for an hour over the air one night between Christmas Day and

New Year's Day in 1933 from the Gold Room of the Julien Dubuque Hotel. This band was the first big band to broadcast live over WKBB.

Melody Mill Broadcasts

Melody Mill, located one mile north of Dubuque on Sageville Road, Highway 52 & 3 (the site of Wickes Lumber Co.), officially opened on August 8, 1934 at 8:30 PM. One of the largest and finest dance pavilions in the midwest, it had parking for hundreds of autos on its 70-acre track. Large flood lights illuminated the grounds. The Dubuque Amusement Company, owners of Melody Mill, contracted with WKBB to broadcast on the air portions of music that the big bands were playing so as to promote the ballroom for dances. WKBB installed a permanent line from the station to the ballroom for this purpose.

Some of the big bands who performed at Melody Mill and had broadcasts over WKBB in the years 1936 to 1940 were:

- Cab Calloway and His World Famous Cotton Club Orchestra
- Carleton Coon and his Orchestra
- Ruth Ellington and Her 16 Master Musicians
- Glen Gray and His Casa Loma Orchestra
- Jimmy Jackson and His Men of Note
- Jimmy Joy and His 13 Instrumentalists
- Doc Lawson and His Marvelous Band with Charming Dorothy Davis
- Freddy Martin and His Great Rhythm Orchestra
- The Moser Brothers, World Famous Yodelers and Musicians
- Ernie Palmquist and His Victor Recording Orchestra
- Louis Panico and His Orchestra
- Don Peebles and His Famous Orchestra
 - (And presenting in person Sally Rand and Her Fan and Bubble Dance, the girl who made three World Fairs famous)
- Ramona and Her Men of Note
- Casper Reda's Orchestra
- Ralph Slade and His 10 Entertainers
 - featuring the five Singing Buddies
- Floyd Town and His Men About Town
- Dick Vinall and His Music
- Ted Wayne's Popular Orchestra
 - featuring Guy Lombardo's style

Rubinoff and His Violin

Radio's dynamic maestro in person, Rubinoff, arrived by train in Dubuque on May 8, 1939 to perform at Loras College. Celebrated pianists, Gray and Braggiotti, accompanied Mr. Rubinoff in his presentation. WKBB interviewed Rubinoff concerning his music.

Dubuque Musicians Protective Association

The Dubuque Musicians Protective Association (DMPA), Local #289 and affiliated with the American Federation of Musicians, was formed in 1903 to unite the instrumental portion of the musical profession for the protection and advancement of their interest and for enforcing good faith and fair dealing in all cases involving its members.

In the 1930's ballroom dancing was exceedingly popular, especially among high school and college students. Who from that era doesn't remember the Big Apple and Jitterbug? Dubuque and the Tri-State area had many bands and orchestras.

The first DMPA series of broadcasts over WKBB were called the "Musicians Union Variety Hour" from the studios during March and April of 1936. Every Saturday night, local artists performed from 8:15 until 8:45 PM. On March 7, 1936, Bus Canfield's Orchestra led the show with Claytus Nelson, Marie Werdel, Bill Zumhof, the KLM String Trio, Clarence Zahina and Bernice Pauly. The following week, Bill Zumhof and his new Orpheum Theatre Orchestra was featured along with Nick Brodeur, pianist; Bob Meyer, tenor; the Key City Four; Bob Roedell, baritone; and Eddie Bacher, on the marimba. On March 21, Dubuque's Luke Ritz and His Orchestra played, with Claytus Nelson, Ruth Dunhowe, the Four Bachelors of Harmony, Bob Sommerfeld and the Dubuque German Band. The next week, the Stevedores with Clarence Zahina entertained with Janet Lloyd, vocalist, Gus Fuhrman, pianist; Vincent Conlon, tenor; the German Band; and Mark Gavin with his saxophone.

The following Saturday, the DMPA presented Professor Noel J. Logan directing the University of Dubuque A Capella Choir; the KLM String Trio; and Vincent J. Chewing directing the Dubuque Municipal Orchestra.

The last program of the series on April 11, 1936 presented more Dubuque musicians and singers for a grand finale.

The second series was when DMPA contracted with WKBB in August, 1936 for a one-year series of broadcasts every Saturday afternoon for one-

half hour at 4:30 PM. That program was named "Musicians Union Orchestra". Some of the bands and groups that performed were: (alphabetical by orchestra or band name)

Bill Beck and His Hilltop Casino Band
 Hal Burke and His Orchestra of Modern Swing
 Bus Canfield and His Orchestra
 Joe Chevalier & His Guitar with George Thalhammer,
 Vince Chewing and Joe MacDonald
 Harold Collins & His Orchestra
 Dubuque Club Brigadiers
 Gus Fuhrman & His Swing Band
 Ed Goodman & His Orchestra
 Rudy Hafeman & His Orchestra
 The Jam Session
 The KLM String Trio
 Bill Lee & His Orchestra
 Luke Ritz Orchestra
 Connie Naslund & His Orchestra
 Bill Rawson & His Orchestra
 Sugar Cain & His Orchestra
 Whitey Woelk Orchestra
 Cy Young & His Band
 (featuring Bohemian polkas and German Dance Music)

The third DMPA series of programs over the air was the 1937 Radio-Stage Varieties broadcasts from the stage of the Orpheum Theatre before packed audiences. Programs began in February at 9 PM on Tuesday nights and were carried for six weeks. Many local artists and musicians participated and Gib Forbes of WKBB served as Master of Ceremonies.

The first stage production featured Dubuque's own professional musical stars: Bus Canfield Orchestra; Nick Brodeur and his piano; George Thalhammer with his accordion; Bernice Pauly, a Blues singer; Lloyd Bartholomew and his flute; and Art Jones, WKBB's tenor.

The second show the following week had Luke Ritz and his orchestra along with Jules Hansel and Norb Hein on trombones; the Key City Four, a saxophone quartette; Marie Werdel, concert pianist; Bill Zumhof on violin; and Ken Wittenberg, tenor vocalist.

The third week, Dubuque's artists of two swing bands and 25 entertainers appeared on the stage for the large audience broadcast which included: Gus Fuhrman and His Swing Band; Dubuque Club Brigadiers; University of Dubuque's Four Bachelors of Harmony; Russ Evans, the flashy drummer and eccentric dancer; George Thalhammer, accordion artist; Jack Noonan, a hot trumpeter; Ray Brandel, a singing guitarist; Myron Gress, a crooning saxophonist; and Herb Bauck, tenor vocalist.

A record crowd watched the talent on the Orpheum's stage broadcast on March 9, 1937 when performers were: Bill Rawson & His Orchestra; Harold Collins, pianist extraordinary; "Stretch" Klein, Dubuque's Bing Crosby; the Trumpeteers; the Harmony Trumpet Trio; and accordionist, Clarence Zahina.

On the March 16, 1937 airing, it was announced that participants would be judged by the theatre patrons, and winners would be the entertainers the following week. Over twenty artists and musicians competed. On March 23, the following were acclaimed winners as the best DMPA musicians in the six-week series: Best two bands were Ray Alderson and His Swing Band and Bus Canfield & His Orchestra. Other winners were: Eddie Bacher, Xylophone star; Arthur Jones, WKBB's Star of Song; Bob Roedell, Baritone; Jack Noonan, Trumpeteer; Nick Brodeur on His Hot Piano; Marie Werdel, Pianist; George Thalhammer, Accordion Wizard; and the Brigadiers.

Because of the numerous cards and letters from the public, and its desire for more such programs with local musicians, the DMPA series was considered a great success. And, as a result, those musicians gained much publicity and popularity to help them in their musical endeavors.

Amateur Programs

Amateur programs became quite popular in the country and in Dubuque with its new media of radio in 1935. "Major Bowes Original Amateur Night" was one of the top shows of the nation while two amateur programs on WKBB were gaining popularity, "Dubuqueland's Original Amateur Hour" and "Talent quest".

Dubuqueland's Original Amateur Hour

This amateur show started on February 19, 1935 from the WKBB studios. It continued every Tuesday night for one-half hour. Some of those who participated were: Maynard Lenox, Edythe MacBaier, Paul and Dallas Murphy, Pat O'Rourke, Bernadine Roling and Ken Stewart. The *East Dubuque Register* newspaper sponsored the program which remained on the air until June of 1935.

Major Bowes' Amateur Hour

"All right, all right" Major Bowes said on his big show on CBS. Everyone was familiar with his clanging gong which signaled that a personality had struck out of the competition.

On September 26, 1940 from 7 to 8 PM, Major Bowes saluted the City of Dubuque. The program was carried over the CBS coast-to-coast network and Dubuquers tuned in to hear it over WMT, Cedar Rapids. (At this time, WKBB was affiliated with the NBC network.) Mr. Bowes paid high tribute to the City and its rich historical background, mentioning its industry, fine schools and famous old-world residences. Bowes was designated Honorable Mayor of Dubuque as well as Police and Fire Chief for the day by Dubuque's Mayor, Frank W. Thompson, Police Chief Joseph H. Strub, and Fire Chief William L. Ryan.

Forrest Conway, a 25-year-old student pianist at the University of Dubuque, was Dubuque's contestant on the "Major Bowes Amateur Hour". He had been selected by an audition committee from 12 applicants and was a student of Martha Zehentner. He was sent to New York City by the Dubuque Chamber of Commerce and others to represent the City. His selection for competition was Liszt's "Etude in D Flat Major" which he played from the Columbia Broadway Playhouse in New York City.

Directly after the CBS broadcast, WKBB put on a special behind-the-scenes broadcast from voting rooms set up in the local telephone company exchange building at 824 Locust Street, where 60 girls tabulated the votes during the hour and one-half. People in the Tri-state area called "Dubuque 6960" during the "Major Bowes Amateur Hour" and for one-half hour afterward. Mr. Conway received 22,000 votes locally and many more from across the country. The special broadcast was sponsored by Fluckiger Motor Company at 450 Central, Mathey Motors at 414 Central and the Schrup Motor Car Company at 11th & Central.

The following week, the Major Bowes New York office telegraphed the University of Dubuque, the Dubuque Chamber of Commerce, and WKBB advising that the Dubuque contestant, Forrest Conway, was the national winner! On Sunday, October 6, 1940, at 8:30 PM Forrest Conway presented a special concert from the WKBB studios as a dedication to Dubuque in appreciation for voting for him and for his trip to New York City.

Talent Quest

If you could sing, play an instrument, or do novelty acts of any kind, there was a chance to win an award on the Grand Theatre's "Talent Quest" program. Every Monday evening, WKBB broadcast from the theatre's stage, an amateur show with people from the city and surrounding communities participating. The special broadcasts started in September, 1935. Mel Galliard served as Master of Ceremonies. Great crowds attended so that the Fire Marshal had to order the theatre not to allow anyone in without a seat. A "Standing Room Only" sign was posted outside and a loudspeaker installed to bring the program outside for those unable to get inside.

Every Monday night at 9 PM, there was competition of the stars with winners for first, second and third places. Winners of the November 4th contests were: The University of Dubuque Quartet, first place; Russell Hochberger, harmonica virtuoso, second place; and Charles Allen, guitarist and singer from Hazel Green, Wisconsin, third place.

The following week, only children competed. Included were Helen Kuhl, four-year-old singer; Anna Mae Voels and Joan Graf, singing and dancing; and Violet Zepeski, accordionist and tap dancer.

The climax of the first series was presented to a full crowd on November 18, 1935 when eight first-place winners competed against each other. They were: Ray Collins, novelty singer; the Four Bachelors of Harmony; Paul Huber, saxophonist; the Keller Sisters, a harmony duo; Claytus Nelson, a tenor; the Visitation Academy German Octette; Joe Zugenbuehler, baritone; and Almira Zust, mezzo soprano. The audience demanded an encore for the Four Bachelors of Harmony who won first-place honor.

On the second series of "Talent Quest" the following week, Eddie Lyons appeared with impersonations and was called back two times. In December, the program was composed of the Vogt Orchestra from Lancaster; a skit by

five people; Mickey Erschen who offered songs and tap danced while Paul Sowle and Doran Fisher sang. On the children's program, nine youngsters entertained, including a tap dancer, a ukelele player, a hillbilly singer and others to round out the special Christmas broadcast over WKBB. Winners of the second group who appeared on the stage on January 27, 1936 were: Elmer Augustine, a singer; Myron Biggins, a cornetist, Mrs. H. Dunhowe, a Blues singer; Mickey Erschen, a tap dancer; Eddie Lyons, a comedian; Ed Mahoney, an Irish tenor; Henrietta Peskach, a soprano; and Powers, Ryan & Corpstein, a comedy skit.

Another interesting amateur broadcast was given on February 24, 1936 when a trombone duo played. There was a saxophone solo by Harold Langman, Mary Louise Braden sang, and Dallas Murphy presented a group of imitations.

Winners all staged a gala appearance on March 16 with First Awards going to Mary Louise Braden, Eddie Lyons, Jr., Ed Mahoney, Henrietta Peskach, the Senior High Cornet Trio, State Winners Landech Brothers, Tony & Ed (hoe-down Musickers) and the Three Hot Shots.

New personalities were on the broadcast the following week, and an acme of variety was staged in April, 1936 when listeners heard imitations of Fred Allen and Portland Hoffa, the Rag-a-Ma-Taza Band composed of frying pans, lids, ash trays and a bazooka; Henry De Dominguez in Spanish numbers, Cliff Canavan and Bolivar, who came over from Sherrill to act.

April 27, 1936 was the last broadcast of "Talent Quest" when a special "Revue of Stars" was presented.

The local amateur programs seemed to fulfill a need for some Dubuquers and those of surrounding towns to express themselves. It was an opportunity to perform and many of the competitors went on to become members of a band or orchestra.

Local Drama

Radio was and still is an imitation of motion pictures and an echo of the stage. No one ever realized that radio could be used so effectively as a theater of the mind—that a few words, a particular sound effect, or a bit of music, could transport one to any corner of the globe and/or evoke emotions that were deep in the consciousness of the listeners.

Sound effects were truly a large part of acting over the air, since sound was the only medium by which a plot or story could move. In the early 1930's there were no canned sound effects. Everything was done "live." The sound effects man supplied the sounds for the actors by using special devices or playing records. Suppose you were listening to a dramatic show over the radio and you hear a car driving along and then braking to a stop (record); the car door slams (the sound effects man slams a door in the studio); footsteps are heard on a gravel path (the sound effects man shuffles his feet in a gravel-filled box); and a doorbell rings (the sound effects man rings one of his many bells). Sound effects were used frequently on local plays acted at the WKBB studios and Chief Engineer Len Carlson proved to be the professional in this area.

Dubuque was a city of culture and the arts reigned high, and so it was that people supported WKBB's airing shows of drama. The schools and colleges, the Boy and Girl Scouts, and Civic organizations supplied some of the drama on Dubuque radio. Even after WKBB joined the networks, local people continued to play an important role in presenting skits and plays over WKBB.

Following are some of the many local dramatic productions carried over WKBB.

Archdiocesan Centennial Pageant

The pageant "Hid Battlements" by the Rev. James J. Donahue of Columbia College was staged under the direction of Father George A. Stemm, head of Drama. The pageant portrayed the history of the Archdiocese, and was produced at the college auditorium with 420 roles played by over 100 people. It was broadcast from 8 to 10:30 PM on April 11, 1938 over WKBB. Main actors were: Paul Schuster as "Bishop Matthias Loras", Eleanor Powers as the "Spirit of Dubuque" and Herbert Boland as "Narrator."

It was the biggest production ever staged at Columbia College and was performed 36 times. Paul Schuster writes: "In the production of 'Hid Battlements' at the studio, with no TV then, props were what imagination and originality could do—bells, claps, knocks, glass tinkling or breaking near the mike, etc. Actors had to step back quickly for the sound effects." (Paul A. Schuster was inducted into the Loras College Players Hall of Fame in 1987.)

Clarke College Players

"The Little Theatre of the Air" was presented by Clarke College Players over WKBB in May, 1934 on Wednesday nights. The one-act plays became one of the station's outstanding drama features during that year.

Columbia College Players

"Days Without End" was a Lenten play performed by the Columbia College Players in March, 1934. It starred WKBB's part-time announcer and college student, Ed Palen, along with Irene Bahl, Ethel Kress, Harry Ryan and James Trow. Another program for the summer students was "Dust of the Road" presented under the direction of Ed Palen with members of the cast being Peter Eisbach, Joe Grace, John O'Rourke, Eleanor Powers, Harry Ryan and Paul Schuster. The play was broadcast on July 24, 1936. This group presented "The Mountain" with Father George A. Stemm directing, on the air in February and March, 1937 from the Old Campus Studio. "There were only four characters in the play" stated Paul Schuster, "which were Herb Boland, Mary McGregor, Eleanor Powers and myself. I played the role of a priest, a strong part. This production was a premiere."

Dubuque Boy Scouts

A Boy Scout drama, under the direction of Dr. W. J. Baumgartner, was held every Wednesday during February 1936 (Boy Scout month). A new project was started in April 1939 when a group of Dubuque scouts put on a series of plays under the direction of Miss Helen Deming of the Dubuque Recreation Commission and Michael Mueller, Troop 12 Scoutmaster. Every Monday at 7:45 PM over WKBB, the series of plays were presented for a period of three months.

On April 4, 1940, Troop 23 of the Boy Scouts produced "A Centipede Race" playlet over WKBB which included Dick Auerswald, Clifford Blades, Donald Dick, Howard Falk, Royce Hines, Milton Kapp, Tom Ryan and Jack Tupper.

Dubuque Recreation Association Skits

A group of local young people who belonged to the Dubuque Civic Recreation Society, wrote their own radio skits. These were featured in a series of eight broadcasts on Mondays in May and June 1938. "The Impossible Parkers" had a different episode each week with players James Jehring, Paul

Maloney, Mary Manders, Joseph McNally, Eleanor Powers and Paul Strueber. The Rev. James J. Donahue, Professor at Columbia College, directed the group.

Little Brown Barn Players

The first of a series of 13 plays was presented in August 1934 over WKBB by this group of well-known Dubuque actors. The first play was an adaptation of the movie "It Happened One Night" starring John Corpstein, James Gehrig, Ed Palen, Eleanor Powers and Clair Weidenaar. The second play "None But The Brave" was written by native Dubuquer Arnie Stierman.

Radio Dramatic Club

This was a group of local actors who broadcast one-half hour plays on WKBB during March and April 1934.

Radio Guild

The "Radio Guild" was a group of men and women with an interest in presenting plays over the air. The group presented six separate plays in August and September 1940 over WKBB. The scripts were written by Jimmy Moes and members of the cast included Mel Gordon, Janice Larkin, Jim Pauly, George Schmid, Paul Strueber, Ollie Vogt and John Vrotsos.

St. Luke's Players

Melville K. Galliard was the director of St. Luke's Methodist Church players for a religious drama entitled "Let There Be Light". A condensed version of the play was aired over WKBB on March 26, 1935.

Senior High Drama Club

Dramatic skits were performed over WKBB by students during the Senior High School Program in May and June 1934. Miss Edra Walters, drama coach, directed the presentations.

WKBB Summer Theatre

In July and August 1938, the "WKBB Summer Theatre," under the direction of Mel Galliard, was presented every Monday night for one-half hour from the studio. Edgar Allan Poe's "The Purloined Letter" was acted on the first of the series, and "Ella" the following Mondays until September 5 when the program ceased. Dubuquers who participated were: Herbert Boland, Fred Corpstein, Mary Manders, Will Matson, Mary McGregor, Gene Schneider and Paul Schuster. A lot of improvisation with props had to be used.

Y.M.C.A. Drama

During Wednesday in January and February 1937, plays were broadcast by this group. Occasionally, women from the Y.W.C.A. cooperated and participated.

One must remember that these programs existed on WKBB before modern radio and TV, when it was a popular pastime to listen for plays and stories on the radio.

Books and Poets' Corner

WKBB anticipated that listeners needed programs of a relaxing nature. Time slots for reading stories and reciting poetry were made for both local and network programs, usually not sponsored. An announcer with an especially good voice would read.

Some of the programs were:

Between the Bookends

In May, June and July of 1934, this WBS program was heard at 1 PM each Friday. In 1937, when WKBB was with the CBS network, another "Between the Bookends" program was broadcast with Ted Malone every day, except Saturday and Sunday, at 3:30 PM. That program aired until March, 1938. Then, in May 1940, when WKBB was with the NBC network, the same type of program resumed with Ted Malone (Alden Russell) reading poetry informally in the morning every day over WKBB. All Ted's poems were written by his radio audience. His program aired until WW II.

Book Nook

Starting in November, 1937, when WKBB belonged with the CBS network, a program "Book Nook" could be heard weekdays at 4 PM. It remained on the air until April, 1938.

Book of the Hour

This was a local program airing from August, 1934 to January, 1935. A chapter of a particular book would be read by WKBB's Mel Galliard six days a week. The program resumed again in May, 1938 until November, 1939.

Book of the Week

This was another local program in early March and April of 1934. Every Friday, at 1:15 PM, WKBB's Clair Weidenaar read parts of books over the air with music in the background.

Book Talk

Dr. A. R. McLaughlin, pastor of First Congregational Church in Du-

buque, presented a book talk every Tuesday in the morning, from August, 1934 until July, 1935.

Poet's Corner

This program started in January, 1937 and ran daily for two months. It was a local presentation over WKBB.

Poet of the Organ

WKBB's Clair Weidenaar read prose with organ music starting in March, 1934 every Sunday for one-half hour. The program was broadcast for six months.

Poetry Week

National Poetry Week was observed on May 22, 1934 over WKBB with students of Senior High School. Anthony F. Klinkner, a Dubuquer and poet laureate of Iowa, was chairman for the event. Poems were read by Lila Lacy, Ned Garvin and Arthur Salzmann, all winning high honors in the recent poetry contest sponsored by the Dubuque Women's Club.

The next year, on May 25, 1935, Mrs. Bertha Lincoln Heustis, Past National President of the League of American Penwomen, was Chairman of the observance and broadcast from WKBB. The prize-winning poems of students from Columbia and Clarke College's contest were read. Mrs. Heustis also read one of her poems. Mary Lonergan read the prize poem by Dubuquer Anthony F. Klinkner entitled "Song".

In 1936, on May 28, the National Poetry Week observance was broadcast when Fred Bower of Senior High School, Walter Tekippe of Columbia College, and Mary Agnes Neuman of Clarke College read their winning poems.

Again, in 1937, another celebration of National Poetry Week was broadcast over WKBB when Bertha L. Heustis read Iowa Governor Kraschel's letter. Others taking part in that program were: John P. Mulgrew, Mrs. Clyde L. Ellsworth and Anthony F. Klinkner.

Under the direction of Mrs. Heustis, five Dubuque poets read their poems over WKBB in the fifth annual broadcast during National Poetry Week: Magda Brandon, Anthony F. Klinkner of *The Daily Tribune*, Roland White of *The Dubuque Leader*, and John P. Mulgrew, "Jazbo of Old Dubuque" of *The Witness*.

In 1939, the Iowa State Poetry Society held its convention in Dubuque and WKBB broadcast a special program on July 8 when several poems were recited.

The Scrapbook

Because it was so pleasant to hear Clair Weidenaar's reading voice, another local program was arranged over WKBB called "The Scrapbook". It was broadcast daily in the evening, except Sunday, starting in February, 1934

through August of that year. Mr. Weidenaar read old favorites with appropriate organ music playing in the background.

T. Jay's Book Bits

A program which gained immense popularity was this one aired over WKBB every evening from March through June of 1934. Several book reviews were given by Dubuquer, T. Jay, who insisted he remain anonymous.

Travel Talks

Dubuquer Mrs. Bertha Lincoln Heustis started a series of travel talks over WKBB in June, 1936, which continued weekly until September, 1937. Mrs. Heustis, who traveled a great deal abroad, was famous for her writings and talks.

World Book Man

This 5-minute program promoted the "World Book" set of encyclopedias. It was broadcast from March 1934 until the end of the year. WKBB got a commission for inquiries from listeners concerning the books during its program.

For The Children

Programs for children on WKBB were wholesome and educational, inspiring respect for the family, the community and the fundamental way of life. They were made to instill respect of the law and moral codes, but they were fascinating and interesting, too. A number of the juvenile programs developed from their popularity in the comic strips.

Most were heard in the late weekday afternoons and Saturday mornings, usually in quarter-hour segments. It would be quite impossible to list all of the children's programs on WKBB, but the following are some of those during the first eight years of the station's operations.

Air Adventures of Jimmy Allen

Thomas J. Mulgrew Company at Jones and Main, local distributor for Skelly Oil, sponsored this syndicated program. It started in April, 1934 and remained on WKBB for three years.

The drama opened and closed with the hum of an airplane motor and was the story about a 16-year-old messenger and his exploits at the Kansas City airport during the 1930's. It grew into one of the most popular children's shows and led to model airplane contests and races each summer in Dubuque.

In July, 1934, the contest and races were held at Rafferty's Field (where Eagles Supermarket is located on South Locust). Thousands of people attended the broadcast from that location. Harold Lange and Howard Klauer won first place. DeWitt Collins, manager of Dubuque's airport, then did stunt flying over the field for the crowd.

In 1935 and 1936, the contest and races were held at the Dubuque Municipal Airport (then located at the foot of East 16th Street). J. H. "Doc" DeCelles, representative of the Skelly Oil Co., conducted the races with the Dubuque Post #6 of the American Legion assisting. Twenty-five businesses donated prizes in each of the years, and WKBB was on the air with preliminaries and interviews.

The Adventures of Dick and Jane

In April, 1935, a new children's serial started from the WKBB studios on Monday, Wednesday and Saturday. It was a story by a Dubuque writer (who purposely did not want to disclose his name on the air) and acted by Dubuque people. Even the sound effects were produced in the station's studio. The show was sponsored by the Grunow Radio dealer—the Midwest-Timmerman Company at 648 Main Street, "Your Good Housekeeping Store." The program remained on the air until the end of June, 1935.

The Adventures of Jungle Jim

This syndicated show was an advocate for the Allied Cause—in the air, on the land, and on the sea throughout the world. It began on WKBB in the fall of 1939 every Thursday after school and aired until July, 1940.

Buck Rogers

Youngsters experienced fun and thrills with adventures in the magical 25th century on this syndicated show over WKBB every Monday, Wednesday and Friday beginning in March, 1940. It was sponsored by the bakers of Sweetheart bread—the Trausch Baking Company. It aired for 13 weeks.

Bud Barton

This serial drama was broadcast every weekday on WKBB from May, 1940 when the station joined the NBC Blue Network, for one full year.

Captain Midnight

Another five-day-a-week program was inaugurated over WKBB in October, 1938 when "Captain Midnight" hit the airwaves. This serial told of a mysterious aviator and his episodes with a 17-year-old son of a former flying partner of Captain Midnight. Boys especially enjoyed this syndicated program airing until the end of March, 1940. Thomas J. Mulgrew Company was the program's sponsor.

Children's Corner

The CBS program, Dorothy Gordon's "Children's Corner" started on WKBB in March, 1937 in 15-minute segments during the afternoon on weekdays. It continued for one year. Miss Gordon was a professional storyteller and the small fry enjoyed the thrilling stories she told.

Coast to Coast on a Bus

This show, originally entitled "The Children's Hour", could be heard at 7 AM on Sundays during May and June of 1940 over NBC and WKBB. A busload of children rode the White Rabbit Lines to a location and while enroute, the cast of juveniles sang, danced and acted in skits. It was hosted by Milton Cross and the lady next door was Madge Tucker.

Crimson Trail

A terrific western sponsored by Trausch Baking Company was broadcast from October, 1938 three days a week until March, 1939.

Funnies and Comics

In 1936 and 1937, the Comics and Funnies were read over the little ABC network and WKBB. Comics were read on Saturdays and Elmer Turner read the Funnies on Sundays. They remained on the air until February, 1937 when WKBB joined the CBS network.

Kiddies Revue

This was a 30-minute locally-produced amateur hour every Saturday over WKBB. It offered youngsters an opportunity to display their talents over the air with the possibility of winning prizes. The first program was on July 20, 1940. Boys and girls loved the free movies and WKBB's broadcast from the Orpheum Theatre.

The program was sponsored jointly by Rath Packing Co. of Waterloo and Rath's Meat Market at 12th & Central Avenue "specializing in Rath's Blackhawk Tender Ham." The meat market gave free tickets for the program to the area's little people. Standing room only existed at this popular broadcast. The program remained on the air for 13 weeks.

The Kids Next Door

An ABC and WKBB feature, this juvenile serial started in April, 1936 and remained on the air over WKBB every Wednesday until the end of the year. Ten-year-old Henry Kaak was its star.

King Arthur, Jr.

"Don't talk down to Junior" was the theme of Richard Morenus, member of NBC's script division, who wrote this serial. It aired over NBC and WKBB at 5 PM on weekdays. The program revolved around the experiences of young Arthur. It remained on the air 13 weeks.

Let's Pretend

Soon after WKBB joined the CBS network, this dramatization of fairy tales was broadcast over WKBB. From March 1937, this program, directed by Nila Mack, was aired every Saturday morning until 1938, when the time changed to twice a week. A group of young artists presented it and was warmly endorsed by parents and teachers. It remained on WKBB until it joined the NBC network in May, 1940.

Little Boy Blue

This ABC-WKBB program was aired from October, 1936 until January, 1937 three times a week. The program was on at 5 PM for 15 minutes.

Little Orphan Annie

This program about the little chatterbox was broadcast over ABC and WKBB from September, 1936 daily until the end of that year. It was sponsored by Ovaltine: "Send for your Little Orphan Annie Ovaltine shake-up mug with a picture of Annie and her dog, Sandy, by sending in an inner seal from a jar of Ovaltine and a dime" was the show's commercial line.

Tom Mix Circus

The circus came to Dubuque on July 21, 1938 and WKBB invited the children from Mt. Pleasant Home and St. Mary's Orphanage as guests. The children were transported in buses to the Melody Mill site where the circus was held. Tom Mix, the western movie star, was interviewed over WKBB about the grand event that day.

Radio Campfire Club

Although a syndicated feature, this program was sponsored and carried over WKBB locally by Midwest-Timmerman Company at 648 Main Street beginning in October, 1935 on Monday, Wednesday and Friday at supper-time. It was especially designed for boys and girls with good character-building aims. The program opened with the signal beat of the Indian tom-tom bringing youngsters around the make-believe campfire of Wa-Wo-Ya-Ka, the Indian storyteller who read stories of adventure, heroism and legend. It remained on the air until February, 1936.

Renfrew of the Mounted

An NBC-WKBB adventure story with Inspector Doug Renfrew of the Royal Canadian Mounted Police was broadcast during June, July and August of 1940 every Saturday for one-half hour. Bert Parks was the announcer. Kids liked the opening with the sound of whistling wind and wolves howling.

Sky Blazers

This program began its new show on December 9, 1939 over CBS and WKBB each Saturday night at 6:30. It dealt with the early flying experiences of airmen. Colonel Roscoe Turner narrated the 21 programs. The series was sponsored by Continental Baking Company, makers of Wonder Bread.

Speed Gibson

Boys and girls in the tri-state area heard the first exciting episode of this syndicated program over WKBB at 6:30 PM on September 27, 1937 and every Monday, Wednesday and Friday following, until the end of March of 1939. Speed was the youngest member of the International Secret Police and with his uncle, they flew the China Clipper in search of the Octopus, the world's greatest smuggler. It was sponsored by Trausch Baking Company.

The Story Lady

This program with Irene Wicker, a CBS and WKBB feature, was started in October, 1937 and aired for six months three times a week after school.

Later, when WKBB joined the NBC in 1940, this program was resumed and carried far into 1941.

Sunday Morning at Aunt Susan's

Another program over CBS-WKBB was heard on Sunday at 8 AM during February and March, 1937. Elaine Evans played the part of Aunt Susan. It remained on the air until December, 1937.

Tenderfoot

This was an ABC western serial which started over WKBB in April, 1936 and could be heard three days a week after school until January, 1937. It was a juvenile program which staged a rodeo.

Uncle Tom

Art Jones, WKBB's announcer, really filled the bill as Uncle Tom on this program. It had no network affiliation and was produced locally starting in April, 1936. Every day, except Sunday, late in the afternoon, Uncle Tom built a large following of little children. He would sing while Gib Forbes, staff pianist and entertainer, played the piano for the Happy Birthday and other songs. Uncle Tom announced names of children celebrating birthdays over the air, along with a special story or two for the very young.

One day in August, 1936, Uncle Tom was surprised with a birthday party of his very own. His fans helped him celebrate in fine style evidenced by cake, candy and cards which arrived for him at the station. That program aired for a year.

Don Winslow of the Navy

This was a series based on the comic strip by Martinek and originated in Chicago over NBC and WKBB. The theme was "Columbia, the Gem of the Ocean". Don Winslow was played by Bob Guilbert and Red Pennington played John Gibson. It was directed by Ray Kramer.

As time changed, so did the children's programming change. WKBB children's features were usually short-lived. Whenever the station changed networks for certain advantages, some children's programs were dropped and new ones acquired. All in all, the station attempted to satisfy Dubuqueland's kids with fundamental principles of education and enjoyment.



Bud Barton, serial drama, is heard on NBC-WKBB Monday through Friday at 5:15 p.m.

One of the children's programs on WKBB—1941

THRILL to the
ADVENTURES OF
Speed Gibson

OF THE
**INTERNATIONAL
SECRET POLICE**
In Search of
THE OCTOPUS
The World's Greatest Smuggler
1937

"Speed" Gibson takes off in the giant Clipper Plane to search out the Octopus, the world's most dangerous criminal. "Speed" is the youngest member of the International Secret Police. He's courageous and enthusiastic... a typical American youth. Follow "Speed's" adventures on the radio! Help him capture the Octopus and his gang! Thrills! Excitement and fun!

Tune in **WKBB** at 4:30 P. M.
Every Monday, Wednesday, Friday
World Radio History

1937 Ad

Messages of Faith

Recognizing religion as the world's most vital force, WKBB allotted regular periods in its daily schedule to special religious events, to provide a source of inspiration for all denominations. Dubuque religious leaders contributed words of guidance and wisdom to further the station's policy on worship.

In affiliation with its networks, WKBB was able to present outstanding broadcasts from church headquarters throughout the world. Some of WKBB's religious programs, most of which were locally produced, are shown below.

Archdiocesan Centennial

This great affair was held from April through July in 1938 to celebrate the Dubuque Archdiocese's 100th anniversary. The large Archdiocesan Centennial Pageant (described in detail in the chapter entitled "Local Drama") was part of this celebration. WKBB carried the Centennial ceremony at St. Raphael's Cathedral for one and one-half hour on July 28, 1938. Later that day, WKBB again broadcast live from Columbia College, the banquet and speakers concluding the celebration.

Catholic Action Week

Dubuque was host to the annual Catholic Action Week celebrations under sponsorship of the Most Rev. Archbishop Francis Beckman. In October of 1934, four separate broadcasts were given: Miss Charlotte Nathanson of Clarke College spoke; there was music by the Immaculate Conception Academy group; Miss Regina Wand spoke on Education; and The Most Rev. George A. Stemm of Columbia Academy spoke on Organization of School and Parish Drama Clubs.

In 1936, the Fifth Annual Catholic Action Week was held with Dubuque being host to the third National Conference of Diocesan Chaplains of Boy Scout Councils as well as the Union of Parish Sodalities rally. The Rev. M. M. Hoffmann and the Rev. John W. Howell were in charge of the conferences on Christian Labor and Prayer, and broadcasts were given each day—October 13, 14, 15 and 16 about the affair.

The Catholic Church in the News

This program was a resume of Catholic events and news broadcast every Wednesday over WKBB by Father J. Fred Kriebs of Sacred Heart Church. Starting in January, 1940, it aired until September. The program was sponsored by *The Witness*, official newspaper of the Archdiocese of Dubuque.

Catholic Mission Crusade

The Ninth Annual Catholic Students' Mission Crusade was held in Dubuque during August, 1935. Mary Agnes Neuman and Loras Holmberg gave addresses of welcome. Many of the events were held at the Cathedral from where portions of the convention were broadcast on WKBB on each of the four days.

Catholic Youth Organization

The CYO program was broadcast over ABC and WKBB from May to September, 1936. Priests spoke on the aims and purposes of the CYO.

Chancel Steps

ABC and WKBB presented this religious program of music and inspiration every day, except Sunday, from April to July, 1936. Then, a similar program "The Country Church" was broadcast until the end of that year.

On January 4 of 1937, members of the Dubuque Ministerial Association (later called the Dubuque Council of Churches) presented a program for 15 minutes every day, except Sunday, for a number of years. It consisted of daily devotions in which local ministers took turns weekly to produce the show.

Church School of the Air

This program sought to interest children in Christian teaching and living. Mrs. H. C. Bechtel was in charge. It was sponsored by the Dubuque Council of Christian education. The program aired from March, 1939 through May, 1940.

Dramatized Bible Stories

Bible stories were acted out on this program on Sunday evenings beginning in April, 1936 and airing until February, 1937. It was a sustaining program of ABC and WKBB.

Highway to Heaven

A unique series of transcribed religious instruction based on the Apostles' Creed was started in January, 1939 for broadcast on Sunday afternoons. Programs were in dialogue or symposium form, with five characters built around a priest and a group of young people. There were 26 episodes broadcast. It was sponsored by the Loras College Unit of the Catholic Students Mission Crusade.

Loneragan, Father Joseph

Father Lonergan was pastor of the Nativity of the Blessed Virgin Mary Church in Menominee, Illinois, and he gave sermons every Sunday from his church over WKBB during June and July, 1934. He was former National Chaplain of the American Legion and had a fine, forceful voice for radio. On July 1, 1934, WKBB broadcast the ceremonies celebrating Father Lonergan's Silver Jubilee with music by the Columbia College Choir. Father Lonergan presented a devotional hour for Good Friday in 1935 over WKBB, also.

Mormon Tabernacle Choir

The CBS network and WKBB presented this program from Salt Lake City on Sunday mornings from February, 1937 until May, 1940 (when WKBB joined the NBC network). The choir is the oldest continuous nationwide network series in American radio to date. It has over 300 unpaid professional men and women. The program signed off with, as it does to this day, "Again we leave you within the shadows of the everlasting hills. May peace be with you this day and always."

Novena

This special program, the "Perpetual Novena to Our Sorrowful Mother" was broadcast direct from St. Patrick's Church, starting in May, 1938. It aired every Friday for many years. Its intent was mainly for the sick and shut-ins which proved to be very important especially during WW II years.

St. Patrick's Church Choir

This local choir had a series of evening concerts over WKBB during March, 1937. Harold Schneider directed the choir. Again, in September of that year, the choir had another series of broadcasts with Director Schneider conducting and Miss Doris McCaffrey accompanying on the organ.

United Sunday Church Service

The Dubuque Council of Churches sponsored and participated in this program. The first one was on a Sunday in February, 1935. It continued for 18 1/2 continuous years because it held a great interest among listeners. Each Sunday a different minister preached and his choir provided the music. This was a sustaining program.

Wartburg Vespers

The Wartburg Male Choir broadcast over WKBB direct from Wartburg Theological Seminary every Sunday for one-half hour starting in January, 1937. The program continued for many years.

Also, numerous one-time religious broadcasts were given, such as: The annual Easter messages from the Pope in 1937, 1938, 1939, 1940 and 1941 direct from the Vatican through the facilities of the various networks. In March, 1939, the coronation of Pope Pius XII was broadcast over CBS-WKBB

for five hours. In November, 1939, the dedication of Congregation Beth-El Synagogue at 475 West Locust was aired. Five different cities and three religious faiths were represented at the formal dedication of Dubuque's new Jewish house of Worship. Louis Rotman, President of the congregation, delivered the address.

On May 29, 1940, Dubuque extended a welcome to Father Charles E. Coughlin and his endeavors to maintain peace during the threatening days of world turmoil and diplomatic unrest. Dubuque's Archbishop Beckman spoke at the Coughlin Peace Rally from Loras College, with the entire program carried by WKBB. Music was furnished by the Dubuque Symphony Orchestra.

An unusual series of syndicated radio programs in commemoration of Holy Week were broadcast during six days in April, 1941. They were sponsored by the Knights of Columbus Council 510, Dubuque.

Messages of faith were vitally important during the era this book covers, 1933-1941, because people were so concerned about the impending WW II. WKBB helped fill that need.



Novena

Broadcast from St. Patrick's Church—1939



United Sunday Service
First Congregational Church—1939



Wartburg Vespers
From Wartburg Theological Seminary—1938
World Radio History

Dubuque Schools & Colleges on the Air

Radio provided, without expense or inconvenience to listeners, numerous educational opportunities. Many subjects taught in Dubuqueland schools and colleges found a place on the air. Radio instruction was provided by teachers and students on school broadcasts. It fostered an intimate relationship between the schools and citizens.

Clarke College, Columbia College (now Loras) and the University of Dubuque had studios on campus with direct lines to WKBB's studios. Following are some of WKBB's programs involving schools and education.

American School of the Air

This was a mid-afternoon weekday presentation over CBS and WKBB starting in March, 1937. The series consisted of courses in history, geography and literature with the announcer being the famous Robert Trout. The Parent Teachers Association and other educational leaders held this program in high regard as did the National Association of Broadcasters. The program remained on WKBB until May, 1940.

Clarke College

The Clarke College Glee Club and the Clarke College Trio were the first of many Clarke programs on the air. In May and June of 1934, on Tuesday evenings, the Glee Club sang while on Thursday nights, the Trio performed. Both aired until the end of the 1934-35 school year.

Remote studios were installed in February, 1937 in Mt. St. Joseph's Hall of the Administration Building, and WKBB encouraged the school to broadcast bi-weekly educational programs on a regular basis. "Appreciation of Literature and Fine Arts" was the theme for the first eight programs, which were entitled "The Clarke College Program". Special dramatizations were given by the Clarke College players.

In September, 1938 a new class in Radio Workshop was started conducted by Mel Galliard of WKBB, with the facilities of WKBB used for practical

experience in radio writing, acting and producing. News comments, home interest programs, society notes, drama skits and musical programs formed material for the radio scripts. In November, 1938 a one-act play "No Colors Flying" was presented over WKBB by drama students in a nationwide Armistice tribute to WW I heroes.

Then, in March, 1939 the first of a weekly series of dramatizations of "Little Women" was presented until the end of that 1938-39 school year. The popularity of radio necessitated further development of courses and installation of newer and fully-equipped studios at the school. The first broadcast from the new studios featured interviews with students from Canada, Puerto Rico and China.

The Clarke College radio studio inaugurated regular programming in November, 1939 when students of the Radio Club presented "Wings" from a script written by Mary Hill Mullaney. The opening series spanned more than a century and took the radio audience back to the opening of Mary Francis Clarke Residence Hall. Venola Steidl was narrator for the play and Josephine Corpstein, Mary Anita Jans, Marion Pancratz, Catherine Athans, Lenore Berlik, Rita Marsden and Virginia Goodman all took part. The College Choir sang while Peggy Ryan accompanied on the piano. Florence Kelly was harpist. "Wings" continued to be the central theme of the Clarke broadcasts every week during that school year. Also, the Radio Script Writing class presented a series "Clarke Today" led by WKBB's Vaughn Gayman. That program continued through the 1940's during the school months.

Columbia College

Upon WKBB's suggestion, a control room and radio station were installed in St. Joseph's Hall (now Hoffmann Hall) at Columbia College in January, 1937. A series of weekday programs started February 1 in an effort to provide the public with information and entertainment through the "Voice of Columbia" as the program was named. On its first broadcast, college President, The Rt. Rev. Msgr. Thomas Conry, gave the formal opening and address.

Following are some of those individuals who participated on the "Voice of Columbia" during its first weeks on the air:

- Rev. Michael J. Martin, Principal of Columbia Academy
- Prof. George W. Heitkamp, with a Science program
- Prof. George A. Stemm, Director of the Columbia College Players
- Rev. Sylvester D. Luby, with historical sketches
- Joseph Lambert, Lawrence Wathen, Francis Dyer and Alphonse Schmidt
in a musical program
- The Rev. John A. Theobald, with a series on astronomy
- The Columbia Harmonizers, Bob F. Neuwoehner, Paul Huber
and William Koob
- John P. Mulgrew, reading from his "Jazbo of Old Dubuque"
- Rev. Urban M. Churchill, religious talks

Rev. J. Fred Kriebs, reading poetry of John P. Mulgrew
 Rev. Vernon Peters, with a talk on "Radio Development"
 Rev. William G. Kessler, Curator of Columbia Museum
 Rev. Arthur J. Breen, on education history
 Rev. Edward A. Fitzgerald, on "Liberal Arts"
 The Columbia College Players
 Columbia College Wranglers, debaters under Rev. H. H. Long
 Columbia College Orchestra and Band
 Rev. Dr. W. H. Schulte, with the Latin element in English
 Edward Riley and Burton McQuillan, discussion on wages
 Columbia Academy Little German Band
 Rev. B. H. Skahill, Professor with a series on Latin and Greek
 Rev. M. M. Hoffmann, with a history of the Dubuque Archdiocese
 Sextet from St. Mary's Orphans Home under Sister Mary Madonna

In November, 1938 1,000 people attended the opening of the new and enlarged Radio Music Center at the Academy. Jim Carpenter of WKBB was Master of Ceremonies for the special broadcast.

The college was renamed Loras College on March 1, 1939 as authorized by its Board of Regents on its 100th anniversary. It was in honor of the Most Rev. Mathias Loras, first bishop of Dubuque who founded the college in 1839. Consequently, the "Voice of Columbia" became the "Voice of Loras".

Each of the programs opened with a few bars of the "Farandole" from Bizet's *l'Arlesienne Suite*, followed by an announcer reading a poem written by John Mulgrew (Jazbo of Old Dubuque) which follows:

Upon the highest hill of old Dubuque
 A stately bulwark, Loras College, stands,
 Looking out upon God's fertile fields
 And on the Mississippi's silvery strands.

And from these hallowed halls, age after age,
 Came men of wisdom, science, wit and grace,
 The Voice of Loras now spans to far-flung places
 Across the mysteries of time and space.

Broadcasts of the "Voice of Loras" continued with Father George N. Schulte as Program Director, and Dr. Edward Eigenschenk, a distinguished organist, served as guest professor of the Music Department starting in 1939. (See "Dr. Edward Eigenschenk" later in this chapter for details.)

A series of plays were broadcast by the Dramatic Club under the direction of Father Karl Schroeder. WKBB's mike was open for the school's centennial celebration on May 28, 1939 at 10:45 AM with the Pontifical High Mass at the Cathedral. Again, at 2:45 PM until 4:30 PM, WKBB aired ceremonies unveiling the Loras statue on the campus.

In 1940, the program continued to be produced during the school year on a quarter-hour basis Monday, Wednesday and Friday in the late afternoons.

A group of students interested in radio was formed by Father Schulte, faculty advisor, and this group was in charge of the radio programming for "Voice of Loras". President of the club was Gene Dunworth; Vice-President was George Freund; Jim Most was in charge of production; and Bob Wagner headed the technical staff. Its purpose was to produce programs to gain publicity for the college and to give those interested in radio an opportunity to gain practical experience. Students who distinguished themselves on the program were: Gene Dunworth, Joe Egelhof, George Freund, Jim Most, Ben Roth, Paul Strueber, George Thoma and Al Vogt. This program remained for a long time on WKBB past 1941.

Columbia College Museum

A description of the Columbia College cultural exhibit at the Century of Progress World's Fair in Chicago was given by Mrs. Hugh Stuart over WKBB on July 28, 1934. Mrs. Stuart had been hostess at the display sponsored by Archbishop Francis J. L. Beckman and the College at the 1933 Chicago World's Fair.

In September, 1936, Rt. Rev. Msgr. Thomas Conry appeared on WKBB's broadcast on which he told about the founding of the museum, its growth and future plans. Mrs. Auleen Eberhardt talked about the outstanding works of art at the museum.

Early in 1937, a series of radio forums on the museum inaugurated from WKBB. These broadcasts were under the direction of Mrs. Eberhardt presenting women in the fields of art, literature and news. The series started on February 21, 1937 at 2:30 featuring Mrs. Eberhardt, Marjorie Morrow, National Field Director of the Junior Catholic Daughters of America, Lucille Stolteben of *The Witness*, and Virginia Donovan of *The Catholic Daily Tribune*. The Midwest Antiquarian Association of Dubuque sponsored the broadcasts. Dramas about some of the historical exhibits found in the museum were presented during the series of broadcasts.

The curator of the museum, Rev. William Kessler, was on the WKBB airwaves in April, 1937 for four separate broadcasts concerning the museum and in May, WKBB took listeners on a tour of the museum.

Unfortunately, in later years, the museum was forced to close and the contents were auctioned off.

Dr. Edward Eigenschenk

Dr. Eigenschenk was an outstanding virtuoso and recitalist at Rockefeller Chapel at the University of Chicago. He also served as instructor at the Chicago Conservatory of Music from 1935-1939 and headed its Organ Department. He joined the Loras College staff in 1939 and taught organ, piano and theory during summer school. Twice a week during that time, he played the organ from the Loras College Chapel over WKBB. In 1940, he played the organ on the "Voice of Loras" program every Friday during the spring semester in

addition to his teaching. He had to take the Zephyr train to get in and out of Dubuque quickly to take care of his duties at the Chicago Conservatory. All program notes and musical selections on his radio program were prepared by him enroute.

Rural Schools Forum of the Air

This program first went on the air over WKBB in April, 1937 as part of the educational radio project promoted by President F. D. Roosevelt. During this time, Joseph J. Flynn served as Dubuque County Superintendent of Schools. In the 1930's many Dubuque County schools were one-room schools. Teachers made arrangements for the radio programs via private auditions. The audition board arranged the programs for the 1937-38 year and consisted of Hylda Noel, Berlette Connolly and Mr. Flynn.

In 1938, Mrs. Hubert Landgraf, President of the Dubuque County Library Association, was in charge of arrangements for the essay contests. Some 250 students competed. Students read their winning essays over the air. The new book truck serving the rural schools was one of the subjects discussed. This program was broadcast weekly during the school months for 15 minutes in 1937, 1938 and 1939.

The program was renamed "The Little Red School House" in 1940.

University of Dubuque

The University of Dubuque started regular broadcasts over WKBB from their newly-built studios on campus in February, 1937. Every weekday, presentations were made by members of the faculty. Some of those who participated in 1937 were Miss Blanche Bock, Dean Edward A. Wright, Dr. Noel J. Logan and Professor Donald C. Eysen. At times, the UD Male Quartet, including Robert Roedell, Lorin Scholz, John Thorton and Paul White, sang on the programs.

Beginning the 1938 school year, the program was named "UD Air Forum" and was broadcast from the chapel from 4 to 4:15 PM weekdays with the same format.

Mel Galliard of WKBB conducted two courses at the UD Summer School in June of 1939 called Radio Script Writing and Radio Production. Sometimes, the UD Seminary took part as did the UD Band and Orchestra along with foreign students' participation. "Air Forum" remained on the air through 1941 and into the WW II years. (A separate program, the UD A Capella Choir broadcast over CBS/WKBB in 1938, is described in the chapter "Salutes".)

Wartburg Theological Seminary

See "Wartburg Vespers" in the chapter entitled "Messages of Faith" for details on this school's program.

Other schools which presented programs over WKBB during the years 1934 to 1941 were:

Holy Trinity Catholic School
Immaculate Conception Academy (no longer in existence)
Jefferson Junior High School
St. Columbkille's High School (no longer in existence)
St. Joseph's Academy (no longer in existence)
Senior High School
Visitation Academy (no longer in existence)
Washington Junior High School



A lecture session at the University of Dubuque studio in 1941.



The studio on campus at Clarke College—1941



First broadcast over WKBB of
"Voice of Columbia"—February 1, 1937



Broadcast of 100th Anniversary of Columbia/Loras
March 1, 1939



"Voice of Loras" show
1940

For Women Only

Early WKBB women's programs fitted the 1930's type of living and entertainment. Important grocery tips, shopping news, current recipes, hints for the kitchen and fashion highlights dominated the programs. WKBB opened its mike to churches, clubs and social organizations in which women participated. You will notice that most of WKBB women's programs were produced locally.

Charm Hints

Doris Lee Leed commented on beauty during a 15-minute program aired daily during a week in May, 1938. Miss Leed was a nationally-known authority on perfect grooming and she appeared at Roshek's (a former department store downtown, now Cycare Plaza) Beauty Salon from where the broadcasts were made.

Dubuque Business & Professional Women's Club

The 10th annual National Business Women's Week was celebrated during March 7-13, 1937 in order to review its work and to bring before the public the results of the club's business. The local branch opened the week with a radio interview over WKBB dealing with the businesswoman as a citizen.

Dubuque Women's Club

Although not on the air on a regular basis, the Dubuque Women's Club did have special airings from time to time over WKBB. "Radio and Its Relationship to the Listener" was the topic of WKBB's manager Jim Carpenter in his talk to the club in February, 1937.

For Women Only

A program following the "Kitchen of Tomorrow" on Wednesdays during 1938, 1939 and 1940 was this one. Women were interviewed by WKBB concerning meal preparation problems of the day.

Home Forum

This locally-produced program always had a particular subject and speaker on some aspect of the home. It was on the air two times a week from January to May, 1940.

Homemaker's Hour

Another local program handled by Sallie Steele of WKBB in 1935 gave advice on recipes and household hints. It aired Monday through Friday for two years. In 1936, the Happy Monday Twins played music for the program.

Homemaker's Exchange

A syndicated program featuring Eleanor Howe could be heard on Tuesday and Thursday mornings during 1937 over WKBB. This program was sponsored by the Thomas J. Mulgrew Company, Jones & Main Street, distributors of Coolerator refrigerators.

Homemaker's Hints

This was another women's feature presented locally on Monday, Wednesday and Friday during 1939 and 1940. "Herrmann's Furniture Store at 545 Main Street, Dubuque's Old Reliable Home Furnishers" was its sponsor.

Intimate Review

This was a WBS program aired during November and December, 1936 and January, 1937 daily except Sunday. It was replaced by "Your Home" another WBS feature. It aired over WKBB until the end of 1938.

Jam & Jive

This was a WBS transcription for housewives broadcast over WKBB twice a week during the months of September through December, 1938.

Kitchen of Tomorrow

The first broadcast of Clarke College's "Kitchen of Tomorrow" was presented November 23, 1938 at 10:30 AM with Sister Mary St. Clara, BVM, Chairman of the Home Economics Department, as Commentator. Each Wednesday, during the college year, food demonstration about the 3 R's of Nutrition for National Defense took place from the kitchen on the stage of Clarke College Assembly Hall.

The public was invited to attend the demonstrations and broadcasts. A mirror over the table made it possible for the audience to see the food preparation by Clarke College home economics majors. Over 75 women attended each week.

The purpose of the broadcasts, according to Sister St. Clara, was to serve homemakers of Dubuqueland and give students practical training in home economics by coordinating the subject with allied fields of journalism and radio.

The broadcasts were a regular feature over WKBB every Wednesday from 1938 through 1967—a total of 29 years on the air.

Originally, the sponsors of the program were Farley & Loetscher Manufacturing Company, Interstate Power Company and Meadow Gold Dairy. Later, Dubuque Packing Company and Hilldale Dairy sponsored the broadcasts.

In 1951, Sister Mary St. Clara was awarded McCall's Magazine gold microphone for outstanding broadcasting. She was named "The radio executive performing the greatest public service to women."

The Mixing Bowl

This program with Mary Lee was another locally-produced feature sponsored by Midwest-Timmerman Company at 648 Main Street, "The Good Housekeeping Store". It aired from March, 1937 on weekdays until September, 1938.

Social Calendar

Catherine Carter of WKBB gave social news, program reviews and the social calendar of churches and clubs in the tri-state area on this program. It was carried Monday through Saturday starting January 30, 1937 and continued through 1938.

Stampfer's Mary Davis, Personal Shopper

This local program was carried Monday through Saturday from 10 to 10:30 AM over WKBB during 1935. It was sponsored by the J. F. Stampfer Department Store, 8th & Main (now the Security Building). Mary Davis gave newsy shop talk over WKBB about Stampfer's fashions and general news about the store during the first one-half of the program. During the second half, there was a syndicated variety feature, a different one each day. On Mondays, it was Nonsense and Melody; on Tuesdays, Strange Adventures; on Wednesdays, the Happy Valley Folks; on Thursdays, Hawaiian Fantasies; on Fridays, the Origin of Superstition; and on Saturdays, Leather Stocking Tales for children.

Mary Davis also shopped for out-of-town women who phoned in their orders. This program aired via WKBB until March, 1936.

Surprise Your Husband

A contract was signed by WKBB for broadcasting during the summer season on Monday, Wednesday and Friday in 1939 the Union Pacific's "Surprise Your Husband" program. It was a syndicated feature sponsored by the Union Pacific Railroad and conducted by Mrs. Grace V. Merrill, Supervisor of dining car service for the railroad. Mrs. Merrill served six and one-half million meals each year. She described her methods, gave recipes and cooking helps featuring midwestern-grown foods.

Timely Events

Announcements of social and civic functions for churches, clubs and other non-profit organizations in Dubuqueland were given over WKBB for 15 minutes each weekday starting in August, 1940. Sometimes, the organizations sent their representatives to the WKBB studios to promote their events. This program remained on WKBB for several years.

Women's Afternoon Chat

This local program featured Catherine Carter and was heard Monday through Friday during 1937 and 1938 in the afternoon over WKBB. Miss Carter spoke and took phone calls regarding questions on that day's subject.

Women on Parade

Hazel Leitner presented this quarter-hour daily feature over WKBB. She talked about the latest women's fashions. The program started in April, 1936 over WKBB through the ABC network and was replaced by "Women's Club of the Air" in September, 1936.

From its very start, WKBB attempted to present programs of special interest for the ladies.



"Kitchen of Tomorrow" broadcasts started
in November, 1938



SISTER Mary St. Clara, B.V.M., reportedly the only nun in North America who conducts commercially sponsored weekly home economics radio program, receives a 1951 *McCall's* Award. She is head of home economics department of Clarke College, Dubuque, Iowa. Present at ceremonies are (l to r): Frank Hogan, director of medio relations, *McCall's* magazine; Sister Mary, and James D. Carpenter, vice president of Dubuque Broadcasting Co. (WKB and WDBQ (FM) Dubuque). Sister Mary was one of seven women who were awarded gold microphone for outstanding public service broadcasting [B•T, Dec. 24, 1951]. Series has been featured for over 14 years on WKB and WDBQ, which received scroll on occasion.

McCALL'S 'MIKE'

Seven Women Win Awards

SEVEN women in radio and video have been named winners of *McCall's* "Mike," broadcasting honor for outstanding public service. The selections are to be officially announced in the January issue, to reach newsstands Wednesday.



Mrs. Marshall

Top honor winner was Elizabeth E. Marshall, assistant radio-TV director, Chicago board of education and state radio chairman, Illinois Congress

of Parents & Teachers.

Over WIND and WBEZ (FM) Chicago, Mrs. Marshall aired a children's citizenship program entitled, *Lady Make-Believe*. Judges opined Mrs. Marshall "worked effectively to strengthen local PTAs as forces in education."

Other winners were:

Kit Fox, director of special broadcasts for WLW Cincinnati, for her series, *The 13th Man*.

Sister Mary St. Clara, BVM, chairman of economics department, Clarke College, for her kitchen radio program on WKB and WDBQ (FM) Dubuque, Iowa.

From *Broadcasting*—1952

Hollywood's Golden Days

At first, Hollywood resisted the broadcasting industry. But radio stations started regular programs giving movie previews and information on upcoming shows. This enabled listeners to hear the movie soundtracks. Hollywood gossip, chatter and news about movie stars was given over the air often. By 1940, radio had become so important in the U.S. that it frequently set the pattern for all fields of entertainment. Radio stars became better known than most stage and screen stars and often Hollywood paid big money to sign up radio personalities for pictures.

Some of the Hollywood programs on WKBB were:

The Big Broadcasts of 1936 and 1937

The local Grand Theatre opened "The Big Broadcast of 1936" on November 7, 1935. It was a musical meteor of songs, comedy and romance. WKBB broadcast direct from the theatre at 9 PM that evening telling about the special film. Stars of big-time radio were in 1936's show of shows. Some of the stars included Bing Crosby, Amos N' Andy, Ethel Merman, Ray Noble and His Band, Jack Oakie, George Burns and Gracie Allen.

A year later, in November of 1936, "The Big Broadcast of 1937", Paramount's star-studded show of musical comedy with an array of talent from the radio, stage and screen, was shown at the Grand. 25¢ bought a matinee ticket while it cost 35¢ for the evening show.

Eyes and Ears of Hollywood

This was a WBS feature heard over WKBB on Wednesdays and Saturdays during March, April and May of 1934.

Hollywood Chatter

The ABC and WKBB produced this program of chit and chatter concerning Hollywood personalities. It started in August, 1936 and ran through January, 1937.

Hollywood Reporter

For the latest news from the cinema capital, listeners tuned in to WKBB's "Hollywood Reporter" program. Over the years, the gossip of Hollywood had a great fascination for listeners, and a number of people made radio careers by gathering rumors and tidbits relating to actors and actresses on the air.

This program was broadcast from 10 to 10:15 AM Monday through Friday and was sponsored by Rhomberg Fur Company at 10th & White Streets. It started on March 3, 1938. On March 10, WKBB presented a special radio preview of the famous film "Snow White and the Seven Dwarfs." In October, WKBB previewed "Boys Town" and on January 20, 1939, the station previewed "Sweethearts", all films shown at the Grand. The program was on the air until May, 1940. Of all the Hollywood programs, this was one of the most popular.

Little Old Hollywood

A show from the film capital was this NBC-WKBB variety program on Saturday nights during 1940 and into 1941. Ben Alexander was its Master of Ceremonies.

Man About Hollywood

Anything can happen in Hollywood and it usually did when George McCall's "Man About Hollywood" opened a mike on some of the stranger aspects of the world's glamour capital. The feature was broadcast over CBS and WKBB at 7 PM starting in August, 1939. It continued for several months.

Movie News

This was a local WKBB syndicated program starting in April, 1936 on Monday, Wednesday and Friday at 8:15 PM. It consisted of the latest Hollywood gossip and intimate personal scandal. It was sponsored by "Midwest-Timmerman, your Grunow dealer." In March, 1938 the program's name was changed to "Hollywood Reporter".

Movie Previews

Dubuque's leading theatres, the Grand, Avon and Strand, sponsored a weekly program over WKBB starting April 29, 1939 called "Movie Previews". In November, 1939, the actress "Armida" was interviewed over WKBB by Mel Galliard when she told of her career on the stage. She also starred in the movie "Flying Down to Rio" then being shown at the Grand. On October 25, 1940, a recording of Knute Rockne's actual voice made shortly before his tragic death was broadcast. The motion picture of his life was being shown at the Grand that evening.

This program remained on WKBB for many years past 1941 because of its extreme popularity.

Sinclair Lewis

On February 3, 1939, world-famous author and Nobel Prize Winner, Sinclair Lewis, appeared in Dubuque and on WKBB commenting on "Angela is Twenty-Two", a romantic comedy he wrote. At 6 PM, an hour after Lewis' commentary, Philip Merivale of the cast of "Angela is Twenty-Two", was also interviewed by Bill Sears of WKBB.

Stars Over Hollywood

This was a WBS program over WKBB three times a week during 1938 at 10:45 AM. It gave information on stage and screen stars.

Your Movie Critic

Every Tuesday and Thursday evening during May and June of 1936, people tuned in to WKBB at 6:45 PM for this program. It gave brief reviews of the films at Dubuque's theatres. The latest news from Hollywood and star silhouettes, together with a brief synopsis of the shows coming to the movie houses, was given. Sponsors for this program were the Grand, Avon and Strand theatres.



"Little Old Hollywood" Ben Alexander, star—1940

The Carpenters

A welcome stimulus to WKBB's progress in forging ahead in the midwestern circle of radio broadcasters came in 1936 in the team of James D. and Ethel Carpenter.

Ethel M. Carpenter

Ethel began her musical career in 1913 when she played for silent movies until she graduated from high school. Then she got a saxophone and played in a trio in the dining room of the Washington Hotel in downtown Indianapolis. She also served as organist for the Englewood Christian Church there. In 1926 she became a member of the Paramount Parisiennes, an all-girl orchestra. She formed a quartet in 1927 called "White's Gypsies" and played in the dining room at White's Restaurant for four years. She had the privilege of playing for Fritz Kreisler there. About this same time, she belonged to a trio called "B, C & D—the Penway Three" on station WKBF (now WFXF) in Indianapolis and played saxophone with an orchestra regularly on that station.

At WKBF she met her husband. Ethel said he stepped up to the mike and sang a chorus, and that started their love affair. The two of them worked together at WKBF. They were married in 1932. Much later, when Ethel was interviewed, she related, "The staff pianist and I did the entire *Mississippi Suite* while Jim stood nearby with sand in a box tipping it back and forth to sound like water lapping the shore—ah, dear old radio, what it left to the imagination!"

A year after the Carpenters moved to Dubuque, Ethel served as WKBB's musical director and staff pianist. Soon she was doing a daily program "Ethel's Melody Musings" from 1939 until 1954.

Together, the Carpenters did a Sunday morning program called "Rhomberg's Sunday Morning Revue" over WKBB. Jim sang while Ethel accompanied him on the piano. They were billed as "The Sweethearts of the Airlines."

Both Carpenters were active in community affairs in Dubuque for the next 18 years but in 1954, Jim had two bad heart attacks and he was forced to resign

his position at WKBB. Almost immediately, they moved to Florida but Ethel kept right on playing the piano. Fond of show tunes and popular music, she played most of her music by rote being blessed with a perfect pitch. Ethel managed a hotel in Boynton Beach, Florida for four years while Jim recuperated. However, when Jim passed away in 1962, she moved to Miami and continued to play for weddings, anniversaries and parties. In 1974 she composed a song and lyrics "Coconut Grove" while playing the piano at the Coral Reef Yacht Club in Coconut Grove.

At the age of 80, she was still very active in musical events at her church and local charities. In 1983 she had a heart attack and was unable to participate in WDBQ's 50th anniversary celebration. However, in 1984 she managed to play "Chopsticks" with her great granddaughter. But it was not to last. On December 12, 1985, Ethel passed away in Miami at the age of 85.

James D. Carpenter

Jim was born in Anderson, Indiana on January 2, 1902 and attended school there. He went to the University of Chicago for two years, then to Butler University in Indianapolis where he graduated with a Bachelor of Arts degree in 1923. In 1924 he served as announcer and entertainer at WFBM (now WNDE), in Indianapolis while working in the advertising agency business. He became account executive and Copy Chief for two large midwestern agencies. In 1929, he resigned to be Continuity Director of WKBF (now WFXF) in Indianapolis. He became Director (General Manager) of the station and continued in that capacity until 1933 when he accepted the position of Sales Manager of the Radio Transcription Company of America, a large producer of quarter-hour transcribed programs. This work enabled Carpenter to observe the workings of some 200 radio stations and their methods of operation.

In March, 1936, he resigned that position to become associated with Mr. Walter E. Klauer and take over the operation of WKBB in Dubuque.

Having college letters in football, basketball and tennis, Jim was a great sports enthusiast and really bought greater sportscasting to Dubuque. He did sports play-by-play announcing for the sheer joy of it. Colorful, fast and spirited, his sportscasts gave a realistic view of any contest he narrated. His sports policy for WKBB won the appreciation of sportsmen and listeners alike.

Carpenter was also a talented musician, having studied violin for 12 years. And, he had a beautiful radio voice, especially for reading, like on his program "Music for Reading" at 10:30 to 11 PM Monday through Friday on WKBB for many years. His theme was "All Through the Night". That program was sponsored by the Interstate Power Company.

Keenly interested in activities having to do with the public's welfare, Carpenter was at the fore in many civic projects. In addition to being General Manager and doing play-by-play sportscasting for the station, he also managed

to be on the Board of Directors of the Y.M.C.A. and in demand as a speaker for sports banquets. He was a member of the Board of Directors of the Dubuque Safety Council, served as Chairman of a University of Dubuque drive and the Dubuque Community Chest. He was committee chairman of the Dubuque Chapter of the American Red Cross, President of the Civic Music Association for three years, Dubuque County Chairman of the War Bond Sales for two campaigns, County Chairman of the USO, member of the Committee for Economic Development, Vice President of the Chamber of Commerce and an officer of the B.P.O.E.

Carpenter was affiliated with the First Congregational Church of Dubuque where he served as Chairman of the Board of Trustees, on the Finance Committee and the Church Council, as well as Moderator.

Though golf was his favorite game, the Kiwanis Club and its work was his true love. He served as Vice President and President of the Dubuque Kiwanis Club. Later, he was Treasurer, then Lt. Governor and in 1948, he was elected Governor of the entire Illinois-Eastern Iowa District for the Kiwanis Club. Most dramatically, he was very instrumental in the planning and organization of the Kiwanis fast-pitch softball tournaments held every summer in Dubuque.

In February, 1948 Carpenter was influential in bringing Dubuque its first frequency-modulation (FM) station on the air—WDBQ. (WKBB-AM changed its call letters to WDBQ on March 15, 1952.)

Jim Carpenter was married to Ethel Martz of Indianapolis. They were parents of three sons. Ill health was the reason for Carpenter's resignation from WDBQ on June 1, 1954. Later that year, they moved to Miami and Jim passed away in April, 1962 at the age of 60.

Because he was identified with broadcasting so early in its development, Jim Carpenter is considered one of the great pioneers in radio.



JIM CARPENTER, JR. PHOTO

Ethel Carpenter—1927



"Ethel's Melody Musings"
Ethel Carpenter—1939

Office and Studios
540½ N. Meridian St.
Transmitter
Clermont, Indiana

RADIO WKBF STATION

Indianapolis Broadcasting Inc.

Indianapolis, Indiana

500 Watts
1400 Kilocycles

James D. Carpenter, Director

Address correspondence
to the station and not
to individuals.

January 19, 1933

Jim Carpenter was Director of this station before coming to WKBB in Dubuque



Jim Carpenter, General Manager of WKBB—1936



**James D. Carpenter, General Manager
1936-1954**

The People of WKBB

This chapter is a tribute to those WKBB pioneers who contributed so much to the station's growth. In the first years, just a few people operated the station and everyone had to be knowledgeable about their own work as well as that of their coworkers so that an interchange of jobs could be made, when necessary.

The voice of radio really was the announcer who may also have been the sportscaster, the special events man, or the newsman. A resonant voice with good diction, pronunciation and stylish delivery were very important. A fluff or mis-pronunciation would be discussed later with management to avoid a repeat. Announcers were often ranked on the same level as program stars. They became well known and frequently integrated into the program's content. While WKBB announcers were not often required to depart from a prepared script, the ability to ad-lib was a great asset. To sign off a program, the announcer might have to fill in with "Well, the clock on the wall tells us it's time to go" or "keep the cards and letters coming," or "Folks, it's time to say goodnight."

Listed below, in alphabetical order, are short biographical sketches of some people who served at WKBB during the 1933 to 1941 years.

Brinsley, Norman R.

Norm came to WKBB in November, 1939 to serve as Program Director. He had served as announcer at WHIP and WWAE in Hammond, Indiana. Before that, he had been on the editorial staff of *Radio Guide Magazine*. He also worked as Publicity and Promotional Director of WROK in Rockford. He had also served on the editorial staff of the *Rockford Morning Star* and the *Rockford-Republican* papers. With such experience, he was a natural for the station's program "Man on the Street" and "Radio Quiz Night". Norm left WKBB to go to another powerful radio station, WISH in Indianapolis.

Carpenter, Ethel D. and James D.

See chapter entitled "The Carpenters".

Curtis, William A.

Bill Curtis came from St. Paul to join WKBB in 1940 as an announcer. He served as Master of Ceremonies on the "Man on the Street" and other programs. However, within a year, WMT in Waterloo offered Bill a higher salary and fringe benefits, and he joined them.

Dwyer, Louis T.

"Bud" Dwyer came from WCRW in Chicago in December, 1939 to become WKBB's new announcer replacing Melville K. Galliard. Bud handled the mid-morning "Hollywood Reporter" as well as Clarke College's "Kitchen of Tomorrow" and the Clarke College's drama programs and others.

Forbes, E. Gilbert

On January 1, 1935 Gib Forces joined WKBB as the station's first News Editor, Chief Announcer and staff pianist. He and his family came from St. Louis, Missouri where he had worked for another radio station. He was experienced in broadcasting and had a wonderful voice. Whenever an artist failed to appear as scheduled, Gib was ready to fill in and did. He developed a new technique with commercials. He would sing or talk-sing and punctuate with piano notes. It was very effective and attracted attention.

On his newscasts, many times he would have "down-to-earth" stories from the tri-state area. They were not head-line stories necessarily, but those of human interest. Because of his proper enunciation and correct pronunciation, he was easily understood and interesting. He became a very popular newscaster as proved by the number of cards and letters received daily at the station.

Gib was talented with the piano and able to tickle the keys professionally on a minute's notice. Among those programs he announced and/or participated in during 1935, 1936 and 1937 were: "Memory Teasers", "Try & Stump Us", "Gib Forbes Entertains", "The Monkey Club" and "Art & Gib".

He made his final WKBB broadcast on June 5, 1937. He left to head the News Department at WFBM, Indianapolis, a 5,000-watt station where he spent the next 24 years. He died in September, 1961.

Fritschel, Sigmund

This man was the first full-time salesman to sell airtime to advertisers in Dubuqueland. He worked from 1935 until late in 1940. A native, he was also very active in the Dubuque Community Chest drives.

Galliard, Melville K.

A native Dubuquer, Mel Galliard, worked as Advertising Manager of the Grand, Avon and Strand theatres in Dubuque in the early 1930s. So he was well-qualified to serve as Master of Ceremonies for WKBB's "Talent Quest" program in 1935. However, on March 1, 1936 he joined WKBB as an announcer and handled a variety of programs. In the fall of 1937, he became Program Director and in charge of school dramatic programs such as "Clarke College Radio Workshop".

He conducted courses at the University of Dubuque and Clarke College in radio script writing and production.

Mel was announcer for "Pet Corner", "Book of the Hour" and "M.D.s of Melody." Because of his experience working at theatres earlier, he was a natural for programs concerning Hollywood and the movies.

He left WKBB in December, 1939 to become program director at the new KVFD in Fort Dodge. After a year, he went to Chicago where he signed a three-year contract with WLS, the Prairie Farmer Station. He was the second Dubuquer from WKBB to join WLS's staff (Ed Palen was the other). While working as announcer on TV W9XBS, a Chicago experimental TV station owned by NBC in 1966, he died.

Gayman, L. Vaughn

Vaughn Gayman came to WKBB on October 13, 1937 from Toledo, Ohio upon the suggestion of WKBB's General Manager, Jim Carpenter. They had worked together at WKBF (now WFXF) in Indianapolis, and Carpenter needed a news editor to replace Art Jones.

Vaughn had begun his interest in radio when he built a spark transmitter and receiver in 1920 from a model in the Boy Scout handbook. He received his A.B. and M.A. degrees from Wittenberg University in Ohio.

Gayman made his first newscast in November, 1937 for Roshek's Department Store. In fact, he devoted most of his airtime to news broadcasting. The continuity used on the air for Roshek's was also prepared by Vaughn daily, except Sunday.

He was well known through the years for his rendition of the famous *New York Sun* editorial "Yes, Virginia, there is a Santa Claus" every Christmas Eve for all of the years he worked at the station. His beautiful speaking voice and vast knowledge caused him to be in great demand.

In an interview with Vaughn, he said "In those days of radio, everything you did was live—news was usually read. There were no tape recordings. You did news, or remotes, you read commercials and also did some engineering occasionally."

Vaughn had many outstanding broadcasts, especially in the 40's. He made on-the-spot reports from the terrible Iowa Egg Products Co. and Iowa Produce Co. fires on June 13, 1942 (both firms were located at Jones and Main Streets but are no longer in business). On June 9, 1946 he made on-the-scene reports right from the burning Canfield Hotel which left 19 people dead. When ABC carried "Our Town Speaks" from WKBB, he served as its M.C. on February 7, 1948.

Gayman served at WKBB nearly 30 years, a long tenure as News Director and Assistant Manager. He also taught at Loras College and later at Divine Word College in Epworth, Iowa.

Hansen, Robert A.

Before coming to Dubuque, Bob Hansen worked with Bill Sears at WOMT, Manitowoc and WHBL, Sheboygan, Wisconsin. In the spring of 1939, there was an opening for a WKBB announcer and Sears, who was already working at the station, telephoned for Bob to come.

One of his first assignments was to handle the ever-popular "Man on the Street". He also did newscasts and "Sports Review".

Bob told about one of his funniest newscasts at WKBB in 1939. He said, "On a Sunday morning, I signed the station on the air at 8 AM and introduced the newscaster, who arrived at the very last moment in the newsroom. There was a control board with a goose-neck microphone there. The newscaster took the wire copy off the teletype, put it over the mike and attempted to read the news in the wrong order. He couldn't pronounce some of the names so he just passed on without mentioning them. He soon discovered that he had given the most recent news first, became very upset, and said 'I wonder if I did this before' and 'Oh, I already had that on.' He would take five or six shots at some of the words, and I'm sure listeners could hear the teletype sheets slipping and sliding over the mike. Finally, he just passed out. The engineer at the transmitter in East Dubuque, after a few moments of dead air, played a record." Bob continued, "I was in another studio and didn't realize the newscaster was drunk, but the broadcast cracked me up because it was so funny."

Bob also recalled trying to do a bowling broadcast from Armstrong Alleys at 4th & Main in 1939. He was forced to broadcast from behind the bowlers and onlookers where he was almost unable to see the ball or score sheets. "It was a traumatic experience" he said "trying to broadcast accurately. I was happy when the job was done."

He continued, "All in all, the people of Dubuque supported WKBB very well. Its management did its best to give Dubuqueland the kind of local radio that those times called for, and in my estimation, did a fine job."

In June of 1940 Bob left WKBB for KUTA in Salt Lake City to be an announcer there at the invitation of Bill Sears. After several years, he went on to KSFO, San Francisco where he became Program Director. He stayed with KSFO, and although the station became involved with TV, Bob states he always enjoyed radio more. He made all arrangements for the West coast to hear the San Francisco Giants, the 49ers, the University of California and Stanford University teams. There was a sports radio network including Washington, Oregon, California, Arizona, Hawaii and Alaska. He did all the arrangements, formats and timing for their teams. Bob said "WKBB was good training for me."

Hatzenbuehler, Harry A.

After Sig Fritschel left WKBB in 1940, Harry A. Hatzenbuehler, a lifelong resident of Dubuque, joined the staff. He had previously worked at *The*

Dubuque Leader and *The Catholic Daily Tribune* and was well-known in Dubuque's business circles.

Jones, Art

Art was sometimes referred to as "Buck" by his fellow employees. He came to WKBB as an announcer from a St. Louis radio station in 1935 upon recommendation of Gib Forbes, News Director at WKBB. Almost immediately, Art received approval from station management to hold a test program from 12:15 to 12:30 AM every Wednesday. The 1500 kcs. spot was clear at this hour. Art had a good singing voice and serenaded his wife during the tests with such songs as "I Love You Truly" and "Thinking of You". His wife Polly was an advertising executive in St. Louis and hesitant to give up her position until Art was finally settled in his new job.

Art handled "Musical Clock", "Uncle Tom", "Mail Bag", "Art & Gib" and was one of the earliest Inquiring Reporters. Art participated in some of the locally-produced dramas over WKBB. He really was a jack-of-all-trades in radio broadcasting, and did an outstanding job as announcer with his pleasant voice. He became Program Director and stayed for two and one-half years until October, 1937. The St. Louis University radio station WEW was reorganized to become a commercial operation and Art was its key figure. He became Program and Production Manager of WEW and later went to WIBV in Belleville, Illinois.

Kistler, Gleason E.

Mr. Kistler started radio in 1926 as a singer, but he soon found his place as an announcer, writer, producer and program director. He had made a thorough survey of broadcasting in Illinois, Minnesota, North Dakota and Iowa. In March, 1940 he joined WKBB as Program Director and announcer.

It has been said that he never went north of 4th Street. He said "The Dublin area had everything I needed." Gleason lived in an apartment at 280 1/2 Main Street over Callahan's Restaurant only one door from the Julien Hotel and WKBB.

He was a member of the Dubuque Musicians Protective Union and enjoyed playing the piano and guitar.

Klauer, Walter E.

Walter E. Klauer was the one who really brought radio to the tri-state area. A native of Dubuque, Klauer had graduated from Notre Dame University with a mechanical engineer degree. He then became associated with Klauer Manufacturing Co. He also was Vice-President of the Klauer-Julien Hotel Co., and it was his idea to install and equip studios in the hotel in 1934. He was President of WKBB and he and his wife had a suite on the top floor of the hotel. Active in community and civic affairs, Mr. Klauer was an avid sportsman and flying enthusiast.

He served as an Army Lieutenant in WW I and was one of the first Dubuquers to join the American Legion Post No. 6.

In 1943, he sold WKBB to a group of business and professional men because his Klauer Manufacturing Co. furnishing war equipment demanded so much of his time and effort.

Link, Al M.

Al Link graduated from Columbia College in 1924 and worked at the Telegraph Herald as State and Telegraph Editor. He joined WKBB in 1936 as a news reporter. He also was Farm Director and handled the "Tri-States Farm Flashes". Al served from 1936 until 1940. He became Postmaster at Dubuque in 1961.

Martin, Reginald

Reggie Martin had been in broadcasting five years before coming to WKBB. In 1930 he served at WKBF in Indianapolis when Jim Carpenter was its Director. Reggie also worked at WGN as an announcer.

Even before it went on the air, Reggie Martin started working at WKBB as its first Manager. He also did advertising and talked on the promotion of radio over the air. He was an excellent newscaster. He and announcer John Price covered the Milwaukee Railroad train wreck with direct on-the-scenes broadcasts in 1934.

In October, 1934 he handled play-by-play football in Iowa City. After the game, many of the sports announcers introduced themselves over WKBB since this was the first time WKBB was on the air in Iowa City. One important sportscaster for WHO in Des Moines was Ronald "Dutch" Reagan, later to become President of the United States.

In March 1935 Reggie accepted the position of Program Manager and Director of Personnel at the big KSO in Des Moines. Later, in 1936, he became Program Director for KRNT and KSO, then Manager of KFAB in Lincoln, Nebraska. A few years later, he was Manager of WSIX in Nashville, Tennessee, then Manager of WJNO in West Palm Beach, Florida. In 1969 he went to the large WGBS in Miami, Florida from WSPD in Toledo, Ohio where he had been a short time. He became Vice President of the Storer Broadcasting Company also in Miami. He retired in 1974 ending a 45-year career in broadcasting.

Moegle, Fred

In November of 1935, a new announcer came from WTMV, East St. Louis, Illinois to join the station—Fred Moegle.

"Knock, knock, may I come in? It's your old mailman, Fred Moegle, heard daily, Monday through Saturday, at 1:30 to 2:30 PM. Just send in your request c/o The Mailman, Radio Station WKBB, Julien Dubuque Hotel, Dubuque. We'll be glad to play your favorite selection." The was the opening message on the "Mailbag Program" conducted by Fred daily.

Fred had some interesting and entertaining ideas about record programs which were later developed on WKBB.

Murphy, Ed

Another early announcer was Ed Murphy who sang on his own musical program. Ed was announcer for many of the special events in 1938 such as the Dubuque Archdiocesan Centennial Pageant, the Centennial of the Iowa Territory pageant, the dedication of the new Zebulon Pike Lock and Dam, and East Dubuque's Sauerkraut Day celebrations. He was especially good at handling the "Man on the Street" program. Ed left at the end of September, 1938 when he accepted another announcing job at WROK, Rockford, Illinois, a 5,000-watt station.

Norman, Don

In January, 1935 Don joined WKBB from WGES in Chicago where he had been Program Director and announcer. Two months later, when Reggie Martin left, Don became Manager and announcer at WKBB.

He handled the 1935 "Inquiring Reporter" and, in 1936, he left for Chicago to accept a position with WCFL, a 50,000-watt station where he took over its "Man on the Street" program. He also emceed an amateur show and did some newscasting. In March of 1942, he contracted with the Mutual Broadcasting System for his nationwide "Your date with Don Norman" program; and in 1944, the Blue Network carried his daily "Don Norman Show". WKBB, being an affiliate of the Blue Network, also carried his program.

Palen, Ed

Ed, a native Dubuquer, attended Columbia College and took part in many plays presented by the Columbia College Players under the direction of Father George A. Stemm. Some of the plays in which he participated were: "Joseph the Dreamer", "Man of the Hour", "Dust of the Road" and "Days Without End". He was winner in the annual college oratorical contest in 1934 and he graduated Cum Laude in May, 1934. In August of 1933, he played Father Marquette in the pageant "Julien Dubuque, Miner of the Mines of Spain" which ran four nights at the Municipal Athletic Field.

Ed gave a specific account of his start at WKBB. He said, "It began when I was a senior at Columbia late in 1933. I was part-time announcer as well as a bus boy at Kretz's Cafeteria, 6th & Main. In early 1934, I went to 30 hours per week at a salary of \$10.00 per week. I well remember graduation day. I had to rush down right after the ceremony to Hartman's Furniture Company (872 Main St.) to do the daily 'Inquiring Reporter' show. In 1934 and the early part of 1935, I did the broadcasts of the Columbia College's home basketball games."

In the summer of 1935, Ed went to WROK, Rockford, Illinois and after a year, to WOC, Davenport to become News Editor. But then he returned

to WROK because he could make more money there. Several months later, NBC's Farm and Home Director, Everett Mitchell, offered him a job at WLS after two days of competitive auditions. There he made \$50.00 a week. "It seemed like a fortune" Ed stated. He served as announcer but had to change his name to "Ed Paul" to avoid confusion. His wife was a singer with the "Winnie, Lou and Sally" group at WLS.

Soon he left WLS to get into freelance work. He worked on "Uncle Ezra's Show", the "Life of Helen Trent" and a few other big-name shows on the air. Then he went to WCFL to be on its announcing staff and later moved up to Program Director. As he stated, "I decided my announcing days were through—I wanted to shoot for management."

In time Ed did become a manager and owned and operated several radio stations in southern Illinois. He also taught radio courses at Lewis & Clark Community College in Godfrey, Illinois.

Parson, Dave

Dave was raised in Dubuque and proved to be an energetic young man. While attending Senior High School, he started at WKBB in January, 1940 when he signed the station on the air at 6:30 AM with its first program of the day "Rise and Shine". He also handled the Transradio Press News, the first of the day. After that, he caught the bus up the hill for his first morning class at school. After graduation in 1941, he worked at WKBB while attending Loras College. Besides announcing the early morning shows and news, he handled the "Man on the Campus" which commenced in February, 1942 and which was broadcast over WKBB from the University of Dubuque and Loras College.

Price, John

John joined the WKBB staff in January of 1934 as its first full-time announcer. He became Program Director when Clair Weidenaar left the station. John was a good announcer and went on special assignments with Reggie Martin to handle news events.

He introduced WKBB's musical programs, such as "The Kostle Hawaiians" and other live entertainers. He usually worked from noon to 9 PM when the station went off the air in the early years. John was one of those who was hired under the particular arrangement whereby he was paid \$15.00 cash per week plus the advantage of having his board and room at the Julien Hotel.

He left in April, 1936 to become Program Director at WIBU in Poynette, Wisconsin; and in January, 1937 he joined the new KGLO in Mason City, Iowa as its first Program Director.

Sears, William

Bill Sears began his radio career at WOMT in Manitowoc, Wisconsin as an announcer. From there he went to WHBL, Sheboygan and in August, 1938 came to WKBB.

Bill handled the early morning show "Rise and Shine" very cleverly. Many listeners commented over the air that they had set their alarm clocks to awake them in time, so they wouldn't miss a word of the chit-chat between Bill and the station's engineer, Len Carlson.

He also handled sports and morning news. Bill had a hobby of writing and was often found behind the typewriter plucking out plays, many of which were later published. Some of his plays were staged by high school drama clubs and little theatre groups.

In the fall of 1939, he left WKBB to go to KUTA in Salt Lake City, Utah and other stations.

He became an ardent writer of books, plays and films and ultimately wrote and acted for television. He had at least four books and plays published as well as two films and a TV comedy "In the Park" produced.

Sheffer, Dorothy

Dorothy Sheffer had a B.S. degree from Northwestern University. She served as receptionist and secretary to James D. Carpenter, General Manager, for several years.

Smith, Emerson

A guy called M.E. handled the news at WKBB during 1937. He was a great person and well liked among the staff.

Another staffer wrote a little story about M.E. It seems he had a good voice with great volume. In the summertime, before the days of air conditioning, windows were often open at the WKBB studios. So when M.E. did the news, having earphones on to hear the engineer at the East Dubuque studio, he unknowingly talked quite loudly. People on the street level could hear very clearly and were known to say, "No one needs to have a radio on to hear the newscast when M.E. does the honors."

M.E. went on to KOH in Reno, Nevada in 1939, which was the only CBS affiliate in that state at the time. Following that, he moved to Salt Lake City and San Francisco, and finally to Los Angeles where he completed his radio career.

Steele, Sallie

In November 1935 a new feminine personality, Sallie Steele, came to WKBB from KOIL in Omaha, Nebraska. She had graduated from the University of Nebraska majoring in journalism and had a good radio voice and personality.

Sallie handled the women's programs. One of the most popular was "Stampfers' Mary Davis Personal Shopper". Sallie also wrote commercials to be aired and prepared script for other shows.

In October, 1936 she left for the larger station WOW in Omaha.

Steinbach, Marianne L.

Mary started at WKBB in January, 1934 as a receptionist-stenographer. She also became interested in writing and did some continuity work. Sometimes she appeared on the women's programs. Mary married Mark Gavin, a Dubuque musician who played on WKBB.

Thoma, George N.

Another native of Dubuque was George Thoma who started at the station in January, 1940 while attending Loras College. In May, 1941 he graduated with a Notre Dame scholarship for graduate study in English and speech. He had dramatic ability and an excellent voice which made him a good announcer.

He left Dubuque in September of 1941 for Notre Dame and worked part of the time at WSBT in South Bend, Indiana. He served in WW II and later received his Doctorate degree from the University of Chicago. He married Jeanne Wiedner who had also worked at WKBB. George was on the faculty of Indiana University Northwest for over 35 years and Chancellor there until his retirement in 1983.

Weidenaar, Clair

In the fall of 1933, Clair came to Dubuque and WKBB from WHFC in Cicero, Illinois and WWAE in Hammond, Indiana. If you had visited the Chicago World's Fair in 1933, you probably would have seen or heard Clair directing the ceremonies at the "Hollywood" show there.

He served as the station's first Program Director. Clair was a first-class engineer and was often called upon to fill in for others at the transmitter site in East Dubuque. He hosted the early "Alarm Clock Hour" in 1934, one of the most popular wake-up features heard daily over WKBB.

In the fall of 1935, he left WKBB for WGL and WOWO in Fort Wayne and then on to KSO in Des Moines. Later, he directed the NBC Blue Network program "Breakfast at Sardi's" and "Breakfast in Hollywood". Clair became General Manager and Program Director at KIKI in Honolulu, Hawaii, a 1000-watt station, in the early 1950's.

Wiedner, Jeanne P.

Jeanne had participated in numerous college plays and graduated from Clarke College in 1939. She was hired as a continuity writer and announcer at WKBB in 1940 and was later promoted to Program Director. She handled "Pet Corner" and assisted with some of the women's programs.

At Christmastime in 1940, Vaughn Gayman and George Thoma handled the Santa Claus program for Rosheks. George had jokingly asked Santa for a doll. So Jeanne went out and bought one, gift-wrapped it and sent it to George at the station. Vaughn announced it to the listeners over the air and George didn't know who had sent the doll until many months later.

Jeanne worked at the station until 1946 when she married George N. Thoma.

Wilson, Robert

Bob Wilson came from WCBL, Muncie, Indiana in November, 1936 to be an announcer. He was the one guy who had a southern drawl, having been a native of Louisiana. He handled the "Mail Bag" and "Man on the Street" programs. He left WKBB to go to WTMV in East St. Louis, Illinois after six months.

A number of WKBB employees developed a good rapport with tri-state listeners and several later moved on to other stations across the country. With each succeeding year, the station progressed and the number of personnel increased. In 1933, there were only five employees and by 1941, there were 15 full-time and several part-time people on the staff.



Bill Curtis, announcer 1940-41

THE STILLED VOICE

"Mourned in death by his colleagues and by his thousands of listener friends alike, Gilbert Forbes became a successful and highly-respected radio-TV personality because he remained first of all a newsmen.

"He combined a keen reporter's instinct with a scholarly background. Indiana television and radio audiences received from Gilbert Forbes the benefit of interpretive thinking as well as spot newscasting. His deep, resonant voice carried the authority of studied conviction.

"His was a personable presence that won friends whether in studio and screen presentations or in the face-to-face informality of discussions like those at the roundtable of the Press Club, where his journalist colleagues, in a manner of speaking, sat at his feet.

"The Gilbert Forbes presence was at its best in the popular 'Test the Press' quiz of Indiana newsmen which he created and produced and on which more than 400 Hoosier journalists appeared from 1949 until 1955. He was an analyst and editor of news when he was not appearing in person on the air. Gilbert Forbes went behind the news and his listeners learned causes for events and his own philosophy—both serious and humorous—on many aspects of the current scene.

"His was a full life—reporter, war correspondent, graduate organist, literary devotee and recipient of numerous awards for civic, cultural and patriotic service.

"He was the dean of Indiana newscasters in far more than years of service. He was a presiding spirit in this community's contemporary era who will be long and kindly remembered."

Gilbert Forbes was the only news commentator from any local radio station to serve as a war correspondent during World War II. His reports identified him as the Voice of Authority to the people of Indiana. Loyal listeners rarely missed his 6 p.m. newscast.

Editorial in the Indianapolis News in September, 1961 when Gib Forbes passed away.



Gib Forbes, chief announcer, news editor and musician
1935-37



Mel Gallart, announcer and program director
1936-1939



Vaughn Gayman, news editor and assistant manager
1937



Harry Hatzenbuehler
Salesman—1940



Gleason Kistler
Announcer and program director—1940



Reggie Martin, First manager of WKBB
He also handled sales and did play-by-play sports
1933-35



Edward Murphy, announcer 1937-38

WORLDWIDE PHOTOS



Edward N. Palen Announcer and sportscaster
1933-35



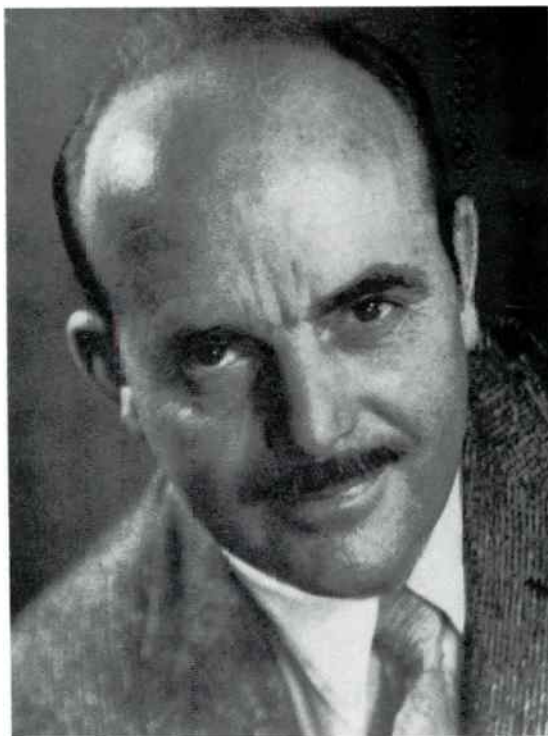
**Dave Parson, announcer and
"Man on the Campus"—1940-44**



**Dorothy Sheffer, receptionist
and secretary—1938-40**



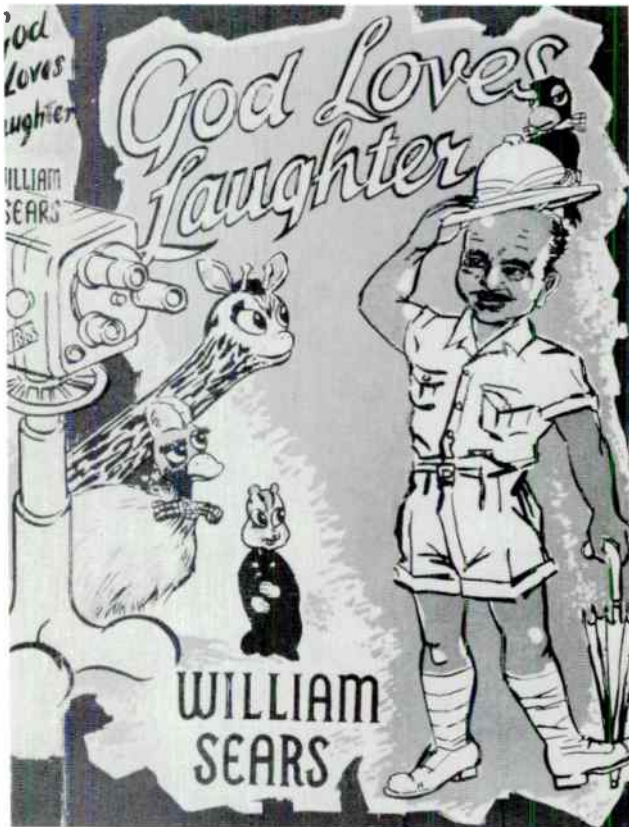
Bill Sears interviews Susan Loetscher—1939



Bill Sears Announcer and "Man on the Street"
1938-39



Bill Sears on CBS TV in Philadelphia in 1958



Book written by Bill Sears in 1960



Marianne Steinbach, receptionist—1934-38



Marianne Steinbach announced on Women's programs over WKBB



WKBB's General Offices—1938

L to R: Mel Galliard, Al Link, Vaughn Gayman & Ed Murphy
(at mike in background) Marianne Steinbach



George N. Thoma, announcer—1940-41

Radio's Forgotten Men—The Engineers

Radio engineering was responsible for the near-flawless reception of radio programs. At the time WKBB went on the air late in 1933, the Federal Radio Commission required a licensed engineer to be on duty at the transmitter at all times, from sign-on to sign-off, and his license was to be posted conspicuously at the transmitter site.

At first, WKBB required two engineers on its staff, but as the broadcasting schedule increased, more engineers were added. These men kept the equipment in good working order, made hourly readings of the eight meters at the transmitter and logged same.

The new FCC regulations in 1934 were very strict. Daily FCC sheets had to be completed fully, indicating type of program (whether live, recorded or request), its content and its length. The letters "ET" (indicating electrical transcription) were to be inserted for any program that was recorded.

Any broadcast which originated outside the station's studio was considered a remote broadcast. Whenever there were any remotes, it would be the responsibility of the chief engineer to secure the direct line from the telephone company and hook it up to the special remote radio equipment at the temporary location of broadcast. Some lines, however, were installed permanently, such as for the "Inquiring Reporter" program at Hartman's Furniture Store at 872 Main Street in 1934. A regular emergency hook-up for important on-the-spot news happening could be made in shorter times when warranted.

In East Dubuque in 1933 and the immediate years thereafter, 16" records were used as well as transcribed programs—large platter stuff that ran at 33½ rpm. When there was no announcer at the hotel studios, the engineer made station breaks direct from the transmitter site.

Following are the engineers at WKBB from 1933 through April, 1941. Because many of these men were hard to locate, biographical data is limited.

Barker, C. Francis

C. Francis Barker started at WKBB in early 1941 as an assistant engineer. He also handled the installation of many of Jim Carpenter's play-by-play sportscasts.

He, along with Chief Engineer Len Carlson, installed the necessary equipment for the "feeds" from WKBB to the network, when necessary.

Barker became senior transmitter operator at WKBB in 1947. Altogether, he stayed for 17 years. In 1958, he joined WMT in Cedar Rapids in their engineering department.

Beck, Stanley A.

Stan Beck, a native of East Dubuque, went to Coyne School of Radio in Chicago and graduated in 1935 as a first-class engineer. He was hired by Chief Engineer Carlson at WKBB immediately.

In November, 1939, he assisted in the installation of the new transmitter at WKBB at Flora Park. In October, 1940, he was offered the position of Chief Engineer of the brand new KDTH, then being constructed by the Dubuque Telegraph Herald, to be operated at 1370 with 1000 watts of power, directional antenna at night. (KDTH went on the air May 4, 1941) Stan stayed with KDTH until 1948 when he joined the new 5,000-watt station WONE in Dayton, Ohio.

Brauhn, Leon H.

Leon H. Brauhn was born in Farley, Iowa, having attended the University of Dubuque and a radio engineering school in Baltimore, Maryland. He worked as a telegraph operator for the Illinois Central Railroad but started at WKBB only two weeks after it went on the air. Brauhn worked with Chief Engineer Merle Stillman and Clair Weidenaar, Program Director and engineer.

In 1936, he left WKBB for Paducah, Kentucky at WPAD as its Chief Engineer. In 1952, he returned to Iowa to the 50,000-watt KXEL in Waterloo. Later, he joined the engineering staff of KWWL there.

Carlson, Leonard T.

Len Carlson had been in radio broadcasting since 1924 and was considered one of the finest engineers in the country at the time. He was a graduate of Northwestern University in Evanston, Illinois and had worked at WBBM in Chicago while a student. He had both network and newsreel experience. He had also been employed by two powerful Chicago stations, WJJD and WGN and was an active member of the International Radio Engineers. In October, 1935, he was hired as Chief Engineer of WKBB.

Len's kennels of Scottish terriers, which he bred and raised, were his pride and joy. Located at the WKBB transmitter site, he called the canine establishment "Sparks Kennels". For a number of years, the WKBB program "Pet Corner" was introduced with actual yelps from a microphone placed in the kennel where Carlson's terriers lived.

In the fall of 1938, construction had begun on the new WKBB transmitter and tower at Flora Park (then outside the Dubuque City limits). Len assisted with the installation of the new transmitter and when construction was completed in November, 1939, he moved his apartment from the East Dubuque transmitter site to the new location in Dubuque.

Len was Chief Engineer at WKBB from 1935 until his untimely death in November, 1946 at the age of 42. WKBB observed an hour of silence from 4:30 to 5:30 PM on November 9 during the time of his funeral in Kewanee, Illinois.

Coleman, Murray

In 1929, a school chum crystallized Murray's desire to tinker with radio and he got down to serious study. He was granted a license and built his own transmitter station W9ANO. Murray worked with the Iowa Public Service Company and in January, 1941 came to the engineering department of WKBB.

Grebe, Edgar G.

Edgar Grebe joined WKBB's staff as engineer in October, 1937. In a letter from Ed, he stated "I have many fond memories of my stay at WKBB. I was on duty at the East Dubuque transmitter on October 30, 1938 when Orson Welles presented his 'War of the Worlds' over CBS. Listeners went wild—all studio lines were constantly busy as well as our transmitter phone. Calls kept coming in until midnight when we signed off the air. Some of the people were frantic! Another outstanding broadcast over CBS/WKBB was Great Britain's Prime Minister Neville Chamberlain's speech assuring that the Munich Agreement of 1938 with Adolf Hitler would provide 'peace for our time.' Also, Hitler's wild rantings dramatically interpreted by American commentator H. V. Kaltenborn of CBS and Winston Churchill's (Prime Minister of Great Britain) thrilling 'We shall fight on the beaches!'"

In March of 1941, Ed left for the Armed Service. He returned in 1945 after his discharge and worked until August, 1946 when he left for Alaska.

Pointer, LaVerne

Vern Pointer joined the WKBB staff in 1937. In late 1940, he enlisted in the U.S. Army Signal Corps.

Sobatka, Harold J.

It was in May of 1936 that this first-class engineer joined WKBB. He was highly trained and his knowledge allowed him to assist with Western Electric Company engineers in the installation of the station's transmitter at the East Dubuque site. That transmitter was the latest reproduction of tone at that time. Harold left WKBB within two years.

In March, 1961 he became Chief Engineer of a brand new station KVSH in Valentine, Nebraska operating with 5,000 watts of power.

Stillman, Merle

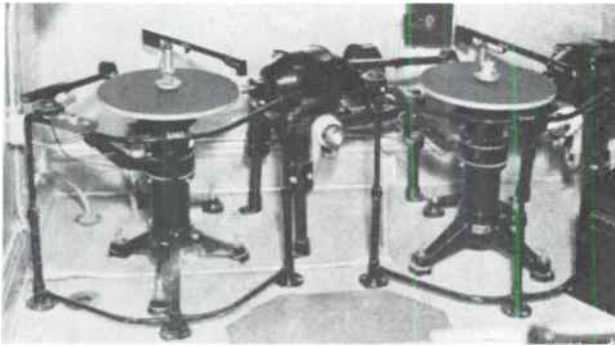
Merle Stillman was the first Chief Engineer at WKBB. He had moved his family to East Dubuque in June, 1933 from Chicago. He was hired to assist in the construction of the new radio station building on Route 1 at East Dubuque high on the bluffs overlooking Highway 20 and the Mississippi River. When completed, the Stillman family was the first to live in the building which housed the transmitter, the studio and a small office.

Two years later, Merle returned to Chicago and Len Carlson came on board as WKBB's Chief Engineer.

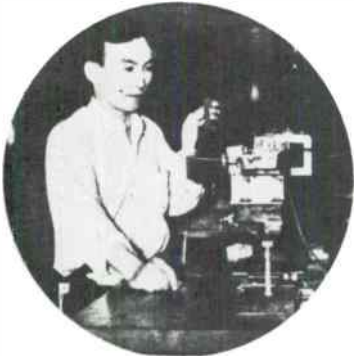
Wooster, Alden F.

Son of a professor at Oberlin College in Ohio, Alden had experimented with radios back in 1919 so it was natural for him to become interested. At age 16, he had his own short-wave "ham rig" W9EDL which he was still operating when in Dubuque. He became an engineer at WKBB in January, 1941 after training at the RCA Institute and having experience in the manufacture and operation of transmitters in Chicago.

In September, 1945 he became Chief Engineer at KHAS in Hastings, Nebraska.



Turntables in transmitter room used for 16" discs



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 Baker is the Senior Transmitter Operator at WKBB who has been with the Station since 1941. 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.



Stanley Beck, Engineer—1935-40



Len Carlson, Chief Engineer—1935-46



Alden Wooster, Engineer—1941-45



Chief Engineer Len Carlson in Transmitter Room at Flora Park—1940



Murray Coleman, Engineer—1941-44



Edgar G. Grebe, Engineer—1938-41, 1945-46

On the Farm Front

Radio ranked along with the telephone, Rural Free Delivery and the automobile as one of the milestones in rural progress. Radio held a special value for those on farms and in rural communities because it strengthened and preserved community life through communication.

WKBB prided itself in doing a service for the farmers and rural dwellers by scheduling a great deal of air time to farm news, analysis and market reports.

The program "Tri-State Farm Flashes" aired every day at noon, except Sunday, almost since the day the station went on the air. Agri-grams were supplied to WKBB by the Press Service of the U.S. Department of Agriculture. These bulletins contained vital facts concerning commodities, shipments, prices, and trends of the stock and market. By broadcasting daily, these bulletins disseminated instantly the information to farmer listeners. "Al Link, the emcee on WKBB's 'Tri-State Farm Flashes' knew his subject well, having been born and raised on a farm near Balltown, a few miles north of Dubuque. He could even cluck on that local 'egg and hay hour,'" stated the *Catholic Daily Tribune* in 1935. Frank Kerrigan, Dubuque County's Agricultural Agent, presented updates and talks pertaining to farming on the program weekly. Cecil Carstens, Dubuque County 4-H Club Supervisor, also spoke every week of the purpose and activities of the club. Sometimes, these men brought in special guests to augment the program. Mrs. Lois Stewart assisted in this regard.

In April, 1936 the "Tri-States Farm Flashes" was enhanced with music by cowboy Red Hittenmiller and Happy Golden and Curley. Red appeared on Mondays, Wednesdays and Fridays while Happy and Curley presented mountain music on the intervening days.

In November of 1939, Oscar W. Olson, Marketing expert and Educational Director of the Chicago Mercantile Exchange, appeared on the program speaking about the risks in marketing dairy and poultry products. Other agents and agricultural people appeared from time to time. This program aired until May, 1940.

"The Farm Program" began in October, 1934 twice a week at 5:15 PM. Special speakers on farm issues, such as Ben H. Walker, County Agricultural Agent for Grant County, Wisconsin, spoke about feeding the dairy herd in wintertime; and Ray Combs, Agricultural Agent for Clayton County, spoke on the value of the Dairy Herd Improvement Association work. In May, 1935 a 4-H Club program was sponsored by the Jo Daviess County Farm Bureau. 4-H members taking part in that broadcast were Maude Bonnett, club leader assisted by Henry Brunnemeyer, farm advisor. This program lasted until August, 1935.

"RFD No. 1", a CBS/WKBB program, featured Irene Beasley and was a popular one for the farm folks. It started in July, 1938 and aired every weekday until February of 1939. Irene Beasley's chatter and songs kept the country people interested and amused.

In January, 1939 WKBB and the E. E. Frith Co. "manufacturers of farm feeds in Dubuque since 1859" started a program called "Market Reports" every day, except Sunday, at 12:45 PM. Quotes were given on hogs, cattle, sheep, grains, chickens and eggs. In January, 1940 the program was expanded to include the opening markets at 10:15 AM in addition to the quotes at 12:45 PM. Both programs were sponsored by E. E. Frith Co. and continued beyond 1940.

"Uncle Jonathan", editor and publisher of the *Bottsville Bugle*, the world's only cellophane paper, was a new program on CBS/WKBB in July, 1939. It was on three times a week at 4:30 PM. Uncle Jonathan was the program's leading light with his rural comedy and homey philosophy. The program aired for 13 weeks.

When WKBB joined the NBC Blue Network in May, 1940 "The National Farm and Home Hour" was broadcast every day. Everett Mitchell was Master of Ceremonies faithfully opening his show with the same announcement: "It's a beautiful day in Chicago" even though it might not have been. His theme was "The Stars & Stripes Forever". That show remained on the air a very long time.

"Josh Higgins" was an oldtimer who chatted about things on or about the farm, and this program was carried daily over NBC/WKBB beginning in May, 1940.

WKBB's agricultural broadcasts produced locally at first and then later via the CBS and NBC networks became a major force in helping area farmers keep in touch with the latest in farm developments and with their immediate needs and concerns.



Frank Kerrigan and Mrs. Lois Stewart of the Farm Bureau conduct a weekly agricultural broadcast in the 1940's



"National Farm & Home Hour" program announced by Everett Mitchell—1940

Radio at Christmastime

Dubuque was a city with a religious atmosphere, so many of WKBB's productions reflected that theme during the weeks before Christmas. Christmas was an exciting time in Dubuque in the 1930's in spite of hard times. Main Street glittered with festive decorations, the manger scene in Washington park and a visit to Toyland in Rosheks, "The Christmas Store" was a thrilling experience. As one got off the elevator on the 4th floor of the department store, one could hear and see a long electric toy train on tracks clanging and whistling. Santa was there in person and there was a special mail box to drop in letters to him.

1934

Radios were scarce in some homes in Dubuque although they were becoming a popular item at this time of year, especially since the arrival of the Tri-States' own radio voice—WKBB. It was announced over the air that several merchants would deliver a small radio to anyone's home for \$1.00 down and \$2.50 per month. Appel-Higley Electric Co. at 962 Main offered an Atwater-Kent radio "with the golden voice" and five tubes for \$29.50. During the week before Christmas, listeners requested the song "Santa Claus is Coming to Town" more than any other.

At the Dubuque County Farm near Julien, where life was shadowed, there was no radio, but right before the holiday, through the efforts of St. Vincent de Paul Society, a local firm donated one to the farm. "It was one of the grandest things ever done for the residents there" stated a member of the Dubuque County Board of Supervisors.

On Christmas Day at 1 PM "The Christmas Concert" was given over WKBB and at 1:30 PM, the station signed off the air for the rest of the day in order that its staff could enjoy the holiday with family and friends. Ordinarily, the station would have remained on the air until 9 PM per schedule.

1935

Broadcasting Christmas programs really began in earnest the week before in 1935. The most frequently-played record was "Jingle Bells". The Dubuque Visiting Nurse Association presented two one-act plays to make the public aware of the need to support Christmas seals and to fight TB in Dubuque. City Manager Roger M. Evans endorsed the annual drive and urged Dubuquers to support this program. The money received would be used to maintain the "Fresh Air Camp" for the under-privileged and under-nourished children of Dubuque County. (The camp was located at the 2100 block of Rhomberg Avenue, which is now an apartment complex.)

A live dramatization of Dickens' "A Christmas Carol" was presented over WKBB on Christmas Eve by the Interstate Power Company. "Electricity is the cheapest thing you can buy" was its slogan. The cast was made up of local people including some of WKBB's staff.

1936

Beginning December 7 and every day, except Sunday, until December 24, Santa invited the little children to write letters expressing their wishes for gifts which he would read over the air.

Father A. J. Breen, Professor of Education at Columbia College, pleaded for charity over WKBB airwaves on December 11 with his talk "Christmastime"; and on December 22, the Catholic Boys' Choir sang. On Christmas Eve, the German choir of the Visitation Academy (a girls' Catholic high school at 900 Alta Vista) sang carols and presented dramas, "David, Star of Bethlehem" and "Yuletide Echoes".

On Christmas Day at noon, WKBB's Art Jones and Gib Forbes sang Christmas carols live. No records of local talent were used or available at this time.

1937

A series of radio programs was aired during the week of December 17 to promote Christmas Seals in conjunction with the nationwide campaign against tuberculosis. WKBB's Ed Murphy emceed each of the programs.

Again, Rosheks sponsored Santa Claus reading children's letters from December 16 every day until Christmas Eve. The station added an international flavor when CBS and WKBB broadcast a feature "Christmas Toys" from Nuremberg, Germany on December 19; and the following day, a program "Happy Christmas" was carried from London, England.

In 1897, an eight-year-old girl, Virginia O'Hanlon, wrote a letter to the Editor of the *New York Sun* asking if there really was a Santa Claus. The reply, an editorial by Francis P. Church, has become a classic in American Literature. That editorial, "Yes, Virginia, There is a Santa Claus" was read locally by WKBB's Gayman for the first time in 1937. Gayman read this editorial over WKBB every Christmas Eve for the next 29 years.

The Dubuque Knights of Columbus sponsored the midnight Christmas Eve mass broadcast direct from St. Raphael's Cathedral.

1938

Again, Santa read letters from the little ones every day for three weeks before Christmas over WKBB. During the week of December 15, Dubuque Senior High, Columbia Academy and the Immaculate Conception Academy (a former Catholic girls' high school at 1011 Davis Avenue, now Hills and Dales) students presented programs about Christmas Seals over the air.

On December 22, the local Visitation Academy Verse Choir of girls presented a special program, and on Christmas Eve, the Dubuque Star Brewing Company sponsored the recorded "A Christmas Carol". Again, midnight mass from St. Raphael's Cathedral was aired live. On Christmas Day, Mrs. Lillian C. Cary of the Shiloh Circle, Ladies of the Grand Army of the Republic, broadcast an original story "The Unknown Road" with accompanying music furnished by Dubuquers, Wilma Nichols on the violin and Miss Violet Butt, pianist.

1939

St. Joseph's Academy participated in the 6th annual High School Radio Speaking Program sponsored by the Iowa TB Association over WKBB on December 6. On December 21, a special broadcast of Christmas music was presented by the choral group of St. Mary's Church of Dubuque under the direction of the Rev. Elwyn Bierie. Featured were the Marian-vested choir of men and boys and Marian Choristers of girls.

1940

Dr. J. Carl Painter, Superintendent of Sunnycrest Sanitorium, talked about Christmas Seals on December 9 over WKBB, and high school kids were involved in the talks. Handel's "Messiah" was presented by the choir of St. Luke's Methodist Church broadcast on the 15th. On Christmas Eve afternoon, the lighting of the National Christmas Tree in Washington, D.C. was carried over NBC and WKBB. "The Happy Prince" with Bing Crosby and Orson Welles was presented at 9 PM, followed by Loretta Young repeating her famous story of "The Littlest Angel". It was sponsored by Stampfer's Department Store.

The Cathedral men and boys choir, under the direction of the Rev. Emmet Kelly of Loras College, sang at the midnight mass direct from the cathedral over WKBB.

In subsequent years, WKBB continued to help Dubuque and tri-staters celebrate Christmas with meaningful programs.



1936



Gib Forbes—Christmas 1936

Salutes

It was a big thing in the beginning days of radio for networks to salute radio stations and for affiliated stations to originate broadcasts to their networks.

In October, 1936 the Affiliated Broadcasting Company (ABC) was a regional network and its programs generally originated from its headquarters in Chicago. ABC officials allowed times for an affiliate to arrange special programs to help publicize the network, the individual stations and the cities and towns. Accordingly, during the week of October 11 through the 17th, WKBB furnished to ABC the following special local programs:

- October 11, the University of Dubuque A Capella Choir
- October 12, Luke Ritz's Orchestra
- October 13, The Dream Weavers, a girls trio with Art Jones, narrator
- October 14, Jimmy Joy's Orchestra from Melody Mill
- October 15, The Brigadiers' Orchestra featuring Gib Forbes, pianist and Art Jones, soloist
- October 16, Columbia College's Vested Choir under direction of the Rev. Alphonse Dress

Another salute was on February 28, 1937 when WKBB joined the Columbia Broadcasting System. It was welcomed over the coast-to-coast network with a dedication program with special mention being made about Dubuque's fine manufacturing, educational and cultural facilities. The program originated in the New York studios and was broadcast at 10:30 PM, local time. It consisted of music by Abe Lyman's Orchestra from the Hotel New Yorker, interspersed with comments on Dubuque's many fine attributes, with special congratulations going to the Columbia College Museum which had attracted many people to view its historic and artistic treasures.

While on its 12th annual concert tour, the University of Dubuque A Capella Choir broadcast over CBS and WKBB on March 26, 1938 direct from St. Louis. The choir was composed of 60 voices specializing in sacred music. Dr. Noel J. Logan directed the group.

On January 19, 1940, CBS paid a one-half hour tribute to Dubuque, resulting in the city receiving a million dollars worth of free publicity. The tribute was aired on the program "Good Morning" which was a regular feature of CBS/WKBB and originated from Chicago. The special program included music and extemporaneous humor, featuring Tommy Bartlett as Master of Ceremonies. The salute was delivered by J. Oren Weaver, who stated (in part):

"Today our salutations do not travel far from home. Just across the state, at the junction of Illinois, Wisconsin and Iowa lies the quaint, picturesque, and yet thoroughly modern, City of Dubuque, Iowa. Perched on stately wooded bluffs overlooking the Mississippi River, with her wealth of Old World buildings and inviting winding streets, Dubuque is often called the 'Heidelberg of America'. Dubuque's latest honor is the National Safety Council Award for 1939 as America's largest safe city. There were no traffic fatalities in Dubuque during 1939.*** To her energetic City Manager, A. A. Rhomberg; to Police Chief Joseph Strub and Fire Chief William L. Ryan; to President of the Chamber of Commerce, M. H. Czizek; to our radio associates at the recently-improved WKBB, the 'Radio Voice of Iowa's Key City'; to station president, Walter E. Klauer; General Manager, James D. Carpenter; News Director, L. Vaughn Gayman; Program Director, Norman Brinsley; Chief Engineer, Leonard T. Carlson; and the entire staff at WKBB; to our good friends of the press, the editors and publishers of the Dubuque *Telegraph Herald* and the *Daily Tribune*; and to all the good folk of a typically American City, we here in our Chicago studio extend our cheery and most cordial 'Good Morning!'"

Another salute to Dubuque and WKBB was given by the National Broadcasting Company Blue Network on May 10, 1940 at 10:30 AM. The salute was during the hour-long broadcast of the National Farm and Home Hour originating in Chicago and carried across the country.

Salutes such as these brought nationwide attention to Dubuque and added stature to WKBB in the eyes of its listeners.

News by Radio

One of the few comforts people had during the years of the Great Depression was radio news. Radio brought the President of the United States into the humblest of homes and later it helped to keep people content during those adverse years of war. However, it was not easy in early broadcasting to air the news.

In 1933, the three major news agencies were the Associated Press, the International News Service and the United Press. They furnished world-wide news to radio stations and newspapers on a paid-contract basis via the teletype. Newspapers had done business with these agencies for years and wanted to transmit information quickly and resented the intrusion of radio news broadcasting. Radio's growing popularity caused the newspaper publishers more competition in both news and advertising. As a result, no doubt under pressure from the print media, news services began to refuse to renew their contracts with radio stations. In return, the stations broadcast editorials urging listeners to contact congressmen regarding the newspapers' attempt to establish a monopoly on news.

At WKBB, the first local newscasts were on February 13, 1934 at 8 AM with "News Review" and at night with "People Who Make the News". The information for these programs came to WKBB by U.S. Mail from wire services in Chicago. By March of 1934, wire services (AP, UP and the INS) had come under much pressure from the American Newspaper Publishers Association and as a result, formed the Press-Radio Bureau. This organization ultimately made an agreement between the newspaper organization, the two radio networks (CBS and NBC) at that time, and a few independent radio stations, to eliminate some of the competition between newspapers and radio concerning the news. Under the agreement, radio stations were able to broadcast two five-minute "World News Bulletins" per day, with the understanding that the news would not be on the air until several hours after it had appeared in the newspapers. This put radio news at a disadvantage but it was also agreed that no world news would be sold to advertisers by the stations although local news could have sponsors.

WKBB contracted with the American Newspaper Publishers Association to secure two five-minute news bulletins daily—one at noon and one in the early evening from Dubuque Western Union Telegraph Co., 490 Main Street, just a few blocks from WKBB's offices and studios. WKBB paid Western Union a month in advance for the bulletins. At the close of each newscast, listeners were advised to see newspapers for details (per the agreement). At this time, WKBB had "World News Flashes" aired at 12:15 PM and 7:30 PM daily except Sunday.

Short newscasts were not popular with listeners because only headlines were given, so in January of 1935 when Gib Forbes joined the WKBB staff, he influenced management to contract for the superior news teletype service, Transradio Press News Service. Under this contract, WKBB had unlimited news broadcasts as well as sponsored advertising, a most welcome change from the restrictions of the Press-Radio Bureau. A teletype news machine was installed at the station. Then WKBB had four 15-minute newscasts each day, except Sundays—8 AM, 9:30 AM and 12:15 PM and 7 PM. Gib Forbes gave local, area and world news along with the weather at 12:15 PM and 7 PM.

In April of 1935, Roshek's Department Store began sponsoring the daily 7 PM newscasts. No other prominent business sponsored newscasts at this time, so it was a "first." It is interesting to note that Rosheks had at least one newscast per day over WKBB through 1941 and beyond.

WKBB joined the Affiliated Broadcasting Company (ABC) Network on April 18, 1936 which brought additional news programs to the airwaves such as "Business Week", "Debunking the News", the "Monitor Reviews the News" and "News Comes to Life". Also, Edwin Burke, with the "ABC of the News" was broadcast daily in 1936.

On April 24, 1936 the American Newspaper Publishing Association dropped its fight against radio, so radio stations could contract more freely for news services.

WKBB joined the Columbia Broadcasting System (CBS) on February 28, 1937 and more popular network news programs were aired, such as "Headlines & Bylines" and "This Week in Washington". Kathryn Cravens, commentator presented "News Through a Woman's Eyes" three times a week from March, 1937 through February, 1938 via CBS and WKBB. Her program was sponsored by Pontiac and Belsky Motor Co. at 8th & Iowa.

To augment the leased wire services of Transradio Press, WKBB employed its own reporters and news editor to uncover and edit news of special local interest. L. Vaughn Gayman joined the station as its news editor in October, 1937. Each weekday, news was assembled and broadcast five times—7:30 and 9:15 AM, 12:15, 6:45 and 10 PM. On Sunday, news was at 12:15 PM, 6:45 and 9 PM. In addition, between 11:30 AM and noon, five days a week, Farm Editor, Al M. Link, reported farm news.

By January, 1938, there were seven separate newscasts throughout the day. The station was really attempting to give complete, accurate and reliable accounts of news as it happened.

1939 was a year of fast-moving, earth-shaking events. The war situation overseas affected radio scheduling. Never before were people so quickly informed of history-making events. Now, often broadcasts were heard direct from the scene of diplomatic negotiations and meetings.

In January, 1940 "Trausch Bakers of Sweetheart Bread" sponsored the broadcast of national and local news every evening at 9 PM over WKBB. Rosheks still had the noon and suppertime newscasts.

In July, 1940, Rosheks invited listeners to see how the Transradio Press News was received for newscasts. The teletype ticker printed news of the moment on Roshek's main floor at the south entrance. (The same machines were in the WKBB newsroom.)

In March of 1941, WKBB joined the International News Service (INS). Two fast-firing INS teletype machines in the newsroom rolled out a continuous newsheet with detailed items from the four corners of the globe, ready for the WKBB microphones. You would have heard the following announcement before each of the Rosheks' newscasts: "Iowa's greatest Department Store, Rosheks, brings you the International News Service and local news as presented by News Director, Vaughn Gayman." Now there were eight regular daily newscasts.

With the approach of World War II, radio increased in prestige and popularity because people wanted to know immediately, before newspapers could print and distribute the information, what was happening on various fronts around the world.

Following are items of local interest from WKBB newscasts, 1934 through January, 1941 which show how valuable radio news was in the beginning days of radio in Dubuque.

1934

On March 6, 1934 at 4:30 AM, a fast-moving passenger train going north collided head-on with a south-bound fast freight train, just north of Specht's Ferry, Iowa on the western bank of the Mississippi. Two Dubuquers were killed—M. B. Kurt, a fireman on the freight train, and J. L. Crawford, an engineer on the passenger train. WKBB had several on-the-scene reports from the accident site during the day describing the disaster. WKBB Manager Reggie Martin and announcer John Price reported the facts via the direct telephone line to the studio.

Another remote broadcast over WKBB came from WGN in Chicago. In May of 1934, a devastating fire flamed from the huge Chicago Union stockyards. WGN's Quin Ryan described the fire via WKBB on two occasions.

The fire destroyed an area of more than two square miles on Chicago's south side. Radio networks did not give the account from the scene until evening after the fire had been brought under control.

On a newscast in August, 1934, the Board of the National Association of State Aviation Officials announced that Dubuque would receive \$66,000.00 toward development of a new Municipal Airport on City Island if the City would come up with matching funds.

At 7:30 AM on October 11, 1934, a northbound Chicago, Milwaukee, St. Paul & Pacific Railroad passenger train jumped the tracks as it was crossing a wooden trestle and fell approximately 15 feet into the water below. The accident happened near Guttenberg, Iowa. Dubuquers who died in the crash were: Mr. & Mrs. Walter Ruprecht, Frank Mann, the train's fireman, and Charles Strazinsky, the train's engineer. The 22 others aboard who were injured were taken by ambulances and private cars to Dubuque hospitals. As soon as they got word of the mishap, WKBB's Reggie Martin and John Price hurried to Guttenberg, having called the telephone company before leaving to install a line for their use in broadcasting. By 9 AM, WKBB aired an account of the accident! A second broadcast was given later in the morning, also.

1935

On a noon newscast in May, 1935, it was stated that the Dubuque City Council approved Interstate Power's plan to tear up two miles of streetcar tracks in the city. (Dubuque had gone to busses in 1932.) In July, WKBB announced on a newscast that John Jeez shot and killed Glen Dolan, proprietor of the Dolan Barber Shop at 5th & Main. Dolan had been shaving a customer when he was shot. After the shooting, Jeez ran from the shop to Washington Park where he turned the gun on himself. He died a few days later. The tragedy stemmed from a bet.

WKBB news in August, 1935 mentioned that paving was completed in Dubuque on U.S. Highway 61 and 151. It included two miles from 20th & Central east on Rhomberg Avenue all the way to the Dubuque-Wisconsin Bridge toll house. Cost was \$94,200.00. In September, the WKBB newscast reported that work had begun on the \$3,000,000.00 project of Dam No. 11 at Dubuque's Eagle Point with 50 men being employed. Five hundred were to be hired during the following weeks, most of whom had been on the relief rolls.

1936

On April 17 and 18 of 1936, Eastern Iowa Motor Company at 880 Iowa Street had WKBB broadcast its formal opening of the new Studebaker car dealership.

WKBB announced on April 30, 1936 that a former Dubuquer and University of Iowa athlete had been shot in a fight with a bandit. Iowa State Patrol Oran "Nanny" Pape was only 29 years old and was the first Iowa trooper killed in the line of duty.

"One of the largest stern-wheel excursion boats, 'The Capitol', steamed into Dubuque's harbor for Dubuque Senior High School's annual excursion" was the exact announcement over WKBB on the noon newscast in June, 1936. The top local news story aired on June 30 concerned the terrible fire which swept the Visitation Academy at Alta Vista and University Avenue late the previous night. In July, the largest African elephant in America appeared in Dubuque as one of the outstanding attractions of the Coyle Bros. Beatty Circus. WKBB treated the children of the local orphans' homes to the afternoon show.

Of course, WKBB newscasts often bore sad news because obituaries were part of the noon news. On July 10, 1936, two Dubuque children drowned on East Dubuque's sandbar just below the wagon bridge. On July 16, U.S. Senator R. Louis Murphy of Dubuque was killed in an auto crash near Bloomer, Wisconsin.

Noontime news in August mentioned that the workers at A. Y. McDonald Manufacturing Co. and Morrison Brothers factories went out on strike. Because of the strike and negotiations were at a standstill, WKBB opened its mike to those workers to vent their frustrations.

In October of 1936, President Roosevelt came to Dubuque. News Editor Gib Forbes related that the President's visit made a very busy day in local radio news. WKBB received many requests from stations in Minneapolis, Omaha, Chicago, St. Louis, Sioux Falls and others regarding the President's visit. WKBB had been on the air only three years and recordings of local news were not yet possible out of the newsroom. However, Mr. Forbes supplied his story to Press Radio News Service by telephone. Dubuque really made news that day.

1937

The Galena River, on February 20, 1937, overflowed its banks, leaving a path of ruin in downtown Galena. Many had to be evacuated and three lost their lives in that flood. WKBB had several on-the-spot broadcasts appealing for help and Dubuquers responded with boats, equipment, clothes and volunteers. Just a couple of weeks later, the flood came again but damage was not so extensive. Again, WKBB broadcast direct from the flood scene.

On May 6, 1937 Press Radio News carried live reports of the Zeppelin Hindenburg disaster over CBS and WKBB. Thirty-six lives were lost when the great flying hotel burst into flames while landing at Lakehurst, New Jersey after a flight across the Atlantic. The terrific explosion was possibly the most heart-rending broadcast ever made. Announcer Herbert Morrison of WLS, Chicago, was on the field below reporting to radio listeners, when suddenly there was a terrible roar as the hydrogen-filled airship burst into flames. He wept as he told of passengers burning or leaping to death.

WKBB opened its transmitter at 3:15 AM, instead of 6:30 AM, to bring direct from London the ceremonies of the Coronation of King George VI on May 12, 1937.

In July of 1937, "The Voice of Washington", world's largest tri-motored Boeing airplane was on view at Dubuque's Municipal Airport on City Island. WKBB interviewed Pilot David Langmark over the air during his stay in Dubuque.

At the Orpheum Theatre, the movie "Love Is On the Air" introduced a new star, Ronald Reagan. He was playing in his first movie and the date was November, 1937. (Reagan was later to be involved in radio in Des Moines—see chapter on "Sports of all Sorts".)

1938

On February 5, 1938 the Galena River overflowed its banks again but then receded quickly. WKBB gave several announcements of the sharp rise on February 5th and 6th. Then, on September 19 at Dubuque, the Mississippi River stage passed the 26-foot mark and remained at flood stage for eight days. WKBB went on the air with direct reports. Albert Evans, St. Louis Director of Relief for the American Red Cross, arrived to assess the situation, and WKBB was commended for its part in keeping area residents advised on the flood's progress inasmuch as this was the first time the city had experienced a flood in the fall of the year, in recent times.

A tragic plane crash at Dubuque's Municipal Airport was reported over WKBB in July, 1938. Two men were killed. The open cockpit plane was flown too low and hit the top several inches of Interstate Power Company's high tension tower in the 1800 block of Garfield Avenue.

Edward R. Murrow gave news of the upcoming war in Europe with his "This is London" broadcasts. Murrow served as Director of the European News for CBS, and daily reports were carried over CBS/WKBB giving first-hand accounts of life in war-torn England. His reports continued through 1939, 1940 and WW II years.

Robert Trout, on six days a week, brought "Today with Bob Trout" over CBS/WKBB in the years 1937-1940. He was in charge of the Radio Press News Bureau for CBS in 1937 and was sent to London to cover the coronation of George IV of England, followed by the story of the Duke of Windsor who gave up his throne to marry the commoner, Wally Simpson.

Another celebrated newscaster, H. V. Kaltenborn, was CBS network's European correspondent during 1938, 1939 and 1940. For the first time in radio's history, his news attracted a larger audience than the entertainment shows, especially when he reported on the 1938 Munich crisis of the upcoming war in Europe.

Boake Carter, a well-known journalist of the *Philadelphia-Evening Bulletin*, could be heard reporting the news of the day over CBS and WKBB

every weekday at suppertime during 1938. His program was sponsored by General Foods as well as Post Toasties and Huskies breakfast foods.

Because events were happening so fast in Europe in September, 1938, the words "Programs may be interrupted at any time to present latest developments on the European situation" were printed above each WKBB Program Schedule in the *Dubuque Daily Tribune* newspaper.

Edwin C. Hill with "The Human Side of the News" and "Your News Parade" was heard over CBS and WKBB every weekday during 1937 and 1938.

1939

"The Dubuque Police Department got its very first radio system which began operations from Police Headquarters in City Hall at 13th & Central" was announced on the WKBB news on February 1, 1939. Call letters were KQDT. Now the Department could send and receive messages without resorting to WKBB.

The words "Tune in to early morning news from 7:30 to 7:45 AM on WKBB by Midwest Lumber Company, Phone 50-50" were heard often during 1939.

Lowell Thomas, who always signed off with "So long until tomorrow," commented on "This Week in Washington" over CBS/WKBB in 1939 and later. His program aired for a long period of time.

Elmer Davis was engaged by CBS in August, 1939 to analyze the domestic side of the news. His shrewdness and vividness gave him great status as a commentator. He was extra good at ad-libbing. He was on CBS and WKBB seven days a week until May, 1940 when WKBB went to NBC.

The 150th anniversary of the first Congress ever held in the U.S. was celebrated over the combined CBS, NBC and MBS radio networks on March 3, 1939 when President Roosevelt, Chief Justice Charles E. Hughes and prominent congressmen appeared on the program. It was broadcast over WKBB for one and one-half hours.

The New York World's Fair opening ceremonies were broadcast over CBS and WKBB on April 30, 1939. In May, Farley & Loetscher Manufacturing Co.'s strike was settled after five weeks and four days. Eight hundred and nineteen men returned to work. This welcome news was over WKBB's newscast.

In July, 1939, President Roosevelt signed the Bridge Act giving members of the City of Dubuque Bridge Commission power to construct and operate a new bridge across the Mississippi from Iowa to Illinois.

World War II really began when German aircraft and motorized tanks attacked Poland on September 1, 1939. On Sunday, September 3, WKBB signed on at 4:30 AM until 8 AM to air Adolf Hitler's talk on CBS.

1940

Doug Edwards with "The World Today" hubbed the wheel of CBS foreign correspondents. His program was sponsored by Sinclair Refining Co.

(locally by Molo Oil Company) and came over CBS and WKBB every day, except Sunday, beginning in January, 1940. War news was broadcast from Europe by short-wave radio.

In May, 1940, when WKBB joined the NBC Blue Network, more news programs came over WKBB: "News from Europe", "Drama Behind the News" and "Keeping Up With the World". In London, the news of the Allied war efforts were described by NBC Chief for the British Isles Fred Bate over WKBB as well as "The March of Time's" narrator, Westbrook Van Voorhies. Two veteran journalists combined for an expert analysis of international affairs when Raymond Clapper and William Hillman broadcast over NBC and WKBB. The famed "Washington Merry-Go-Round" duo of Drew Pearson and Robert Allen gave trends of world affairs on their NBC commentary over WKBB. Heading NBC's experienced European staff for short-wave reports to the U.S. and through WKBB was the astute journalist, Max Jordan. "John Gunther, News" was over NBC and WKBB daily at 8 PM in 1940.

Walter Winchell started in 1940 on the NBC network and WKBB every Sunday night, with his rapid-fire delivery and colorful language of news and commentary. Who can forget his "Mr. and Mrs. America and all the ships at sea—let's go to press" as he broke off each news item with the sound of a telegraph key for drama. It has been reported that Mr. Winchell was clocked at 250 words per minute during his newscast. His program was sponsored by Jergens Lotion.

The September 29, 1940 WKBB newscast stated that the Civil Aviation Administration recommended \$183,000.00 to start a new airport south of Dubuque.

By October, there were 7,131 men between 21 and 35 registered for the draft in Dubuque County. Rosheks presented local and worldwide news on WKBB three times a day in 15-minute segments—9:15 AM, 12:15 PM and 6:45 PM.

On November 11, 1940, four hunters died on an island north of Dubuque when a blizzard hit the tri-state area with heavy snow, strong winds and 10-degree temperatures.

WKBB broadcast the third inauguration of President Roosevelt over the NBC Blue Network on January 20, 1941.

ROSHIEKS

Dubuque Iowa's Largest
Department
Store

Listen to
Rosheks
World News
Flashes on
WKBB



L. Vaughn Gayman, News Editor—1937-1967



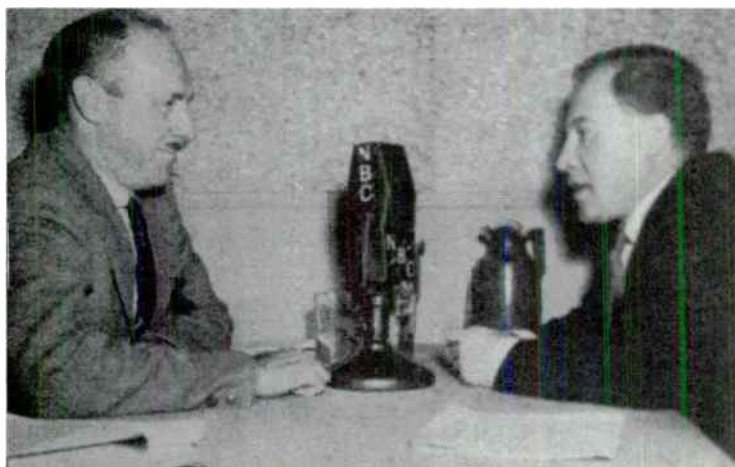
Fred Bate, NBC News Chief for Great Britain—1940



NBC's Westbrock Van Voorhies of "The March of Time" news—1940



NBC Journalists, Raymond Clapper & William Hillman give analysis of international affairs to WKBB listeners—1940



Drew Pearson & Robert Allen of "Washington Merry-go-Round" give news of world affairs on their NBC commentary over WKBB



Famous Walter Winchell doing a newscast over NBC and WKBB—1940



Max Jordan headed NBC's European staff for short-wave reports to WKBB in 1940

Weather Over the Air

On March 12, 1934 the Dubuque Weather Bureau first opened its new facilities on the third floor of the brand new U.S. Federal Building at 6th & Locust Street. The Bureau had previously been in the old U.S. Post Office & Customs Building at 9th & Locust. A direct line from the Weather Bureau to WKBB was installed.

"Good morning, this is the U.S. Department of Agriculture (USDA) Weather Bureau at Dubuque, Iowa with up-to-date information. L. Walter Dick, Chief Meteorologist reporting" was a typical opening on WKBB. Native Dubuquer Walter Dick would then give the current weather conditions and forecast for Dubuque, Northeast Iowa, Northwest Illinois and Southwest Wisconsin. Sometimes, Mr. Dick commented on unusual weather conditions, temperature extremes, Mississippi River stages and warnings of storm danger.

Walter Dick had been associated with the Dubuque Weather Bureau since 1922. In 1944, the Department of Commerce, which operated the weather station, promoted Dick to manage the Davenport, Iowa bureau.

Weather reports were carried daily on WKBB once every hour until June of 1937 when the direct line from the Federal Building was removed as a cost-cutting measure by USDA. Then WKBB newsmen phoned the Weather Bureau on the bureau's special number, before each newscast to be current, and copied down the information to be read over the air. Years later, the calls were taped and data read over WKBB.

Community News

In February of 1935, WKBB inaugurated a new feature to serve not only the City of Dubuque but towns surrounding it as well. The program was called "Community News". Announcers at the station would read outstanding items from area newspapers and air commercial ads from the particular town's merchants. The 16 towns involved were: Bellevue, Cascade, Earlville, Guttenberg, Manchester and Monticello in Iowa; East Dubuque, Galena, Savanna and Warren in Illinois; and Cuba City, Darlington, Lancaster, Mineral Point, Platteville and Prairie du Chien in Wisconsin.

In the beginning, the program was on the air infrequently until December, 1939 when the program was broadcast regularly twice a week. By April of 1940, it was on five times a week, which continued through early 1941.

In addition to the "Community News" feature, many small communities had special or regular programs of their own on WKBB. Some of those are mentioned below:

East Dubuque

The East Dubuque Military Band performed live over the air on February 28, 1934 from the East Dubuque transmitter. An "Amateur Night" program, under the auspices of the *East Dubuque Register*, was started in February of 1935 (see chapter "Amateur Programs" for details). The Jo Daviess County Schools presented programs over WKBB in March and April of 1938 from the studios.

Galena

The Rev. Lyman Howe talked on "Historic Galena" over WKBB in June, 1938. Every Wednesday from then until March, 1940 the program "Historic Galena" was aired. The Galena High School speech class spoke over the airwaves in October, 1940; and on Palm Sunday of 1941, the Galena Methodist Church Choir presented vespers over WKBB.

Guttenberg

A weekly series was broadcast every Monday in July through September of 1937 when news about Guttenberg's heritage was presented along with commercials from the town's merchants.

The town's dedication of the new Guttenberg Municipal Building was aired on November 5, 1939 when U.S. Senator Clyde L. Herring spoke.

Starting in December, 1939 and continuing through February of 1940, Guttenberg had a regular program every Thursday giving news concerning the town over WKBB.

Peosta

On August 3 and 4, 1939, Father Clair C. Drummy, Pastor of St. John the Baptist Church, talked about Peosta's past history and the town's needs over WKBB.

Platteville

The Platteville Boys' Chorus was aired on April 30, 1934. The program "The Platteville Hour" started on August 9, 1934 and was on daily, except Sunday, from WKBB until November of that year. It consisted of news, music and announcements about Platteville, including ads from the town's businesses. The Platteville Male Quartet participated occasionally with bits of information about the Platteville State Teachers College (now the University of Wisconsin-Platteville). The show resumed broadcasts on Fridays in July, 1937 with the previous format and continued until February, 1940. The Platteville High School debating team was aired in January, 1940 and again in January, 1941.

A Platteville church service named "The Little Red Church" was broadcast on Sundays for a 13-week period—December, 1936 through February, 1937. It was conducted by the Free Methodist Church with Rev. A. C. Wolcott, Pastor presiding. During the first 15 minutes of the program, favorite hymns were sung by Howard and Dorothy Webb and Eleanor Quincy of Platteville. Mrs. Ray Bushnell was in charge of the music. Mrs. Wolcott related about the great excitement the program produced. Many letters of approval were received on the program.

No doubt about it, WKBB's coverage extended to towns outside the City of Dubuque to bring the smaller communities "across the fence."

Special Events

Because WKBB was alert to the fact that special things were going on, it felt it necessary to broadcast them. Some were planned and some were on-the-spot happenings. There was hardly a day when something didn't develop to give material for broadcast. Some events could be aired right from the studios while many others had to be broadcast from the site of the happening, in which case they would be remote broadcasts.

The following are some of those Special Events from 1934 to 1941:

Amelia Earhart

From the studios on October 10, 1936, WKBB News Editor Gib Forbes interviewed Amelia Earhart, the world's premier aviatrix, concerning her experiences in aviation. Later that evening, she spoke at Senior High School for the Dubuque Women's Club. Earhart was the first woman to fly the Atlantic Ocean, to fly an auto-gyro across the continent, to fly non-stop on a transcontinental flight and the first person to fly from Honolulu to the mainland. She was the first woman awarded the Distinguished Flying Cross. Earhart lost her life July 3, 1937 in an unsuccessful attempt to fly around the world.

Burlington Zephyr

On June 2, 1934, a brand new "Zephyr" passenger train pulled into the Chicago, Burlington & Quincy Railroad station in Dubuque. Mr. M. T. Kilty, Traffic Agent for the railroad, had made arrangements for WKBB to broadcast from the site. The broadcast, with Reggie Martin as emcee, took place with several railroad officials, who gave vivid and colorful comments on the beautiful new train. The Zephyr traveled at a speed of 107 MPH and was designed for daytime travel only. It seated 72 people and had three cars.

Bus Depot

In the 1930's and early 1940's, people used busses for travel between cities as well as within. A brand new Union Bus Depot, operated by the Dubuque Automobile Club, opened at 3rd and Main in Dubuque on June 29, 1940. With station manager, Jim Carpenter at the mike, WKBB broadcast from the new depot twice that opening day. The club's officers were interviewed by Carpenter.

Carnival Stars on the Air

The Beckmann and Gerety Magic Midway, the world's largest carnival attraction, appeared at Dubuque's Municipal Athletic Field on East 4th Street for six days in July, 1938. It had 25 shows and 25 rides. WKBB had broadcasts every day from the carnival.

Floods

WKBB raised over \$1300.00 for Red Cross aid to the Ohio River flood victims in 1937, as a result of a four-hour broadcast on January 25, 1937. Over a million people were left homeless. WKBB broadcast direct from the scene of the Ohio and Mississippi Valley flood as picked up by amateur station W9BHO operated by Father Vernon Peters at Columbia College and a hook-up with the Volunteer Intercity Network of stations broadcasting instructions to relief workers. "The story of the flood as given us by radio was more realistic than could be written in any script" stated one news reporter on the broadcast. WKBB's Art Jones, Gib Forbes, Bob Wilson and Jim Carpenter handled the broadcast.

"Green Diamond" Visits Dubuque

A large crowd awaited the Illinois Central new "Green Diamond" streamlined train as it arrived at 5:30 PM on May 5, 1936. Iowa Governor Clyde L. Herring and other officials from many midwestern cities were aboard the new train and gave speeches welcoming it to Iowa. WKBB broadcast on-the-spot. Later that evening, again WKBB broadcast from the train. It was described as having five cars—a power car, a mail car, a chair car, a lounge and an observation car. The exhibition was from 5 to 10 PM and over 3,000 people toured the new diesel-powered train. Included on the broadcast were interviews of the ICRR President, Larry Downs and his official party.

An 8 PM dinner at the Julien Hotel was held for the Governor and officials of the railroad and Dubuque. WKBB's Gib Forbes interviewed Governor Herring at the hotel.

"Hiawatha" Comes to Dubuque

The exhibition of the new "Hiawatha", a luxurious modern train of the Chicago, Milwaukee, St. Paul and Pacific Railroad, was held at the Milwaukee depot in Dubuque on October 10, 1936. It arrived from Marquette, Iowa and headed for Elgin, Illinois, the last stop on the tour before being placed into active service between Chicago and Minneapolis. The maximum speed was 139 miles per hour. WKBB's coverage was by Gib Forbes, and nearly 3,000 people had visited the train.

Iowa's Territory Centennial

The 100th anniversary of the Iowa Territory was celebrated August 17 to 21, 1938 in Dubuque. A gala parade was covered by WKBB's Ed Murphy. One of the star floats was Dubuque Star Brewery Company, which had a

flat-bed truck on which the musicians of the "Dubuque Star Revue" program were seated and playing music. WKBB's Mel Galliard was on the truck with the band and announced their music.

A cast of 500 people made up the great pageant "Under the Five Flags" presented at the Municipal Athletic Field. WKBB's Ed Murphy described the pageant over the air. On Sunday, August 21, WKBB broadcast live from Eagle Point area the dedication of the Zebulon Pike Lock and Dam when Major General Julien I. Schley, U.S. Engineer's Chief, delivered the address.

Molo Oil Station's Grand Opening

Special broadcasts were held at the grand opening of Dubuque's first super-service station, the Molo Oil Station at 14th & Central on June 18 and 19, 1937. It opened at 8 PM until midnight with no business transacted. People were asked to meet the personnel and listen to the music of Bus Canfield's Orchestra, made up of local people, and popular in the 30's and 40's. WKBB had special broadcasts during the day direct from the service station.

The following day, the station opened at 6 AM and the first 300 cars filling up with gas received an official National League baseball autographed with Babe Ruth's signature. During the afternoon, Vince Chewning's Band of Dubuque played, and from 6 to 11 PM Dubuquer Del Doty's Swing Band entertained. WKBB had six separate broadcasts from the scene on the second day. It was a big thing to have a super-service station in Dubuque.

Roosevelt, President Franklin D.

The day President Roosevelt came to town was a special affair for Dubuquers. Hours before his arrival, thousands lined up near the Great Western Railroad depot at 8th & Washington Street. The President and Mrs. Roosevelt arrived at 9:03 AM on October 9, 1936 via their special train.

The President gave a special salute to the late Senator Louis Murphy of Dubuque who had been his good friend and who had recently died in a tragic auto accident. His speech was from the rear platform of his 13-car train where WKBB had set up its microphones. After his welcome, the President and party rode to Eagle Point Park to view the new Lock and Dam No. 11 under construction. "You have a very fine park here" he told thousands who crowded around. The entire event was broadcast by WKBB's Jim Carpenter and Gib Forbes.

Roosevelt, Eleanor

Mrs. Eleanor Roosevelt visited Dubuque on November 18, 1937 under the auspices of the Dubuque American Legion Auxiliary. Prior to her speech at Columbia College, she held a press conference at the Julien Dubuque Hotel and WKBB's Vaughn Gayman reported of the event on his evening newscast.

Spelling Bee

On Sunday, January 9, 1938, a weekly spelling bee for the rural schools

of Dubuque County was started for children not beyond the 8th grade. It was the aim of the Dubuque American Legion to find the best grade school speller in the county.

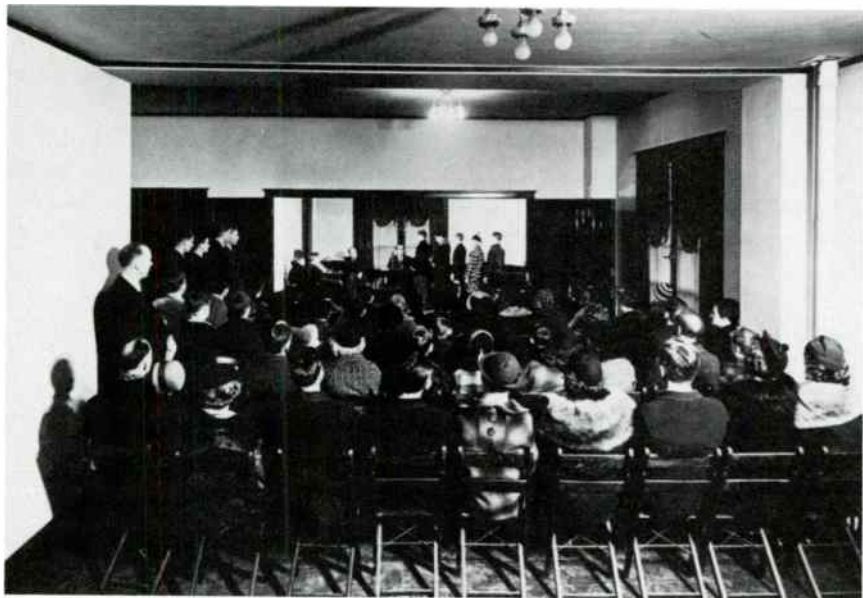
Spelling contests were held at the WKBB studios with Mel Galliard the pronouncer. Judges included Duane Wilson, Assistant Principal at Dubuque Senior High, Esther Helbig, ex-President of the Iowa Teachers Association, and Earl Manuel, teacher at Washington Jr. High. Teachers chose the best entrant, and Joseph H. Flynn, Superintendent of the Dubuque County Schools, made the final decision as to which children would participate. Only 25 chairs were reserved for contestants with 40 seats for parents and friends.

The program aired for ten weeks with the finals conducted on March 13, 1938 over WKBB. Kathleen and Anna Mae Schrobilgen, twin sisters, from Lahey School of Center Township won first and second place. Virginia Schemmel of Dodge Township won third.

The American Legion awarded prizes. District Commander, Nathan Buetell and Dubuque Commander, E. C. Frudden officiated.

Tenebom's Super Market

Neighborhood grocery stores abounded in the 1930's, so it was a big surprise when Dubuque's first self-service food market called Tenebom's opened at 630 Locust Street. WKBB had a live broadcast on September 29, 1938 at its official opening. During the broadcast, the manager of the store explained the super market and its operation.



Dubuque County Schools "Spelling Bee" broadcast from Studio B of WKBB in 1938

Records and Transcriptions

A transcription was a large record made for radio broadcasting. In the early years of radio, the World Broadcasting Service (WBS) of New York City was an exclusive library service supplying contract radio stations with a large repertory of records of music and entertainment. Those first transcriptions were large wax discs 16 inches in diameter and played at 33 1/3 RPM. Most phonograph records of that era were played at 78 RPM. By the end of the 1930's, the recording process had improved. Instead of wax, acetate was used. The resulting product was no longer referred to as a "record." The phrase was "this program has come to you by means of electrical transcription."

In 1934, WKBB contracted with WBS for their transcription service for an on-going library of good music, drama, novelty programs, comedy and factual data. The station also subscribed to the services of C. P. MacGregor, Inc. of Los Angeles for a specific series of syndicated programs in 1937 while retaining WBS, also. Sponsors often requested a particular program so syndication was vitally important.

When WKBB affiliated with the NBC Blue Network in 1940, it also joined the NBC Thesaurus Program Service for some higher-class programs. This allowed the station to have better and more varied shows.

The following programs are identified as being record or syndicated programs and are merely a sample of the many that aired on WKBB during the first few years of operation.

All-Star Revue

Every Monday, Wednesday and Friday night, this WBS program was heard over WKBB from July through December, 1935. It was sponsored by Home Supply Company at 1154 Iowa Street. The first two broadcasts included Bob Crosby and the Mills Brothers with Victor Young's Orchestra. Other well known musicians were regularly featured on each program.

American Family Robinson

This syndicated Jewish family drama was founded by an anti-New Deal organization. The serial was broadcast over WKBB from July, 1937 twice a week until October, 1940.

Anniversary Program

Listeners were requested to send in postcards for songs to be played for a wedding, birthday or other anniversary or special occasion. People always liked hearing their names on the air and so many submitted requests and, of course, listened. This program of requested records was on six days a week from January, 1934 until May, 1935.

Blindfold-o

This was an exciting syndicated program on Monday, Tuesday and Wednesday nights over WKBB during 1940. Public blindfold tests were conducted in Dubuque taverns and it was found that Grain Belt Beer was preferred two out of three times. The program aired for three months and was sponsored by the brand new Grain Belt Beer.

Jessie Crawford at the Organ

On February 23, 1934, WKBB listeners heard the lovely organ music of Jessie Crawford a little before noon via a WBS recording. Initially, the program aired for only two months, but it was resumed on a weekly basis in September, 1939 and continued well into the 1940's.

Bing Crosby-Famous for Songs

World Broadcasting System records were played on this program which were melodies sung by Bing Crosby. The program was on WKBB from January to December, 1934 and its sponsor was Rhomberg Fur Company, 10th & White Streets.

Demitasse Time

McFadden's Coffee & Spice Company at 145 West 1st Street, with their Festival brand coffee, sponsored this evening program of records of easy listening. It began in March, 1937 and was on three times a week until September of that year.

Dinner Concert

Another syndicated musical record program sponsored by the Rhomberg Fur Company was "Dinner Concert" at evening dinner time. It aired for the entire year 1935 every weekday.

Down the Mississippi

In May of 1939, this new syndicated one-half hour program was added to WKBB's schedule for Tuesday and Thursday mornings. By October, it was moved to an evening slot so more people could enjoy it. The program opened and closed with music of the calliope, music similar to the steamboat era. Various Dubuque firms sponsored the program which remained on the air until early 1941.

Early Morning Show

This program had four different names:

Alarm Clock Hour

This was broadcast from 7 to 8 AM every day, except Sunday, over WKBB and was sponsored by McFadden Coffee & Spice Co. Announcer Clair Weidenaar gave the time and temperature and played records to wake up his listeners. He also talked with the engineer on duty. The program started in January, 1934 and continued until July, 1935 at which time its name was changed to "Dunkers' Club".

Dunkers' Club

This name was suggested by WKBB's Art Jones who announced and emceed the program. He sang the words, "Dunk, dunk, dunk, the folks are dunking and you can hear them every morning if you are awake*** if you start with Festival brand coffee from McFadden's." Art also talked with the engineer and played early-riser tunes. Listeners called to relate their enjoyment of the program. It was on until April, 1936 when the name was changed to "Musical Clock".

Musical Clock

This program started at 6:30 AM, one-half hour earlier than the others. "Start the day right with a cup of delicious McFadden's Festival Coffee" was the ad. Art Jones also handled this program until October, 1937 when Mel Galliard took over. In August, 1938, Bill Sears emceed the program and in September, 1938, the name was once again changed to "Rise and Shine".

Rise and Shine

Bill Sears and Len Carlson played music which matched that early-morning mood and pulled plenty of shenanigans to keep listeners chuckling.

Bill related over the air about one of the station's announcers who had been locked out of his room by his landlady. He was sleeping on the studio floor with clothes hung carelessly over the various standing microphones. This got him into trouble with WKBB's cleaning lady who objected to working around him and his clothes. One particular morning, they had an argument because the guy accused her vacuum of sucking up his only pair of socks. So she complained to the manager and that guy did not sleep on the studio floor any more.

Bill Sears left the station in 1939, so Bob Hansen took over the show with some of his own interesting tidbits. Also, the name was changed back to "Musical Clock" in April, 1940 with the same time and format.

Dave Parson now signed the station on the air and handled the "Musical Clock". It remained on the air for several more years.

Festival Time

McFadden's Coffee & Spice Company, which advertised its famous coffee also sponsored this program of records with easy listening type of music. It started in October, 1937 twice a week and aired evenings at 7 PM until December, 1938.

General Electric Bandmasters

A 10-minute syndicated feature of records with march music promoting General Electric products was broadcast over WKBB on Tuesdays, Thursdays and Saturdays from November, 1937 until January, 1938.

Goodrich Program

The Silvertown Store, which sold tires, bicycles and auto supplies, at 7th and Iowa Streets brought this syndicated program over WKBB starting in June, 1937 three times a week until September. The Goodrich Silvertown Orchestra furnished the music and it was sponsored by B. F. Goodrich Co.

Phil Harris and His Orchestra

This syndicated program of Phil Harris' music featured Leah Ray as soloist. It started in May, 1935 and aired three days a week in the morning over WKBB. It was sponsored by Landon Furriers at 245 West 8th Street, "Dubuque's Foremost Furriers" ran the ad on the program. The program ceased in January, 1936.

Lest We Forget

WKBB broadcast this 15-minute transcribed program of patriotic words and music from January, 1940 until 1941. It was on three times a week and was sponsored by the Dubuque American Legion Post No. 6.

Life of Riley

A syndicated comedy on WKBB from April to July of 1935, this program aired on Saturday nights. It was sponsored by Pabst Beer. William Bendix starred as Chester Riley, along with his wife, Peg Riley, Junior Riley and Babs Riley.

Linpark Cowboys

This syndicated program of western music premiered on WKBB in August, 1936 with the grand opening of Linpark Clothiers at 627 Main Street. The program continued until January, 1937.

Lorenz Laundrymen

This was a male quartet which harmonized at 8:30 AM Monday through Saturday on a WBS transcription. Lorenz Laundry & Dry Cleaners at 19th & Jackson Streets, with their slogan "Lorenz Does It Best" and the familiar telephone number "6000" sponsored the program. It began in April, 1934, then changed the name to "Musical Breakfast" in August with the same format, and continued until June, 1938.

Mailbag Program

There was little that seemed to possess quite the charm to listeners as mentioning their names on the radio. This program was one of the first regularly-recorded programs on WKBB and it remained on the air six days a week and was one-hour long. Listeners sent in requests for romantic songs and hundreds of cards came in to the station every week. At first, John Price handled the program, then Art Jones and following him, Fred Moegle. This popular program remained on the air for four years.

Masters Music Room

Another WBS feature, "Masters Music Room" was sponsored by Rhomberg Fur Company and could be heard on Monday, Wednesday and Saturday during the evening dinner hour from June, 1935 through February, 1936.

Melody Parade

This was a syndicated program sponsored by the local Coolerator dealers, Thomas J. Mulgrew Co. and Rosheks. It was termed "the air-conditioned refrigerator" program and was on every Sunday from April through September, 1937 over WKBB.

Motor Parade

Engel-Nash Co. at 645 Iowa Street brought this weekly syndicated musical program over WKBB from February through August, 1937. It was arranged by the local Nash auto dealer through his headquarters that it would furnish program transcriptions to WKBB, and that the cost of the airtime would be split 50-50. This was done in an effort to gain more publicity for the Nash automobile.

Motor Review

From 12 to 12:15 at noon in February, 1937, this syndicated musical program was broadcast over WKBB by Kassler Motor Company, 5th & White Streets, distributors of Chrysler and Plymouth cars. It was on three times a week for several months.

Mulligan's Morning Melodies

A feature of good morning music was sponsored by Mulligan Electric Company at 537 Main Street during June and July, 1938. In March, 1939 the program returned, then being sponsored by Mulligan Battery & Electric Co., 16th & Central, "Your Norge Headquarters in Dubuque." The Norge was a type of appliance.

Musical Moments

Mathey Chevrolet Company at 6th & Iowa Streets presented this musical syndicated program starting in April, 1935. Its star was Tommy McClaughlin who sang on "Major Bowes Capitol Theater Hour" over CBS for three and

one-half years. The program was aired on Monday, Wednesday and Friday.

Starting on April 27, 1936, Dave Rubinoff and his violin was heard in the first of a series of "Musical Moments" at 8 PM. Three days a week, either Mr. Rubinoff's Orchestra with Jan Pearce or Rubinoff and his violin entertained on the program, which continued until September, 1937.

Don Novis-Songs

Syndicated records of Don Novis singing were presented three times a week at supertime in 1936 from March through June. Again, Rhomberg Fur Company sponsored the airtime.

Rooster Melody Time

The Rooster Flour and Feed Mill at the foot of 18th Street, "Manufacturers of flour, cereals and poultry feeds" sponsored this record program from April to November, 1940. It aired three times per week. Programs opened and closed with the crowing of a rooster.

Singin' Sam

Stampfer's Department Store, Paint Department, sponsored this syndicated program over WKBB during May, June and July of 1935. One of the most ardent backers of the fight against Infantile Paralysis, its star Harry Frankel was known as Singin' Sam. He was a baritone, the "Barbosol Man."

Song Hit of the Day

This was not a WBS or syndicated program, but a local one presented for just five minutes every day. Always the top song hit was presented. Kraft Clothiers "Under the Town Clock at 831 Main Street, the 'House of Kuppenheimer'" sponsored this program. It had a long run over WKBB, from 1937 through the 1940's.

Songs for Sale

This WBS program presented Rosemary Clooney singing and was a great hit during July and August of 1939. Amateur songwriters could have their tunes sung by professionals on this program.

Sweetheart Serenade

This local program premiered in February of 1934 with recorded dinner music at supertime six days a week. Trausch Baking Company, "Bakers of Sweetheart Bread" was its sponsor. The program aired continually for nine years.

Universe of Melody

This popular WBS program was started on WKBB in May of 1939 in one-half hour segments. Each week a different musical program was offered. According to the *Dubuque Daily Tribune*, on April 2, 1941, " 'Perfidia', a popular South American number will be the feature of this program over

WKBB at 7:30 tonight. The orchestra will present a scintillating arrangement of 'Over the Waves' also and selections from 'The Merry Widow'. The program will close with a barnyard melody."

Very-Fine Melodies

A program of fine music started in September, 1935 and was broadcast three times weekly for eight consecutive weeks. Sanitary Milk Company at 7th and White Streets sponsored it. Their ad "For pep, health and vitality, use Very-Fine Golden Guernsey Milk" was read over the air for this feature.

Viking Accordion Band

This syndicated program was a WBS record sponsored by the Dubuque Star Brewing Company on WKBB. The band was one of the country's outstanding accordion bands in the 1930's. This program started in October, 1935 and was presented on WKBB weekly until May, 1936.

Vocal Varieties

One can see that WBS programs were used extensively by WKBB in the first few months of broadcasting. This was one that started in January of 1934. Popular singers were featured each week, and the program was aired for one and one-half years.

Your Flag and Mine

A patriotic syndicated program on WKBB was sponsored by Molo Oil Company, "Your Sinclair Super Service Station." It aired from September to December of 1940.

Political Oratory

WKBB provided an additional channel to politicians for reaching the public on issues. It gave people an opportunity to hear arguments on both sides when they tuned in. Broadcasts of election results emphasized the importance of radio in Dubuque. Election returns were by remote control. This meant that a special telephone wire had to be installed from the point of broadcast back to the studio in WKBB's beginning years. There were no mobile units.

School election returns were aired from the Board of Education office at 15th & Locust Street, municipal election results from City Hall, and primary and general election returns were announced from the Dubuque County Court House. Individual politicians and candidates usually spoke from the station's studios.

Some examples of the election coverage follows, in chronological order.

1934

There were five separate elections, all of which were broadcast for the very first time by a Dubuque radio station. In February, WKBB conducted an open forum on the city manager plan of government. Following that, WKBB's Reggie Martin gave an editorial on retaining the Dubuque city manager form rather than return to the old ward system. Forces favoring abandonment of the current city manager form campaigned on a special broadcast on the eve of the election when noted Dubuque orator, John Cunningham, spoke. People gathered in the homes of friends who had radios to hear the results. The city manager plan won over the ward system.

Days later, WKBB was in the Board of Education office to broadcast the results of the School Board election. Harvey Gill, Dr. James Alderson and G. T. Timmerman were elected to the board.

In March, the City Council election returns were aired from the City Clerk's office with Frank Jaeger, Peter Schiltz, Ardenal Thompson, M. R. Kane and John Chalmers elected to three-year terms.

In October, a Dubuque County Democratic Party rally was held at Columbia College gym and broadcast by WKBB. Thousands of people attended. Lt. Governor Nelson G. Kraschel, Governor Clyde L. Herring and U.S. Senator Louis Murphy of Dubuque spoke. Much political oratory blared forth from the WKBB mike on the afternoons and evenings right before the election in November with candidates making their final bids. Each of the broadcasts had a variety of sponsors. WKBB remained on the air until long after midnight to report all local race results. The Democrats won.

1935

There was only one election broadcast—on March 11 when Dr. J. J. Bronson and Karl J. Rhomberg were re-elected without opposition to the School Board.

1936

This was an election year and candidates were really impressed with radio coverage. In March, WKBB broadcast the results of the East Dubuque City election where Frank Roling was elected Street Commissioner. On the same day, the Dubuque Board of Education election was broadcast with Dr. Donald C. Conzett and Dr. V. B. Vanderloo being elected.

The general municipal election was held on March 30 and WKBB aired returns showing 8,500 people voted and Arthur M. Bennett, Carl A. Clark and George R. Murphy won City Council seats.

In the weeks prior to the June primary, many political talks were given over WKBB, but there was a very light vote and all Dubuque County Democratic incumbents won re-election.

WKBB broadcast the Democratic party rally at Columbia College in October where 3,000 people gathered. Numerous broadcasts were given the ten days before the November election. From the courthouse WKBB's Jim Carpenter and Gib Forbes broadcast interviews and results of election returns until the wee hours of the morning on November 3. Art Jones, back at the studios, handled the state and regional results from the Transradio Press wires. At this time, there were 36 precincts in Dubuque County, 15 within the city. Dubuque County had a landslide victory for President Roosevelt's second term.

1937

On October 30, a political talk was given by David J. Murphy, a Dubuquer and brother to Senator Louis Murphy, entitled "Reasons Why Dubuque County Should Be Democratic." President Roosevelt gave a major radio address to the people which was carried over CBS and WKBB.

1938

On March 14, WKBB gave the results of the Dubuque School Board election when Herbert J. Hoffman and Dr. Earl E. Locher won seats on the board.

Again, many political ads were announced on the air. Dubuque Star Brewing Company sponsored the City Council election returns in March. Frank Thompson, Frank Van Duelman and Albert Wharton won seats.

Many national, state and local officials talked from time to time over the air promoting their candidates. In June, WKBB aired talks from Melody Mill by Senator Guy M. Gillette and local political activists, Harold P. Meloy, Howard C. Baldwin, Anthony Rhomberg and Frank A. O'Connor.

The New Deal was working in the country—the nation was coming out of the Depression and things were looking up. Four of the Dubuque public schools were quite old and becoming safety hazards. In September, Dr. D. C. Conzett and Herbert J. Hoffman of the school board, along with John F. Noonan, representative of Dubuque Trades and Labor Congress, talked on the merits of building four new grade schools. Jim Carpenter editorialized in favor of the new schools," too. In September, Dubuquers voted in favor of a bond issue to finance the school district's share of the cost of construction of Bryant, Fulton, Lincoln and Marshall schools. WKBB was in the school board secretary's office to announce the results.

A special election was held in October for a civic auditorium bond issue for \$230,000.00 with the Public Works Administration (PWA) to pick up 45% of the cost. WKBB stayed on the air to report the returns and a "yes" vote won. Later, however, the project was put on "Hold" because PWA funds had been depleted, and eventually was dropped.

The big general election was looming on the horizon, and numerous political talks abounded on WKBB. A special Democratic Party rally was held at Melody Mill and broadcast while another was at the same time at the Orpheum Theatre, also aired over WKBB. President Roosevelt urged Americans to vote a straight Democratic ticket over CBS and WKBB. A Republican Party rally was held at the Julien Hotel with a broadcast. It was not unusual for four or five politicians a day to give speeches on the air, because radio was an effective medium to get the message out. WKBB had a special set-up to give listeners complete election coverage on November 8. Results of national interest were covered by CBS with H. V. Kaltenborn and Bob Trout, with Ralph Edwards analyzing the figures throughout the evening. At the WKBB studios, Vaughn Gayman handled the state and area returns, and at the courthouse in the Auditor's office were WKBB's Jim Carpenter and Mel Galliard. The station remained on the air until 3 AM. Among those winning were: Guy M. Gillette, Senator; George A. Wilson, Governor; Leo J. Eisbach, Sheriff; Joseph A. Baule, County Supervisor; and Milton J. Glenn and Hugh P. Stuart, Judges.

1939

This was a lighter year for voting. The Board of Education election was aired in March when Dr. Conzett and Dr. Vanderloo were re-elected. At the same election, citizens approved overwhelmingly the sale of the old Fulton

School Annex at the corner of Central and Diagonal Streets.

1940

Only about 12% of people voted at the March school board election and the three incumbents were re-elected: Nathan L. Buettell, Harold J. Nachtman and James W. Gronen.

Many candidates competed over WKBB in March for the city election. Soon after the polls closed, WKBB was on the scene to give results. Bernard Schueller won a seat on the City Council and Mayor George R. Murphy, Albert Wharton, Frank Thompson and Frank Van Duelman were re-elected on the council.

Political ads continued over WKBB prior to the primary election held in June, 1940. From the County Auditor, Allan T. Daykin's office, WKBB broadcast returns. All incumbents were re-elected except that John Duffy won over Eugene Kean of Cascade for the office of County Attorney.

On September 27, 1940 Wendell L. Willkie, Republican candidate for U.S. President, was greeted by 5,000 people when his 14-car special train arrived at the Illinois Central depot in Dubuque. He was introduced to the crowd by Iowa Governor George Wilson. WKBB covered the entire affair.

NBC and WKBB carried Republican and Democratic programs galore in the weeks preceding the election. As many as five talks were given in a day. On October 16, the Dyersville Democratic rally was broadcast by remote two separate times. It was the first time that Dyersville had a special broadcast over the NBC Blue Network which originated from WKBB.

Both Mr. Willkie and Henry A. Wallace, Vice-President Democratic candidate, spoke from the Elks Club porch with their speeches over WKBB. John K. Valentine, Governor of Iowa, also spoke over the air. The election was held on November 5 and all returns, precinct by precinct, were broadcast by WKBB and NBC until 3 AM. In fact, all regular programming on WKBB was canceled to allow the election to dominate the airwaves. A grand victory was won again by FDR and Democrats gained control of Congress.

1941

Dr. E. J. Ryan and Dr. Earl E. Locher were re-elected on March 10 for the school board. WKBB posted and aired their victories.

In the following years, WKBB covered all elections but things were different. Mobile units came into use, more networks abounded and television satellites covered the political arena. However, those early years of remote broadcasts over telephone wires with local broadcasters summing up and giving the results, proved to be both colorful and interesting.

Fireside Chats

President Franklin Delano Roosevelt was, more than any other, the "radio" president. His "Fireside Chats" which began only eight days after his inauguration on March 4, 1933, inspired confidence which the nation needed in the dark days of the Great Depression. Also, it was the first time the American people had been spoken to simply and directly by their president.

The 21 talks were called "Fireside Chats" because his style and manner of presentation gave the impression that he was seated by a roaring fire in his den talking to an individual listening at home. The talks were usually one-half hour in length, and Robert Trout served as the president's announcer.

"The only thing we have to fear is fear itself" was his motto.

Following each of his talks, radio network commentators such as Gabriel Heatter, H. V. Kaltenborn, Lowell Thomas and Dorothy Thompson evaluated and analyzed the contents.

Of course, all networks carried the "Fireside Chats" and WKBB aired the programs through the facilities of the ABC, CBS and NBC-Blue Networks.



President F.D.R. speaks to the people on his "Fireside Chats"

Sports of All Sorts

WKBB had a menu of wholesome, interesting and active sports. Its General Manager, Jim Carpenter, was a sports enthusiast and brought more sportscasting to the tri-state area. He did much of the play-by-play games until 1954 when he was forced to resign due to ill health. (see "The Carpenters" chapter for details)

Local sports coverage over WKBB included football and basketball games at Columbia College, the University of Dubuque, Columbia Academy, Dubuque Senior High School and St. Columbkille's High School.

At first, there were no press boxes, and the author remembers watching Jim Carpenter doing play-by-play broadcasting from atop autos or the back of pick-up trucks. For some of the football games, he sat in bleachers or walked up and down the sidelines on the playing field to report the action with his mike in hand. There were no spotters, advisers or statisticians.

WKBB also covered tennis championships, the weekly half-hour of hotly-contested league matches from the bowling alleys, baseball, softball, and intercollegiate and interscholastic track and field meets. And, of course, network sports over the first ABC, CBS and NBC were carried on WKBB.

Some of the highlight broadcasts concerning sports are covered in this chapter, with emphasis on the local sports scene.

Auto Races

Way back on May 30, 1934 flashes from the Indianapolis Speedway were broadcast over WKBB giving the up-to-the-minute readings of the racers. The broadcast was made possible through special arrangements.

In 1940, on May 28, final qualifying trials for the Indy 500-mile auto race was broadcast over NBC/WKBB, and on May 30, the race was aired at intervals from Indianapolis.

The local midget auto races at the Dubuque Municipal Athletic Field on East 4th Street were covered by Jim Carpenter of WKBB on June 29, 1939 with interviews and finals.

The Iowa Independent Midget Racing Association had 32 drivers in races on September 1, 1940 at the Municipal Athletic Field. Several of the drivers were interviewed the night before on WKBB's "Sports Review" program. The Greater Dubuque Association sponsored the races.

Baseball

The first broadcast in the tri-state area of major league baseball was broadcast in April, 1936 when WKBB joined the new Affiliated Broadcasting Company. Nearly all of the home games of the Chicago Cubs and Chicago White Sox were aired daily over WKBB until the end of the 1936 baseball season. Harold Parks, ABC's crack sports announcer, did the play-by-play announcing all of the games.

In 1936, the American League teams were: the Boston Red Sox, the Chicago White Sox, the Cleveland Indians, the Detroit Tigers, the New York Yankees, the Philadelphia Athletics, the St. Louis Browns and the Washington Senators.

In the National League were: the Boston Braves, the Brooklyn Dodgers, the Chicago Cubs, the Cincinnati Reds, the New York Giants, the Philadelphia Phillies, the Pittsburgh Pirates and the St. Louis Cardinals.

All-Star Games

The All-star games originated in 1933 at the suggestion of Arch Ward, sports editor of the *Chicago Tribune*. This popular baseball classic brought the best players of the National League face to face on the diamond with crack players of the American League. However, it was not until the 4th annual All-Star Games in 1936 that ABC and WKBB brought it to Dubuqueland radio listeners. That game was played at the Boston Braves Stadium on July 7, 1936. One year later, the 5th All-Star game was played at the D.C. Stadium in Washington, D.C. The American league won 8 to 3 and CBS and WKBB carried the game.

From Crosley Field in Cincinnati, the 6th All-Star game was played on July 6, 1938 with the National League winning 4 to 1. Again, CBS and WKBB announced the game.

The 7th All-Star game was broadcast on July 11, 1939 from Yankee Stadium in N.Y.C. CBS and WKBB carried the action when the American League won 3 to 1.

On July 9, 1940, the 8th annual game originated from Sportsmen Park in St. Louis. The NBC-Blue Network and WKBB aired the game, with the National League being victor, 4 to 0.

World Series Baseball

The first local broadcast by WKBB of baseball's World Series was on September 30, 1936 in connection with the ABC who hooked up with the CBS to supply the play-by-play. The New York Yankees played the New York

Giants. The Universal Car & Tractor Company, Dubuque's Lincoln Auto Dealer at 950 Central, was the local sponsor. During the games, Universal offered 100 gallons of gas free with each used auto or truck purchased. They also offered a brand new 1937 Lincoln Zephyr V-12 car for the low cost of \$1,090 f.o.b. Detroit. The Yankees won the series in the 6th game against the Giants 4-2.

In future years, the Series continued to be carried over WKBB. The popularity of the game was evident by the many listeners who grouped in front of Dubuque business places where loudspeakers from the stores' radio receivers had been installed for the convenience of passersby.

For a world serious about a war scare, folks turned to the World Series over the radio.

Softball

In August of 1938, there were three broadcasts over WKBB of the Northeastern Iowa Softball Tournament from the Municipal Athletic Field when the Star Brewers defeated Dubuque Recreation 8 to 0, Nick's & Herbers beat Trausch Bakers 11-4, and the Black & White Cabbies clobbered Lorenz Laundry 8-3. That tourney was sponsored by the Dubuque Recreation Commission.

It was in September of 1938 when the Second Annual YMCA Carnival of Champions Softball League was aired over WKBB.

During August 14-19, 1939, sixteen teams competed in Dubuque's Softball Tournament at the Municipal Athletic Field. Final games were broadcast live over WKBB. And, in September, the Third YMCA Carnival of Champions games were broadcast.

The Red Cross Benefit softball games were played in July of 1940 with live broadcasts by Jim Carpenter at the mike. Various Dubuque firms competed. Also, the YMCA Industrial League had its first one-half season schedule with eight of the nine teams. Farley & Loetscher Mfg. Co. tied with Carr, Adams & Collier Co. for the first half winners. Again, Jim Carpenter of WKBB did the play-by-play action of the final games. In October, 1940 the first annual YMCA Softball banquet was held at the YMCA with the main speaker being Whitey Weidenbacher, well-known YMCA physical director. The managers of the 31 teams participating and media people were guests, and WKBB's Carpenter made the presentation of awards and trophies.

Babe Ruth's Baseball Program

This CBS network program was carried Monday, Wednesday and Friday over WKBB from April through August of 1937. Babe Ruth related his experiences in playing baseball, rule changes, notes about batting, pitching and catching, as well as his involvement in Little League.

The program was sponsored by the Sinclair Oil Stations nationally and in Dubuque, by the Molo Oil Company.

"Babe" Ruth's real name was George Herman Ruth. He won fame as the

greatest slugger in baseball history in 1927 when he hit 60 home runs in one season. He was elected to the National Baseball Hall of Fame, Cooperstown, New York by the Baseball Writers Association in 1936.

Several times on the program, an announcement would be: "Send in your free entry blank for a chance to win a 1937 Nash "8" automobile, a RCA Victor radio or an autographed Big League baseball."

Basketball

One of WKBB's first broadcasts concerning basketball aired on March 17, 1934 when Jack Martin, Publicity Chairman of the Catholic Youth Organization interviewed the coaches of St. Mary's and St. Patrick's basketball teams at the studio. WKBB's Reggie Martin often interviewed coaches of the various teams entered in the annual Dubuque Archdiocesan Catholic High School Tournament sponsored by Columbia College.

All home basketball games of Columbia College were broadcast in 1935 over WKBB. The Catholic High School Basketball Tournament with the eight best school teams in Iowa opened its annual tourney in March, 1935 at the Columbia College gym, with the Columbia Academy Gubs winning the championship. WKBB carried all the action. Also, the Third Annual Archdiocesan Girls Basketball Tournament opened at Clarke College and highlights were aired with Ed Palen doing the play-by-play.

During January, February and March of 1937, 16 basketball games were broadcast with all local schools competing.

Again in 1938 the Archdiocesan Basketball Tourney for boys was held and the girls' tournament at Clarke, with all games being broadcast over WKBB.

Columbia College had now reached the point where all of its athletic events were to be broadcast in their entirety from 1938 and all following years. Jim Carpenter was kept busy doing most of the play-by-play action, both in and out of town.

A salute to the University of Dubuque was broadcast on March 5, 1941 in honor of the school's athletic teams winning three conference titles in football, basketball and wrestling. Credit was given to Kenneth "Moco" Mercer, Athletic Director of football and basketball since the fall of 1939.

Bowling

"Let's Go Bowling" was the theme of the one-half hour broadcasts beginning in March of 1938 from Ten Pin Alley (Armstrong's at 4th & Main). Jim Carpenter talked to the bowlers and gave scores over WKBB. The program was sponsored by Armstrongs and continued weekly, except for July and August, for all the years through 1941.

Gene Gagliardi, winner of the world's American Bowling Congress, was in Dubuque on October 20, 1938 and was interviewed by Jim Carpenter over WKBB. Gagliardi rolled 266-277-206 for a score of 749 which was the high score of the ABC for that year.

Boxing

Dubuquers listened eagerly on September 25, 1935 to a blow-by-blow description of the fight between Max Baer and Joe Louis from Yankee Stadium over WKBB. Since the station was not yet affiliated with any network, special arrangements had been made to have a direct line from the network to WKBB 10 days prior to the fight. Louis annihilated Baer in the 4th round of that match.

April 29, 1936 was the first in a series of weekly boxing broadcasts from the Chicago arena over ABC and WKBB.

In Dubuque, the CYO officially opened its boxing season at Columbia College gym on January 28, 1937 with WKBB's Jim Carpenter giving the action. Fights were held and aired every Wednesday night for the season. In April, 1937, over 4,000 fans witnessed the crowning of the CYO boxing champions. Henry "Hank" Henkel of Holy Ghost parish was awarded the gold belt buckle for outstanding ability and the Crowley sportsmanship buckle. The boys fought so fast they nearly tangled Carpenter's tongue to tell about it over the air.

WKBB broadcast the bouts between Columbia Academy and Culver Military Academy in March, 1938.

On February 21, 1939, Secretary of State Earl G. Miller, Iowa Highway Patrol Chief C. A. Knee, Dubuque County Sheriff Leo J. Eisbach, and Dubuque Mayor Carl Clark appeared on WKBB in a special broadcast of the boxing card at Melody Mill. The event was sponsored for the schools' safety patrols. "Dubuque has the oldest and best organized safety patrol in the State of Iowa" said Secretary of State Miller.

Over CBS and WKBB, the Golden Glove fights were aired with Chicago vs. New York. In April, 1939 the Joe Louis-Jack Roper heavyweight championship fight was heard over CBS/WKBB. In May of 1940, the Lou Ambers vs. Lew Jenkins championship fight was broadcast over NBC Blue Network and WKBB. That year, Joe Louis defended his world heavy-weight title successfully. All national bouts and fights were broadcast over NBC and WKBB. And, in January of 1941, the Joe Louis vs. Red Burman title fight was heard from Madison Square Gardens. Millions listened as Louis knocked out Burman in the 5th round, which was his 13th defense of his title.

In April, 1941, the finals of the National American Amateur Association boxing tournament in Boston were announced over NBC and WKBB. Louis was busily barnstorming his heavy-weight title and this time defended it against Abe Simon of New York. It was broadcast from Detroit and carried over WKBB.

Squared-Circle

The name of this program was taken from the Florsheim squared-toed quality men's shoes. It was a syndicated program sponsored by Walker's Shoe

Store, 756 Main Street and started over WKBB in September, 1940. It consisted of a thrilling re-enactment of the great American fights as told by James J. Jeffries. (Jeffries had won the world's heavy-weight boxing championship on June 9, 1899 by knocking out Bob Fitzsimmons in 11 rounds.)

On October 11, 1940, Dubuquers were invited to tune in to WKBB for the Fitzsimmons vs. Jeffries, Round 8 on the Florsheim program. The program brought one round of a prominent fight every week for eight weeks.

Football

The first football broadcast over WKBB came on October 27, 1934 from the University of Iowa stadium. Reggie Martin of WKBB did the play-by-play and Clair Weidenaar provided the game's color. The game was between Iowa and Minnesota and 52,000 fans lined the bleachers, including 500 Dubuquers. After the game, famous sports announcers in the pressbox introduced themselves—Graham McNamee of NBC, Bob DeHaven of WTCN in Minneapolis, and Ronald "Dutch" Reagan of WHO, Des Moines. So it was 59 years ago our ex-President spoke over WKBB as he welcomed WKBB to the Hawkeyes' box and the Iowa City stadium.

Coach Wilbur Dalzell of Dubuque Senior High School and a delegation of faculty and cheerleaders appeared on WKBB in November, 1934 in celebration of the school's homecoming. It was the first year Dubuque Senior had a Homecoming queen.

In October, 1936 the Notre Dame vs. Washington University game was carried by ABC and WKBB. More and more football games were broadcast with Carpenter doing most of the action. Many of the WKBB staff viewed the Columbia College game against American University of Chicago football game in November, 1936 but WKBB's Art Jones didn't like the chilly weather, so ladies from the station came with a thermos of hot coffee.

Jim Carpenter told about one of his first broadcasts at the Dubuque Athletic Field. With microphone and gear in tow, he climbed the sloping roof of the facility and did the broadcast from there. It was a cold foggy night and as it thickened, "there was alot of action going on, but I just had to guess alot about it for that game," he said, "wonder what the listeners thought."

Columbia's annual homecoming was held on Armistice Day in 1937 with the main feature being the football game between Columbia and Luther College on the Loras field. WKBB's Vaughn Gayman had been in Dubuque and at WKBB for just about a month when he was asked to do the play-by-play for Columbia College's homecoming. This was before the Rock Bowl was built and games were played on the field to the east of Keane Hall, a residential dormitory.

Gayman related: "I was on the 5th floor of Keane Hall overlooking the field. I hung out the window of Msgr. John Howell's room to get a good view. There were no lines on the field so Columbia and Luther teams had to wait

to start the game until the lines were drawn. The window wasn't really big enough to have a spotter and myself there, too, so every minute or so, I had to ask the spotter what the player's name was on the Luther team, and that's how the game was broadcast that day." (November 11, 1937)

In October of 1939, a special broadcast took place in the early afternoon of ceremonies of the breaking of the ground for the new Loras College stadium and pressbox, to be completed by November of 1940. Dubuque paid a salute to the nation's Coach of the Year at the Iowa Alumni Banquet held at the Julien Hotel in January, 1940. Dr. Eddie Anderson, coach of the 1939 University of Iowa football team, was introduced and interviewed over WKBB.

The dedication of the new Loras stadium was held on November 10, 1940 at the Homecoming game. Some of the honorary press covering the program and game were: Arch Ward, sports writer of the *Chicago Tribune* (who had been first sports editor of the *Telegraph Herald* and as a Columbia College student had written for its literary magazine *The Spokesman*), Jim Kearns, sports writer of the *Chicago Daily News* and Sec Taylor of the *Des Moines Register*, along with WKBB's Jim Carpenter who covered the broadcast of the event. Also present was Dr. Eddie Anderson.

Jay Berwanger

Jay Berwanger, son of Mr. and Mrs. John Berwanger of Dubuque, a student at the University of Chicago, was already being called the outstanding football half-back of the year in 1934. He was 6 feet 1 inch tall, weighed 195 pounds and was named Captain of the All-American team. Dubuque and Jay Berwanger Day was celebrated at Stagg Field in Chicago in November, 1934 at the football game between the University of Chicago and Purdue University.

Prior to the Dubuque Club Testimonial banquet in his honor on January 29, 1935, Gib Forbes of WKBB interviewed Berwanger and his Senior High coach, Wilbur Dalzell over the air.

On November 23, 1935, Berwanger was unanimously selected for the All Big Ten team by the Associated Press and was considered the most valuable football player of 1935. He closed his collegiate grid career as Captain of the University of Chicago Maroons in 1935.

On December 9, 1935 the New York Downtown Athletic Club awarded its first trophy for the most outstanding college football player in the country to Jay Berwanger. John Heisman (1869-1936), a football coach and father of the Forward Pass, originated the hidden-ball play and center snap. He set up the arrangement for the most outstanding college football player each year to be awarded a trophy. So in 1935 that award, named the Heisman trophy, went to its very first recipient, Jay Berwanger of Dubuque.

Football Forecast

This program on WKBB was produced by Dick Dunkle, a local sports enthusiast. He compiled football facts and broadcast them on the program. He predicted local, area and national football contests, also. His program aired every Friday night during October and November of 1934. It was off the air until 1939 when the program was resumed on a twice-a-week basis with Jim Carpenter giving the forecasts during the football season, September through November, 1939.

Gridiron Salutes

This program was sponsored by Kelly's Texaco Station at 1075 Dodge Street with "The Flying Red Horse Gasoline" motto. It aired over WKBB from November 4, 1940 three times a week until the end of the year. The choice of the area's football star of the week was announced and discussed.

Horse Shows

In July, 1939, the second annual horse show and races sponsored by Molo Oil Company at Silver Acres (then just west of Dubuque's city limits on Pennsylvania Avenue near what is now Flora Park) were held. Portions of the race were broadcast by WKBB throughout the two days, July 8 and 9. Again, in 1940 on July 6 and 7, the third annual Molo horse show and races were aired.

Motorboat Racing

In July, 1935 WKBB broadcast the results of the 30 thrilling motorboat races at Riverside Park north of Dubuque (near John Deere Dubuque Works location). It was the first outboard motorboat racing held in four years in the tri-state area.

Outdoors with Bob Edge

Bob Edge, an expert on hunting and fishing, previewed the international tuna angling championship on a broadcast from Yarmouth, Nova Scotia over CBS and WKBB on August 23, 1939. His program continued on a weekly basis for several months over WKBB.

Sports Review

This program announced local and leading national and international sports at supertime over WKBB. Its first broadcast was on April 20, 1934 at 5:30 PM with the musical theme "Take Me Out to the Ball Game." This local review was conducted every weekday night for many years over WKBB.

In September, 1935, John Niemic, Columbia College football coach and Wilbur Dalzell, Senior High's coach, appeared on the broadcast. Other coaches from time to time were interviewed on the program.

The same type of program but called "Dan Patch's Sports Review" started in April of 1936 and was sponsored by Patch Brewing Company, distributors of Schlitz "Beer that Made Milwaukee Famous." That program ran for several years.

In 1937, Emerson Smith, a fast-talking announcer, handled the program. In March of 1939, Jim Carpenter interviewed the Flying Eagles, young skiers from Eau Claire, Wisconsin, and in April of 1939, Jay Berwanger was interviewed. Miss Edith Estabrooks, a young Dubuque golfer who had won the Women's Western Championship in Detroit, was interviewed on the program. It continued to air on weekday nights for many years on WKBB.

Track

Loras College presented its first annual relays for high schools at the Loras Stadium on May 23, 1941 and broadcasts were made from WKBB at 1:15, 3:45 and 4:35 by Jim Carpenter and Vaughn Gayman to keep listeners current on the relays.

The names of Loras College and the University of Dubuque athletes were carried over NBC and WKBB on April 25, 1941 when they aired outstanding events of the Drake Relays in Des Moines.

A great many changes were made in sportscasting through the years but it was interesting to note that Dubuquers appreciated the special color and excitement of local news media covering the local events.



"Let's Go Bowling" 1938-41 (Jim Carpenter at the mike) at Ten Pin Alley (Armstrong's, 4th & Main)



Broadcasting a basketball game at UD-Spring 1941 (Carlson and Carpenter)

Catholic Daily Tribune

THE FIRST AND ONLY ENGLISH CATHOLIC DAILY IN AMERICA

(2)

DUBUQUE, IOWA, SUNDAY, OCT. 23, 1934.

WKBB broadcast its first football game Saturday. Reggie Martin called the Minnesota-Iowa game direct from the press box at Iowa City, assisted by Claire Widdoware. The game was expertly described by Martin who has had quite a few years experience broadcast calling football. He formerly handled game for WOKY and WFAM in South Bend and WKBT in Indianapolis. Something new was introduced to the local fans after the game. Many of the announcers doing the game was introduced to the Dubuqueland listeners. Among those heard were Graham McNamee, who handled the game for NBC, Bob Du Haven of WTCN, Minneapolis, and Dutch Hegon of WOC, Des Moines, and several others whose names are well known to radio listeners.

THE WHITE HOUSE

WASHINGTON

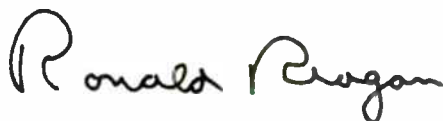
July 11, 1986

Dear Mr. Kruse:

Thank you for your letter and for the copy of an article from the Catholic Daily Tribune. I do remember that day and it was a thrilling event. Of course, radio was still a young medium in those days and any innovation was exciting. I enjoyed my broadcasting career and look back on that time of my life with great fondness.

With appreciation and best wishes,

Sincerely,



Mr. Len Kruse
1675 Glen Oak
Dubuque, Iowa 52001

Spot Announcements

Radio stations were like businesses; they had to make money in order to survive. Broadcasting was an advertising medium sent into homes, stores and companies. It employed singing commercials, jingles and the spoken word, and listeners absorbed the messages. Businesses found that customers came into their stores to buy after hearing the sales pitch on the radio.

In November and December of 1933 of WKBB's operations, there were no paid commercials and most programs were presented as a public service to acquaint people with the new media. However, soon businesses advertised on the air. It seemed the more people tuned into WKBB, the more the ads came.

Most advertisers on WKBB sponsored regular programs. However, many firms had only one-minute spot announcements or ads without sponsoring a special show or feature.

A sampling of some of those spot announcements on WKBB during 1934 to 1941 follow:

Appels Crystal Cleaners, 6th & Central

In June of 1934, a one-minute commercial was heard on WKBB immediately preceding the 12:15 noon newscast: "Dubuque's Most Beautiful Dry Cleaning, Appels Crystal Cleaners. When your clothes are crystal cleaned, they stay clean and keep their press longer."

This firm contracted with WKBB for such a spot ad to be broadcast every day, except Sunday, for at least 25 years.

Buy-Rite Food Stores

Every Thursday, Friday and Saturday, but not Sunday, during November and December of 1934 and into January, 1935, the 16 Buy-Rite (chain franchise) Food Stores in Dubuqueland had radio announcements relative to their weekend specials over WKBB. There were no supermarkets and business was usually not conducted on Sunday, "going to church day."

Eastern Iowa Motors

"Your Studebaker dealer, Eastern Iowa Motors, 880 Locust Street, invites you to see the new 1940 Studebaker on display in our showrooms. Get the luxurious new Studebaker Champion for \$660.00." This spot was broadcast over WKBB throughout the week at 6:30 PM in November and December, 1939 to promote the new cars.

Engel-Nash Co., 645 Iowa St.

In April of 1940, the spot "The new 1940 Nash Model Lafayette Series Sedan delivered in Dubuque, including all standard equipment and federal taxes, for just \$896.00" was heard over WKBB.

Fuhrman-Triller Co.-Clothiers, 9th & Central

In November and December of 1939, this company's spot on WKBB was: "Dubuque's Osh Kosh B'Gosh Store for pants, overalls and all other suits." It was run on Monday, Wednesday and Friday.

Goodman's Jewelers, 704 Main St.

"Select your Christmas gifts at Goodman's Jewelry. A small deposit will hold any article, whether it be a diamond, a watch or whatever until Christmas. Terms arranged on the balance." Daily this announcement was made over WKBB during November and December, 1939.

Ed Graham & Sons, 845 Main

"The style store for men.' Kuppenheimer and Varsity Town Clothiers, Knox and Portis hats, Arrow shirts, Glover's shirts, pajamas and sportswear—everything for men can be purchased at Graham's" was a typical 1940 announcement on the air.

Holscher's Apothecary, 11th & Main

In 1936, an ad announced "Dubuque's leading prescription drug store at 11th & Main Streets" every weekday at 12:45 PM on WKBB. This spot was on the air for at least 20 years.

Hotel Julien, 2nd and Main

"Dubuque's only fireproof hotel, 300 rooms at 2nd and Main" was heard over WKBB many times during 1936.

Landon's, 245 West 8th St.

"Dubuque's Foremost Furriers and manufacturers of high-class furs, remodeling and fur storage...It's Landon's" was the message heard over WKBB during November, 1934.

Lorenz Laundry & Dry Cleaners, 19th & Jackson

"For the finest in laundry and dry cleaning, send your clothes to Lorenz Laundry and Dry Cleaners at 19th & Jackson Streets. Telephone 6,000, Lorenz

does it best." This spot was broadcast over WKBB at 6 PM, Monday through Friday, during 1935, 1936, 1937 and 1938.

Sanitary Milk Co., 6th & Iowa

"For pep, health and vitality, use Very-Fine dairy products, from the Sanitary Milk Co." This ad was heard over WKBB during 1940 and early 1941.

Sears, Roebuck & Co., 520 Main

"Buy anything totaling \$10.00 or more on Sears Easy Payment Plan" was the spot ad over WKBB for this company during March and April, 1941.

Sibbings Jewelry, 803 Main

"A watch by Bulova from Sibbings Jewelry...truly an outstanding gift. Tune into WKBB each day for announcements." This spot ad was broadcast at 10 AM, 12:10 PM and 7:40 PM during the month of December, 1934.

Most of these Dubuque firms sponsoring spot ads on WKBB were prominent business during the 1933-41 era and years beyond, but many have now changed names or gone out of existence. However, Ed Graham & Sons, the Hotel Julien, Sears and Sibbings still remain.

Public Service

WKBB felt an obligation toward public service programming and opened its microphones wherever and whenever it could to bring a message of constructive interest or to help a worthy cause. Hardly a day went by that the station did not have some civic, educational or public service program, in addition to Public Service spots. The FCC had ruled that one of the functions of radio was to allocate certain portions of time in the interest of the public at no cost. Reasonable requests from non-profit agencies were also considered.

Before radios were installed in law enforcement agencies' vehicles, police and sheriffs' departments depended largely on WKBB to get the immediate information out to the general public. There were times when a one-time public announcement over the air brought fast results. Some examples follow:

In April, 1936

About an hour after WKBB had broadcast a message that County Clerk Val J. Kies was seeking a John Vincent Walsh, his grandparents and an uncle came to the courthouse and informed Kies that Walsh was living in El Monte, California. It seems Walsh was being sought by an insurance company who wanted to pay him his matured policy.

On September 6, 1936

While listening to his car radio with the dial at the 1500 spot, the Chief of Police at Winona, Minnesota heard a flash police bulletin giving the license number of a car stolen in Galena, Illinois. As a matter of routine, the officer jotted down the number. Just a few hours later, he spied the car and was in on the capture.

On October 24, 1936

Kenneth Jones of Platteville, Wisconsin reported to the Dubuque Police and Sheriff offices that he had seen several Dubuquers take his dog away. WKBB broadcast a description of the car and its license number at the Sheriff's request. Within an hour, the dog was recovered and the guilty ones apprehended.

On May 27, 1940

An alert farm woman, listening to WKBB's announcement concerning an escaped convict, was responsible for his capture. The lady had jotted down the license number of the stolen car. Later, the convict parked in a lane near the woman's home and she noted that the numerals were the same as those broadcast. She called the Dyersville Marshal. The convict was soon arrested and confessed to stealing two autos, breaking into a DeWitt, Iowa creamery and robbing the Datisman Filling Station at Zwingle, Iowa since his escape from the Fort Madison Penitentiary two days earlier.

On February 3, 1941

An urgent WKBB broadcast at 12:15 PM this date for Frank Story resulted in prolonging the life of a patient at Dubuque's Mercy Hospital. The broadcast was heard at Farley & Loetscher Manufacturing Co. where Mr. Story worked. Taken to the hospital, Story gave blood to save a man with a rare blood disease. Only two people in Dubuque were known to have the type needed by the sick man.

Programs prepared by Government and civic organizations were a permanent part of the daily broadcast schedule of WKBB, especially at first. Many local clubs and organizations participated in broadcasts to boost their club's goals and/or activities.

Among the many broadcasts made concerning public service were:

American Education Week

The second week of November being American Education Week, in each of the years 1934 through 1940, WKBB broadcast talks by Dubuque educational leaders sponsored by Dubuque Post No. 6 of the American Legion. Some of the prominent people in the educational realm who did speak on WKBB were:

- W. Howard Bateson of Jefferson Junior High School
- E. D. Cline, Superintendent of Dubuque Public Schools
- Rev. Daniel B. Coyne of Columbia College
- Rev. E. A. Fitzgerald of Loras College
- Joseph P. Flynn, County Superintendent of Schools
- Professor H. Clifford Fox of the University of Dubuque
- Rev. Samuel S. George of the University of Dubuque
- Esther Helbig, Past President of the Iowa State Teachers Assn.
- Rev. J. Fred Kriebs, Pastor of St. John, the Baptist Catholic Church
at Peosta
- Anna R. Lawther, representing the State Board of Education
- Sylvester McCauley, City Recreation Director
- Rev. Karl Schroeder of Columbia College
- Rev. N. A. Steffen of Columbia College

Dr. L. Travis of the University of Iowa
Rt. Rev. Msgr. John M. Wolfe, Superintendent of Dubuque
Archdiocesan Schools
Dean Edward A. Wright of the University of Dubuque

Please note that the titles are given as they were at the time of the program: such as Columbia College until 1939, then Loras College; also, some of the dignitaries' titles changed later. As time marches on, things and people change.

American Legion Program

Dubuque's Post No. 6 of the American Legion presented radio programs on Americanism and the Constitution every Friday from March through July of 1934, 1935, 1936, 1937, 1938, 1939, 1940 and 1941 and beyond. Walter E. Klauer, who owned WKBB, was very active in the local Legion and was responsible for this program to be on the air.

American Red Cross

In 1935 through 1940, the station's facilities were used often to promote Red Cross campaigns. Sometimes, plays were enacted on the air or radio panel discussions were held. There were benefit Red Cross softball games broadcast, too.

Big Brothers Club of Jo Daviess County, Illinois

This program was on the air on Sundays from March through August, 1934. Speakers stressed the importance of the club which was sponsored by the Illinois Department of Welfare. Men willing to devote time to improving conditions for children 9 to 12 years old participated. R. E. Werner was influential as was R. J. Cullen.

For 20 continuous Sundays, this program was aired over WKBB.

Boy Scout Program

The Northeast Iowa Area Council, Boy Scouts of America, with the motto "Be Prepared" had numerous programs on WKBB starting in 1934 through 1941 and later. It's no wonder because the Boy Scout handbook had a chapter on wiring up crystal receiving sets and learning the Morse Code.

The very first program over WKBB was during the week of February 8-14, 1934, Boy Scout Week and the 24th anniversary of the founding of the movement in America. O. W. Babcock was the local Scout Executive. In 1936 Father John A. Theobald and Dr. W. J. Baumgartner directed Boy Scout dramas over WKBB weekly. On May 1, 1936 Glenn G. Fordyce succeeded Mr. Babcock.

A new project undertaken in 1939 was to develop talent for radio. Helen Deming of the Dubuque Recreation Commission and Michael Mueller of Troop 12 trained 20 scouts to put on weekly broadcasts. Troop 23 also developed and produced a play with the cast including Jack Tupper, Bill Floyd, Dick Auerswald, Donald Dick, Royce Hines and Howard Falk.

Constitution Day

Through the years, starting in September of 1934, a special Constitution Day broadcast was made at WKBB. In 1937, the 150th anniversary of the Constitution was celebrated with a special WKBB presentation at Columbia College when Senator Guy M. Gillette spoke.

Do You Want a Job?

The Iowa State Employment Service, located at 606 Roshek Building, presented a five-minute broadcast over WKBB. Each weekday, William A. Madden, local manager, spoke concerning different job openings in the area. The program began in March, 1937 and was on the air regularly for ten years or more.

Dubuque Chamber of Commerce

The Chamber started regular weekly programs in May, 1938 when Executive Secretary Clifford C. Simpson brought listeners up to date on the Chamber activities. That program continued until the end of that year. In 1940 John A. Kerper was named Executive Secretary and he resumed the broadcasts which were aired well into 1941 and later.

Dubuque Civic Music Association

During the first week in May, 1938, a half-hour broadcast was heard each evening over WKBB promoting the membership drive of the Dubuque Civic Music Association. Results were so encouraging that each successive May, campaigns were broadcast.

This organization was later named "The Dubuque Symphony Orchestra."

Dubuque Community Chest

On November 16 and 17, 1934 Dubuque's Seventh annual Community Chest drive opened with broadcasts at 8:15 PM over WKBB. In 1935, Max B. Belsky was General Chairman with the goal set at \$55,000 for eleven agencies: Boys Club, Boy Scouts, City Mission, Girl Scouts, Hillcrest Babyfold, Milk Fund, Mt. Pleasant Orphanage, Sunshine Circle, Visiting Nurse Association, YMCA and YWCA. WKBB broadcast interviews prior to and during the campaigns.

In later years, the Community Chest was known as the United Way.

Dubuque County Conservation Society

Special conservation talks were given over WKBB on a regular basis every week during June and July of 1938. Edith Hamm and Dr. Walter J. Baumgartner were among those who spoke.

Girl Scouts

In March, 1937 the National Silver Anniversary of the Girl Scout movement was celebrated with four weekly broadcasts over WKBB by Girl Scouts. Troop 2 of the Visitation Academy dramatized part of "Little Women" over

the air in 1938. Those taking part were: Peggy Ternes, Lois Bierie, Eleanor Ternes, Ann L. Kenety, Constance Herting and Mary Agnes Kretschmer. Miss Janet O'Brien was the leader. Later in February of 1941, Troop 17 of St. Patrick's Church presented a skit on WKBB and Troop 13 enacted a play directed by Hilda Luke.

Kiwanis Club

The Kiwanis Club initiated its broadcast in February, 1937 with Kenneth Beam speaking about Juvenile Delinquency. During February and March of each year following through 1941, the Club presented talks from time to time on the air.

NRA News

The NRA was founded in 1933 to carry out the plans of the National Recovery Act to fight the Great Depression. It prepared and enforced codes of fair competition for business and industry. The "NRA News" feature began on WKBB in December, 1933. Listeners heard the five-minute public service program Monday through Saturday. The programs originated by transcription from the NRA Headquarters in Washington, D.C. The last NRA airing was April 17, 1934.

In 1935, President Roosevelt abolished the NRA after the Supreme Court had ruled it unconstitutional.

NYA

The National Youth Administration was founded in 1935 to provide job training for unemployed youths and part-time work for needy students. It employed young men, ages 16 to 25, who were paid \$16.20 for 60 hours of work per month or 27 cents per hour. Quarter-hour broadcasts were heard weekly, January through June, 1940.

Pet Corner

"Pet Corner" was a six-day a week popular program on WKBB. It was a boon to pet owners. Lost, found or for-sale pets were taken care of by the hundreds through this program. WKBB was 80% successful in locating lost pets. In 1939, Chief Engineer Len Carlson had trained one of his Scottish Terriers to bark on cue, and that was the way this program opened from then on.

The program was in cooperation with the Dubuque Humane Society. It started in September, 1937 and aired for many years beyond 1941.

FDR Birthday Balls

The country really celebrated President Franklin D. Roosevelt's 52nd birthday in January, 1934 and cooperated in an effort to secure funds for the Endowment Fund for the Warm Springs, Georgia Foundation of Infantile Paralysis. Dubuquers danced at four different ballrooms—Elks Club, the Julien Dubuque Hotel, the Knights of Columbus Hall and at the Masonic Temple.

Music was furnished by the Black and White Orchestra, Ang Kerper's, Earl Woods and the Luke Ritz Orchestras. WKBB had a half-hour broadcast from the Gold Room of the Julien Hotel about the dance. During the week preceding the initial ball, talks in support of the Foundation were given over WKBB by Martin Cooney, Joseph Flynn, Allan J. Kane, Charles McLean, F. A. O'Connor, Hugh Stuart and Arthur Wolfe.

A second ball in January, 1935 was held at the same dancehalls, when Ray Alderson, Bus Canfield, the Gus Fuhrman Orchestra, and the Black and White Orchestra played. A. E. Piekenbrock was its general chairman. Again, several talks were broadcast promoting the event ahead of time as well as a half-hour time slot at the dance.

In 1936, the ball was chaired by City Solicitor M. H. Czizek and in 1937, on the night of the dances, WKBB carried President Roosevelt's talk to the nation. Loudspeakers had been installed so dancers could hear his speech. E. C. Frudden was chairman in 1937 and it cost \$1.00 per couple to be admitted to any of the ballrooms. In 1938, Carl G. Mulgrew was chairman of the event; and in 1940 Bill Clemens was chairman. WKBB had a special program promoting the affair with live music from the studios by the Mark Gavin Orchestra. CBS and WKBB broadcast a full-hour variety show featuring famous stars and music for the March of Dimes on January 28.

W. A. McVane of Dyersville, Dubuque County Sheriff Leo Eisbach and Karl W. Harker, General Chairman, were some of the speakers promoting donations for the Foundation in 1941, and the Boys Choir of St. Patrick's Church also participated in the broadcasts. A two-way conversation from the nation's largest and most glamorous celebration and a typical small-town birthday party for President Roosevelt's 59th birthday was featured on the full-hour broadcast at 10:15 PM on WKBB and the combined networks. Ed Fitzgerald described the spectacle of the party at the Waldorf-Astoria Hotel in New York City and combined notes with Earl May, owner of Station KMA in Shenandoah, Iowa who had his mike set up at the Town Hall. Musical background was furnished by Leo Dyer's Orchestra and music of an old-fashioned square dance.

Treasury Hour

This was a public-service program as a promotion for U.S. Defense Bonds. It was on several times each week over the NBC-WKBB network in 1940 and 1941.

WPA

The Works Projects Administration was founded in 1935 to provide work for needy people on public works projects. The WPA Artists Bureau was formed to hire talented artists, musicians, actors and comedians.

Five quarter-hour programs about WPA were on each week over WKBB

beginning in May, 1936. On June 30, WKBB broadcast a national program at the Municipal Ball Park for continuation of the re-employment program.

In July, 1939 a WPA Musicale was added to the WPA programs which continued until July 28, 1940.

Through the networks, WKBB gave recognition to public affairs that were national in scope, but many local promotions were also boosted.



During American Education Week, St. Joseph's Academy Orchestra and Chorus perform over WKBB-1940



Bing Crosby drops his script as "Treasury Hour" plays out over NBC/WKBB-1940



These pups introduced "Pet Corner" over WKBB with the help of Len Carlson

WKBB Promotes

It was important to keep listeners aware of and current on new programs, businesses and social events in the community. Many such features were initiated, even without sponsors, to alert the public about them.

Below, by program name, are some of those programs which served the purpose of informing and promoting.

Did You Know?

Mel Galliard of WKBB handled this program which was broadcast every Saturday at 7:45 PM during April, 1937. It consisted of tidbits about businesses and people in the tri-state area.

Dubuque Hour

This program was started in November, 1937 to promote the City of Dubuque via the city's schools and colleges. The Columbia College band under Professor Samuel Dovi, the orchestra under Professor Ed Schroeder and the college choir, under the supervision of Dr. Alphonse Dress, produced a lovely program of varied music with a Christmas theme over WKBB. Wartburg Seminary chorus, the University of Dubuque A Capella Choir and the CYO Civic Symphony all participated in conducting this program. Students of the vocal, dramatic and musical department of Senior High School enacted the story about getting the week's school paper *The News* out on one of the programs. Dubuquers Vernon Stierman, William Pervis, Virginia Bertsch, Claire Schwanebeck, Donald Blair and Evelyn Weise also appeared on some of the programs.

The program aired weekly until May, 1938 and was quite successful in getting students into the action.

Dubuque Marches On

During suppertime on Sunday, a public-service program called "Dubuque Marches On" began in April, 1937. WKBB's Jim Carpenter interviewed representatives and leaders of such companies as The Adams Co., Carr, Adams & Collier Co., Dubuque Packing Company, Farley & Loetscher Manufacturing Co. and General Dry Batteries, Inc.

The last program was October 10, 1937.

Dubuque on Parade

WKBB promoted Dubuque business places with historical facts intermingled with commercials six days a week beginning in August, 1934. The program was an hour long and aired until May 12, 1936.

Main Street Column

This program presented gossip about town, its shops and Main Street businesses. John Price of WKBB handled this Saturday afternoon feature. It started in March, 1934 but after one month, was renamed "Man About Town." Chit-chat was limited to Main Street. It dealt with new store fronts, openings or new store personnel. It remained on WKBB until December of that year.

Parade of Business

WKBB's Jim Carpenter handled this feature. He talked about one of the new companies in town, its products, the number of employees, the history of the business and other pertinent facts. It started in January, 1940 and continued for ten weeks.

Program Previews

This feature aired over WKBB from 1933 to 1939. At first, it was called "Program Previews" and was on every weekday informing listeners about upcoming WKBB programs.

In 1935 the name was changed to "Today at WKBB" and had announcements concerning upcoming programs in the next 24 hours, giving names of guests and program content. "This & That", "Program Resume" and "Riding the Airways" were other names used in 1937. In 1938 and 1939 "What's Where on the Air" served the same purpose—to keep listeners aware of WKBB's future programming and special broadcasts. Sometimes personal interviews were conducted on the show, especially if a new member were added to the station's staff.

Although the name of the program changed often, WKBB's purpose remained the same—to keep the public current on the station's staff and scheduling.

Salute to Dubuque

Every Tuesday evening at 7 o'clock beginning in December, 1940, the new "Salute to Dubuque" feature was presented—a story about a prominent Dubuque industry or business. The program was sponsored by Molo Oil Company and was carried every Tuesday well into 1941.

Sell Dubuque to Itself

"My Dubuque, My Home" was the theme of eight special programs during the week of March 20, 1939. The Dubuque Chamber of Commerce had brought Mr. James E. Gheen here to move Dubuque forward. He was a great

speaker of positive thinking and addressed 10,000 people altogether in that week. Gheen, of New York City, emphasized that citizens could make Dubuque the city hoped for if they would make up their minds and plan wisely. WKBB helped the Chamber project along by presenting the broadcasts free of charge and apparently it helped—Dubuque moved ahead with construction of new grade schools as well as promoting a new bridge over the Mississippi.

Timely Events

Announcements about social and civic functions for church, club and other non-profit organizations were broadcast on WKBB daily starting early in January, 1941 and beyond.

What Helps Business

Another WKBB feature to aid the local business community was this program, which was on the air for a great two-day promotion—November 23 and 24, 1939. Each day there were three separate broadcasts in which local firms advertised their products without charge, all in line with the Dubuque Chamber of Commerce's efforts to boost the economy in Dubuque.

Comedy

Radio developed a unique form of comedy because it relied on words and mental pictures supplied by listeners. Instead of funny clowns and visual support, radio comedians improvised their script and talk. In February, 1935 radio editors named Jack Benny as the top man in radio comedy, with Fred Allen a close second. Both became famous because of their special talents.

Some of the funny programs on WKBB were:

Comedy Capers

This syndicated comedy was broadcast on Wednesdays and Saturdays during 1935 and 1936 at suppertime over WKBB. It was sponsored by the Trausch Baking Company.

Easy Aces

"Easy Aces" traced the day-to-day domestic lives of Goodman and Jane Ace, husband and wife off microphone as well as on. It was a super comedy heard Monday, Wednesday and Friday from August, 1940 and on through the 1940's. It was over the NBC-Blue network and WKBB.

Eb & Zeb

Listeners had a treat when "Eb & Zeb," proprietors of a general store in fictitious Corn Center came on the air in January, 1938. It was a 15-minute transcribed WBS program on every weekday. Eb and Zeb were trite and philosophical as well as funny, and created quite a stir. In 1939, they were on until August 31.

The Goldbergs

Toselli's "Serenade" brought listeners to this show which was a serial comedy over CBS and WKBB. Although this program actually originated before WKBB took to the air, it remained an extremely popular show and continued on WKBB from June, 1938 for a long time. It involved the story of a poor Jewish family in New York and had identification for a wide segment of listeners in

those times. Every weekday afternoon, Molly with her little family and their problems, invited radio listeners to share their troubles and happy times.

Mike and Ole

This was an Affiliated Broadcasting Company/WKBB feature. It was very popular and aired Monday through Saturday in 1936 and 1937. The famous commentator at WCFL in Chicago, Ed Burke, was Mike. One particular feature was "Fun on the Farm" wherein Ole initiated city-bred Mike into the way of the farmer. Poor Mike missed the city and the charms of Miss Hathaway. Gullible Ole was portrayed by Wallace Stark.

Spin and Win

Barker Jimmy sported his derby as his contestants tried to get rich within a dial-selected time limit. This program was on NBC and WKBB during 1940 and 1941 on Saturday nights. Jimmy Flynn was the program's emcee.



Jane and Goodman Ace of "Easy Aces" comedy over NBC/WKBB in 1940



"Spin & Win with Jimmy Flynn" NBC/WKBB-1940

Interviews and Quiz Shows

In the 1930's, quiz shows were very popular for radio. Bingo and Lotto games that helped revive sagging movie attendance were now broadcast to bring listeners to their radio sets. A quiz was adapted to many different types of programming, and the M.C.s had to admonish the studio audiences "No help, please." However, some programs took the liberty of telling contestants how to answer questions ahead of air time to provoke a laugh or two.

Network shows, such as "Ben Bernie's Musical Quiz," "Kay Kyser's Kollege of Musical Knowledge," "Can You Top This" and "Pot o' Gold" were heard often but Dubuque had some quiz shows, too.

Auction Quiz

Bob Brown, auctioneer of questions on this NBC-WKBB program every Friday during 1940 and 1941, offered more than \$500 in prize money. That was a lot of money back then.

Radio Quiz Night

Direct from the Orpheum Theatre and WKBB came Dubuque's own quiz show. Starting December 5, 1939 and airing until April 30, 1940, on every Tuesday night for a half hour, a quiz program would be held in addition to the regular movies.

Norm Brinsley of WKBB served as emcee and would choose someone from the audience at random, who in turn would pick a number from a box to match the emcee's list. Questions would be from current events, films, actors and actresses, or general knowledge. If the contestant answered the question, he would be eligible to receive a gift certificate for groceries from Tenebom's, Dubuque's first supermarket at 630 Locust Street. If he answered the second question, he received cash. This quiz with audience participation was a new form of entertainment for Dubuque and WKBB, and it was quite successful.

Inquiring Reporter and Man on the Street

This program became very popular with Dubuquers. It started April 30, 1934 at noon. A WKBB announcer was in front of Hartman Furniture Store at 872 Main Street with a mike to ask passersby a question. On August 17, 1934, announcer Ed Palen asked "Would you feed a tramp if he came to your back door?" This was in the heart of rough times when many were out of work and those who did work, had hardly enough. However, most people replied "Yes."

"What do you think is the greatest modern convenience in the home today?" was the question posed on August 30, 1934 and people unanimously replied "the telephone." Don Norman became the emcee of this program in 1934 and was followed by Sallie Steele.

The program's name was changed to "Man on the Street" on July 1, 1936 and it took place in front of Leath Furniture Store at 666 Main with Art Jones questioning people. Whenever a public event was imminent, this program was the first to herald it on the air. On July 14, 1936 at noon, the temperature reached a record 110 degrees. It was announced that the "Man on the Street" would attempt to fry eggs during the program right on the hot sidewalk. Leath's manager, Louis F. Kessler, had given approval for the experiment and furnished the eggs. A capacity crowd assembled early in front of the store that day. There were two large metal doors part of and level with the sidewalk in front, which could be folded out to open up for depositing coal for the store's stokers in the basement. As the program opened on the air, Art Jones announced he would fry three eggs right there, and sure enough, he did. Also, they fried another nine eggs on the adjacent sidewalk. It was hot!

On September 10, 1937, Art Jones interviewed comedian Jack Benny, who was on a promotion tour for his picture "Artists & Models." Asked whether he had been in Dubuque before, the comedian vividly recalled he had played vaudeville at the old Majestic Theatre (later the Orpheum Theatre and now the Five Flags).

On April 1, 1938, WKBB's Eddie Murphy quizzed people as they walked by Leath's. During the program, Captain George Stoltz and WKBB's Vaughn Gayman pulled up in a police car right in front of the crowd at the store. The policeman arrested and sped Eddie away in a squad car. Gayman stepped up to the mike, apologized for the trick on Eddie, and carried on the rest of the program. It was April Fool's Day!

On February 3, 1939, the program's reporter was Bob Hansen and he interviewed the famed author, Nobel and Pulitzer winner, Sinclair Lewis, at the mike. Mr. Lewis was in town with his group of actors to present the play "Angela is 22" at the Orpheum Theatre.

Don Ameche, star of screen, radio and stage, was interviewed in November, 1939. Mr. Ameche and his wife were visiting at the home of Mrs. Ameche's parents, the John Prendergasts at 1206 West 14th Street. Ameche

related some of his experiences at Columbia Academy and College, and stated he was grateful for the dramatic training he had received, especially from Rev. I. H. Semper, dramatics professor.

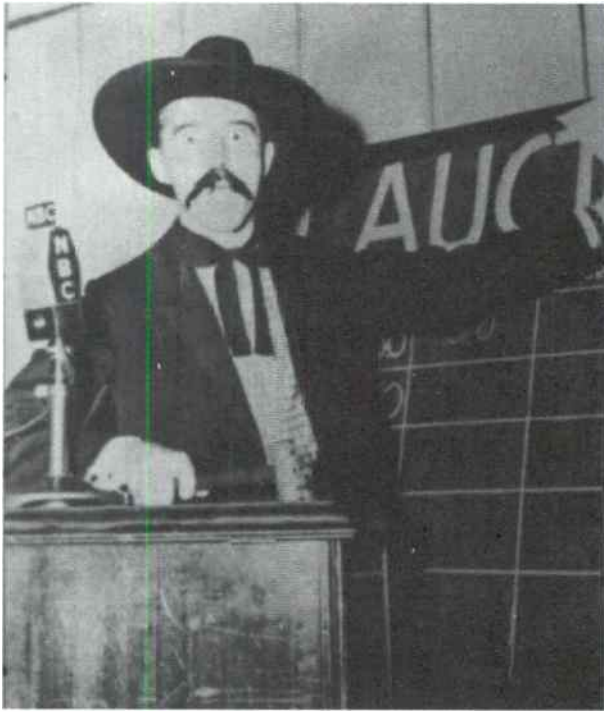
Saturday was kid's day on the program, and the youngsters gathered quickly for Bill Curtis' questions.

In February of 1940, Margaret Lindsay, Dubuque-born film star, appeared on the program when Norm Brinsley interviewed her.

In 1941, Jessica Dragonette, famous radio and concert star, was questioned by Bill Curtis. She was in town to appear with the Dubuque Symphony Orchestra.

This program continued every day, except Sunday, from 12:30 to 12:45 PM for many years. However, in February, 1942 with WW II at hand, the FCC ordered all radio stations to cease broadcasting any live programs in which the general public could speak. Thus, WKBB had to stop the "Man on the Street;" however, it did manage to receive FCC approval to broadcast a new "Man on the Campus" program from both Loras College and the University of Dubuque, interviewing naval air cadets taking the V-5 and V-12 programs. These naval people were military and not a risk. So, on February 2, 1942 this program started with announcer Dave Parson as interviewer.

Thomas J. Mulgrew Company "with 49 years of faithful service" sponsored the program which aired until June, 1944.



Bob Brown, Auctioneer of NBC/WKBB "Auction Quiz"



WKBB's Art Jones interviews Jack Benny on the "Man on the Street" September 10, 1937



WKBB's Bill Curtis interviews people on the "Man on the Street" program in 1940

The Unusual and Novel

Many radio stations were content to follow a set pattern day in and day out, but WKBB attempted to create novelty and give variety to its programming. There were different and unusual programs to help add interest but usually they were short-lived.

A few of those programs follow:

Advertisers' Dedication

WKBB aired three special 30-minute programs in January and February of 1937 for those companies having regular programs. The broadcasts consisted of local and area sponsors giving information about their companies and personnel. Spot announcement sponsors were not included. WKBB's Jim Carpenter and Gib Forbes handled the three programs.

Classified Column of the Air

This program was for consumers wanting to buy or sell household items with a list of no more than three things. The station would not take requests for guns, animals, job opportunities or real estate. It was for individuals, not businesses, and there was no cost.

The program remained on the air daily for 16 weeks. It was the forerunner of "Buy, Sell or Trade" later produced over WKBB.

Crazy Ole and His Musical Maniacs

For those who liked the old-time swingeroo business, this program was just the ticket. Doc Ford was manager of this musical fun group. They would play anything and everything requested on their unusual so-called instruments. They performed on WKBB every weekday afternoon during January and February of 1941.

Dubuque County Taxpayers' Association Talks

This organization was made up of a group of Dubuque County residents who objected to Dubuque County taxes. They thought they were too high. The

program was on for just ten minutes every Wednesday during June, July and August of 1939. With a new bridge on the horizon, taxes would not be cut.

DXing on the AM Band

DXing means searching for distant radio stations on the broadcast band. DXers stayed up all hours of the night intent upon hearing unfamiliar call letters on the radio so that they could write to the stations for verifications.

In the 1930's, most AM stations signed off at 11 or 12 midnight local time, thus leaving the air almost clear for stations to check their equipment. Testing for broadcast stations was done between midnight and 5 AM local time. The broadcast band covered frequencies from 550 to 1500 kilocycles only, and WKBB operated on the highest frequency of the dial.

In the first two years of operation, tests were conducted from 12:30 to 1 AM every Wednesday morning. A test included music with an announcement between each record, such as "You are listening to Radio Station WKBB, East Dubuque, Illinois, with studios also in the Julien Dubuque Hotel, Dubuque, Iowa. We operate on 1500 kilocycles with a power of 100 watts. If you hear this test, please send a reception report to WKBB."

A verification (*verie*) is confirmation of a reception report received by the station, which WKBB sent back to the listener. One of the earliest *veries* sent out was to a listener in Brooklyn, New York, who had heard WKBB on March 25, 1934.

Response was very good on tests. Len Carlson, engineer, advised that listeners from 45 states and four Canadian provinces had sent in reception reports by the end of 1935. A letter from Auckland, New Zealand, some 8,000 miles away, was also received and posted in the WKBB transmitter room. That is how far little WKBB carried in 1935.

Hugh Herndon, Jr.

Mr. Herndon had made a non-stop flight from Tokyo to Seattle with Clyde Pangborn in 1931. On May 14, 1935 when he came to Dubuque, Fred Bell and George Schumacher of the Iowa Oil Company met him at the airport. WKBB carried a live broadcast as Mr. Herndon related details of his Tokyo trip. While in Japan, he had been fined for taking photos of Japanese fortifications but later was given the Japanese award for his successful flight. Herndon came here to study the effects of carbon monoxide gas fumes on airplane pilots and passengers. Dubuque was one of 18 stops he was scheduled to make for the study. WKBB's interview was by Gib Forbes.

Human Fly

D. D. Roland, the "Human Fly" climbed the outside of the Julien Dubuque Hotel at 7:15 PM on June 14, 1935. He had been climbing over 20 years and the tallest building he scaled was 74 stories of the Chrysler Building in New York City. He also did a series of stunts. Mr. Roland was interviewed

in the afternoon by WKBB's Gib Forbes prior to his successful step-by-step ascent to the top.

Jazbo of Old Dubuque

John P. Mulgrew was known as "Jazbo of Old Dubuque." He lived in the old Austin Apartments at 3rd and Main right across from the Julien Hotel. This area of Dubuque south of 4th Street was known as "Little Dublin" in the 1930's and 1940's. Jazbo was 100% Irish and had many friends. He published a small booklet in 1935 and every year after that through 1949 (when he passed away) called "And Life Goes On, by J.P.M.-America's most widely un-read columnist." His booklet contained poems and tidbits about people Mr. Mulgrew knew and especially those who lived or worked in "Little Dublin."

In 1937, WKBB's Gib Forbes agreed with Jazbo to have a special broadcast on St. Patrick's Day. Jazbo passed out handwritten notices to his friends and businesses about the broadcast. So on March 17, 1937 Jazbo read poems and told Irish stories over WKBB.

The Job Clinic

This was a public-service program sponsored by Hartman Furniture Company. It was on the air every Wednesday and Friday for 15 minutes during most of 1939. It was staged with the cooperation of the Iowa State Employment Service. Men and women looking for jobs were interviewed right on the air and many had good results.

Leroy Piano Course

In the days when piano music was quite popular, WKBB aired a feature called "Leroy Piano Course" in which piano music was played along with a recorded sales pitch for the course book. The station was paid a fee for each inquiry mailed in about the course. The program was on twice a day during March, 1940.

The Mercury Theatre of the Air

This was a regular program over CBS and WKBB. On October 31, 1938 headlines screamed "Radio War Fantasy Stirs Nation." A radio drama of H. G. Wells novel "The War of the Worlds" aired the night before on "The Mercury Theatre of the Air" was presented so realistically that listeners panicked thinking it was the real thing—that giant men from Mars had dropped a rocket on New Jersey and that the end of the world was imminent. In Dubuque, people frantically phoned the radio station and when lines were tied up there, they called WKBB's President, Walter E. Klauer and/or the home of its Manager, Jim Carpenter. Some even called the engineer on duty at the East Dubuque transmitter inquiring about the reality of the program. A statement by W. B. Lewis, Vice President of CBS programs, regretted that some listeners mistook fantasy for fact, but stressed that announcements had been made

before the program started and after and twice during the broadcast, that it was only a dramatization. Mr. Welles stated he was bewildered over the misunderstanding. The FCC ordered a complete transcript of the program and stated that no simulated newscasts be given in the future.

Radio Auction

The local program "Radio Auction" started in October, 1938 and soon became so popular, that it was heard twice a day, six days a week. Auction money was given free with every purchase of 50¢ or more by certain area merchants. A particular article was described over the air and bids accepted by mail for 48 hours. Bids had to be in auction money and the highest bidder won. Over 50 businesses were represented and the promotion lasted three months.

Tap Dancing

Radio was a good media for promoting business as well as education. The Eleanor Plamondon "School of Dance" at 1109 Iowa Street presented students who literally tap danced at the WKBB studio every Saturday noon from October through December of 1939.

Treasure Chest

This program began in October, 1937 and was sponsored and staged at Roehl-Phillips Furniture Store at 653 Main Street. It was on WKBB every Monday, Wednesday and Friday mornings. People coming into the store were given a free key to open the store's treasure chest filled with discount coupons on furniture and merchandise in the store. One of WKBB's announcers interviewed customers and salesmen to talk about the newest items for sale and to generally promote business. In September, 1938 Roehl-Phillips opened a new and larger store at 576 Main with six floors of furniture. The "Treasure Chest" remained on the air one full contract year.

Tri-State Rodeo

A great show of the Wild West appeared at Dubuque's Municipal Athletic Field at the foot of East 4th Street from August 3-5, 1939. The performances were sponsored by the Retail Merchants of the Dubuque Chamber of Commerce. There were 50 cowboys and cowgirls and nearly 200 wild steers. Two broadcasts direct from the rodeo were heard on WKBB with Jim Carpenter as narrator.

World's Typing Champion

On June 29, 1939 Albert Tangora, the 1939 world's typing champion, came to Dubuque and WKBB. Mr. Tangora actually typed on the air. He also visited Loras College, Bayless Business College and St. Joseph's Academy at 13th & Main. The broadcast was sponsored by the Reilly Typewriter Exchange, 599 Main St., the official Royal typewriter representative in Dubuque.

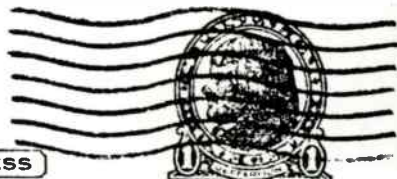
Yehudi

"Yehudi" was the little man who turned the light on and off when you opened the door of your Coolerator. During the Better Homes Exposition Home Show held at Melody Mill on March 23 to 27, 1941, WKBB interviewed representatives of businesses at the show each night. It was "Yehudi" who broadcast from the inside of a Coolerator at 8 PM during the program from T. J. Mulgrew Company's booth at the show.

These unusual short-lived programs filled in air time at WKBB and drew listeners because they were unusual, funny or different from the regular walk of life.



THIS SIDE OF CARD IS FOR ADDRESS



*Ernest R. Cooper
312 East 5th St.
Brooklyn
N. Y.*

1500 KC.

100 W.

= **WKBB**

"At The End Of The Dial"

EAST DUBUQUE, ILLINOIS

This is to verify your reception of WKBB for

Mar. 25-34

Thank you for your report. We would be pleased to hear from you again.

WKBB

Per

C. A. Wideman

Reception report from WKBB to Broadcast Band DXer in Brooklyn, N.Y.
who heard WKBB there in 1934

Networking

The very first radio network in the United States was the National Broadcasting Company (NBC) founded in 1926, operating two separate networks—NBC Blue and NBC Red. It was formed by General Electric, RCA and Westinghouse under the leadership of David Sarnoff.

The following year, in 1927, the Columbia Broadcasting System (CBS) was formed.

When WKBB first aired in late 1933, only big and powerful stations were privileged to join CBS and NBC. Consequently, many smaller independent stations, like WKBB, joined transcription record libraries in order to compete for good programming.

In 1934, the Mutual Broadcasting System (MBS) came into being, but it owned no stations like NBC and CBS.

On April 15, 1936, the first Affiliated Broadcasting Company (ABC), a midwest regional network, was formed and WKBB joined it. This enabled the station to bring out-of-town sports and other events to its listening audience. At that time, the little ABC had only 21 stations on it, namely:

KFIZ Fond du Lac, WI	WJBL Decatur, IL
WBOW Terre Haute, IN	WJJD Chicago, IL
WCLO Janesville, WI	WKBB Dubuque, IA
WCLS Joliet, IL	WLBC Muncie, IN
WDGY Minneapolis, MN	WOMT Manitowoc, WI
WEOA Evansville, IN	WRJN Racine, WI
WHBF Rock Island, IL	WROK Rockford, IL
WHBL Sheboygan, WI	WTAX Springfield, IL
WHBY Green Bay, WI	WTRC Elkhart, IN
WIL St. Louis, MO	WWAE Hammond, IN
WIND Gary, IN	

By February 28, 1937, WKBB joined with the major network CBS to

provide more and different types of entertainment for the family.

WKBB affiliated with the NBC Blue Network in May, 1940 for increased informative and news programs. When the FCC investigated chain broadcasting and monopolies, NBC was ordered to sell the NBC Blue Network. It was sold to Edward J. Noble, owner of Life Savers Candy Company. On January 10, 1943, the NBC Blue Network became the Blue Network only and NBC Red Network became NBC. On June 15, 1945, the Blue Network became the American Broadcasting Company (ABC) which it is at present.

Some of the many programs over the little ABC network, CBS or NBC Blue Network follow. Maybe you can find some you used to listen to during the years 1933-1941:

ABC Barn Dance

An Affiliated Broadcasting Co./WKBB program carried late at night every Saturday from April, 1936 until February, 1937.

ABC Symphony Orchestra

Another ABC/WKBB program heard each Sunday evening during its half-hour feature during 1936.

Adventures of Ellery Queen

This detective story with Sgt. Velie (who really was Hugh Marlowe) was carried over CBS and WKBB on Sunday nights beginning October, 1939. Roger Kruppe was the announcer. This program aired for a very long time.

Affairs of Anthony

This was a drama which came on NBC and WKBB in May, 1940. Four people made up the cast—Anthony Marleybone, Sr. and Anthony Marleybone, Jr., Jane Daley and Susan. The director was Axel Gruenberg and the show remained on the air through 1941.

American School of the Air

The school was a one-half hour daily program over CBS/WKBB during 1938, 1939 and 1940 during the school months. In many American classrooms, it was required that kids listen to this program, which dramatized history, current events and literature. A separate subject was handled each day. One of the most popular segments was the Hamilton Family who presented a geography lesson as the family toured the world. Bob Trout was the program's announcer.

America's Town Meeting of the Air

This program was a discussion on current news with the studio audience playing an active role. George V. Denny served as moderator. It was uncensored, unrehearsed and non-partisan over NBC and WKBB each Thursday for an hour starting in May, 1940. It remained on the air for many years. Carr, Adams & Collier Company, a large woodworking firm at 11th & Jackson Streets, sponsored this program.

Arm Chair Adventures

Frank Graham, who enacted all the roles in this feature, told the story of a laborer who was at the center of a struggle between progress and tradition, as he worked on a huge dam which might inundate his people's land. It was a weekly program over CBS/WKBB during 1939.

Behind the Mike

On Sunday afternoons in 1941, listeners got a picture of how a radio program was built or produced. It usually took a week's work to produce a 30-minute radio show. NBC and WKBB brought this program with Dean of Radio commentators, Graham MacNamee as M.C.

Ben Bernie

"Ben Bernie & All the Lads" premiered in January of 1938 over CBS and WKBB. The Old Maestro hosted this musical show which was sponsored by U.S. Royal Master Tires. Bernie's closing theme was a familiar sound as he always closed with a monologue spoken quietly over the music. Dubuquer Nick Brodeur arranged music for this group. In May of 1940, NBC and WKBB broadcast this same program which was then named "Ben Bernie's Musical Quiz" sponsored by Bromo Seltzer.

The Bishop and the Gargoyle

A religious and retired Bishop, interested in crime, joined the parole board of a state prison where he met convict Gargoyle, whom he befriended and reformed. Together they battled evil forces. This crime drama was broadcast over NBC and WKBB from October, 1940 on through 1941.

Brent House

This was a serial drama with 18 people making up the cast, over NBC and WKBB on Wednesday nights starting in May, 1940 and into 1941.

Chamber Music Society of Lower Basin Street

A world-renowned group of 14 musicians played weekly over NBC and WKBB with timely selections to match holiday or celebration events. It was dedicated to the three B's: Barrelhouse, Boogie-Woogie and the Blues, featuring Henry "Hot Lips" Levine. It was hosted by Milton Cross. It aired from May, 1940 for a year, and the program was sponsored by Woodbury Facial Soap.

Chicago Civic Opera Orchestra

During the summer of 1936, concerts were given at Grant Park by the Chicago Civic Opera Orchestra, the Chicago Symphony and the Chicago Women's Symphony. All programs were carried live by ABC and WKBB.

Club Matinee

Another popular NBC/WKBB feature was "Club Matinee," a variety

show on daily from 2 to 3 PM during the early 1940's. Master of Ceremonies Gary Moore and the famous out-of-tune Tex Maupin Orchestra entertained. They also did double duty—performing here and on the "Don McNeill's Breakfast Club" program, too.

Columbia Workshop

A weekly CBS workshop for radio unknowns and newcomers aired over CBS/WKBB from March, 1937 until May, 1940. It was an experimental theatre and produced unusual plays. On January 6, 1939, it presented a drama "Orphan Ego" by Dubuque author Leslie Urbach, and in August of 1939 "Radio Play" was acted in which radio itself was the goat of the production. Announcers, quizzes, plots and love scenes were burlesqued on the program.

Linda Dale

A serial adventure over NBC/WKBB heard Monday through Friday beginning in May, 1940 called "Linda Dale" was broadcast. Jan Miner, a Boston girl, played Linda portraying her life anew after months of ups and downs.

Ford Sunday Evening Hour

A CBS and WKBB program which featured stars of good music every Sunday evening at 8 PM during 1937 had Ford Motor Company as its sponsor.

Gang Busters

This program opened over NBC and WKBB on Friday evenings during February, 1940. It was drama about America's war on the underworld. It was sponsored by Sloans Liniment and remained on the air until 1941.

Gay Nineties

Carried over CBS and WKBB weekly was this program which brought a bit of old lace, handle-bar mustaches and hour-glass figures in a variety setup. It was broadcast over CBS and WKBB weekly from 1940 into 1941.

Green Hornet

This was an NBC/WKBB weekly crime drama during 1940 on Monday evenings. Mike Wallace did the announcing and occasionally filled in as an actor. A great newspaper editor turned his business over to his playboy son and secretly hired an ex-cop to watch over his activities. The son undertook a crusade to protect the rights of citizens and adopted the guise of a hornet. He revealed his true identity to his Oriental houseboy Kato. Considered criminal and wanted by police, the Green Hornet and Kato avenged crimes as semi-fugitives and always disappeared before authorities took over.

Ma Perkins

Ma Perkins, a widow of Rushville Center, operated a lumber yard. Her homey philosophy and good deeds gave her a good following on the air. Virginia Payne played Ma. This family program was broadcast over CBS and

WKBB daily, except Saturday and Sunday, from May of 1937 through May, 1938. Proctor and Gamble, makers of Oxydol soap, brought this program to the airwaves.

Major Bowes Capitol Theater Family

Broadcast each Sunday morning for an hour over CBS and WKBB, the Major was a leading figure in the entertainment world, the director of the New York City Capitol Theatre. The program started in February, 1937 and continued until May, 1940 over WKBB. Included on the program was Tommy McLaughlin who sang on WKBB's program "Musical Moments."

Don McNeill's Breakfast Club

"Good Morning, Breakfast Clubbers, Good Morning to Yah, we got right up bright and early just to howdy-do-yah" opened this program over NBC and WKBB starting in May, 1940. Host Don McNeill was born in nearby Galena in 1907. This hour-long variety show from Chicago was on the air for more than 20 years. Among its regular features were: Fiction and Fact from Sam's Almanac, Aunt Fannie (played by Fran Allison), the March Around the Breakfast Table and Morning Prayer. Some of the stars who became very famous were Durward Kirby, Fibber McGee and Molly and Tom Mix.

Metropolitan Opera

With the opera "Le Nozze di Figaro," this program opened on December 7, 1940 over NBC and WKBB. It was hosted by Milton Cross and usually aired for three and one-half hours every Saturday for many years. From the first Saturday in December to the last one in the following March was the schedule. The program was broadcast direct from the Metropolitan Opera House in New York City. Intermission included interviews and an opera quiz on the air. Texaco was the sponsor.

Midstream

Opening in March of 1941, this was a dramatic serial centered around the problems of a middle-aged married couple. It aired on NBC and WKBB Monday through Friday in the morning for many months.

Music Appreciation Hour

Walter Damrosch's "Musical Hour" was designed to teach children to understand and appreciate music. It was an hour-long feature on WKBB via NBC from October, 1940 into 1941 on Friday afternoons.

NBC Symphony Orchestra

This massive orchestra of international fame was led by the distinguished conductor Arturo Toscanini. The concerts were broadcast every Tuesday at 9 PM during 1940 and 1941 over NBC and WKBB.

Parker Family

This was a quarter-hour show in which Leon Janney, well-known stage

and screen juvenile of that period, played the role of Richard, the Great, Parker. He was a typical American boy who wanted to be somebody for the sake of his best girl Elly, portrayed by 18 year-old British actress Pat Ryan. Hugh James was the announcer. This show was broadcast Sunday evenings at 8 PM over NBC and WKBB starting in February, 1941 and continued for many months.

Prescott Presents

Allen Prescott stirred a good portion of his wit into serious moments on this NBC/WKBB program May through September, 1940 on Wednesday mornings at 9:30.

Pretty Kitty Kelly

An exciting drama for heart throbs, sobs and laughter was broadcast over CBS and WKBB during 1938 on weekday mornings. Wonder Bread brought this feature to the airwaves.

Radio Magic

NBC and WKBB brought this program for 15 minutes in early 1941. Many wonders in store for film fans and the latest developments were explained on this program.

Dinah Shore Sings

The glamorous Dinah Shore reached her prime on her own NBC/WKBB show weekly beginning in May, 1940. Harry Von Zell was her announcer. Her program ran through 1941.

Sing Before Supper

This program was heard over NBC/WKBB every Saturday afternoon during 1941 and later. It was based on a highly controversial theory that the best time to sing is not in the bath but just before the evening meal. Equally divided between good music and an analysis of the history and development of advertising slogans, the feature proved quite interesting.

Star Spangled Theater

The NBC Blue Network and WKBB presented two Broadway productions on this theater on February 2, 1941. This was the first time a double feature of stage hits was presented on a half-hour program. The theater was on the air through March, 1941.

Streamlined Journal

Alma Kitchell's 30-minute program reached WKBB via NBC in New York City each Tuesday from October, 1940 until April, 1941. Alma had a different subject each broadcast.

Texaco Star Theatre

With an all-star cast of stage, screen and radio, the "Texaco Star Theatre"

opened on CBS and WKBB in October, 1938 and continued every Tuesday evening until May, 1940. Jimmy Wallington was the announcer. The theatre was sponsored by Texaco Fire Chief Gasoline dealers.

Thunder Over Paradise

This was a drama carried over NBC and WKBB from June, 1940 through September. It covered the struggles of a woman rancher in Central America.

Unlimited Horizons

This was a series of physical science programs designed for the layman and presented by NBC/WKBB in cooperation with Stanford University, the University of California and the California Institute of Technology. It could be heard on Fridays on 10:30 PM from November, 1940 through 1941.

Your Happy Birthday

This program was on every Friday evening in early 1941 over NBC and WKBB. Cash gifts were awarded to lucky persons who were born on a certain date in a particular congressional district. It was a novel idea and had great appeal.

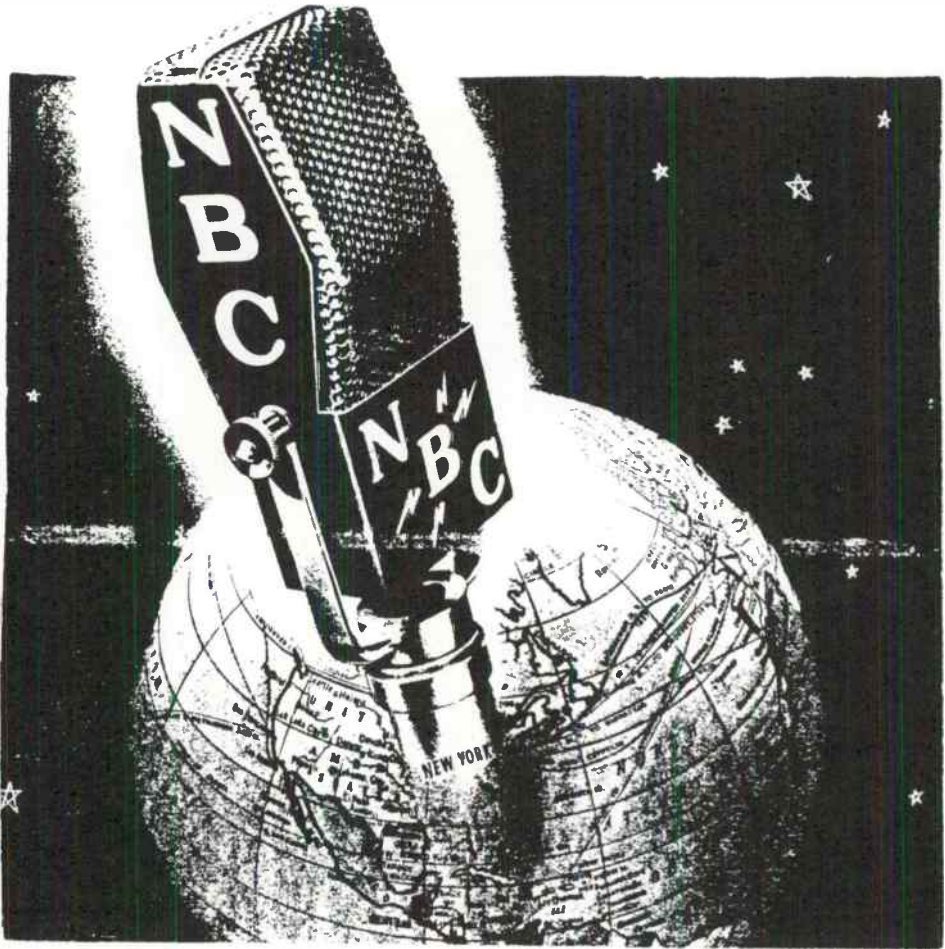
Your Hit Parade

Teenagers especially enjoyed this program of top-selling tunes of the week which had been selected by a survey. It was broadcast every Saturday night for 45 minutes at 8 PM over CBS and WKBB and was sponsored by Lucky Strike Cigarettes. Andre Baruch was the announcer. One could hear the chant of the tobacco auctioneer on the air. The program remained on the air from early 1937 through the 1940's.

Paul Whiteman and His Orchestra

Paul Whiteman was recognized as the foremost Gershwin interpreter when he, along with members of the CBS Symphony, honored composer George Gershwin with a tribute. This program was sponsored by Chesterfield Cigarettes and was aired over CBS and WKBB on Wednesday nights during 1938 and 1939.

No doubt about it, networks enabled WKBB to bring more and different news and entertainment into Dubuqueland's living rooms.



NBC Covers the World

WKBB joined NBC in May, 1940



Title characters in NBC/WKBB's "The Bishop and the Gargoyle"—1940



NBC/WKBB's "The Chamber Music of Lower Basin Street" 1940 (Henry "Hot Lips" Levine)



WKBB brought "Don McNeill's Breakfast Club"—1940 (Don McNeill)



Dinah Shore Sings over NBC/WKBB—1940



Alma Kitchell of "Streamlined Journal" over WKBB from NBC



"Paul Whiteman & His Orchestra" on CBS and WKBB in 1938 and 1939

WKBB Schedules Published

Radio was so new and important in the 1930's that it was imperative WKBB's radio schedules be published. Listeners wanted to know when their favorite programs were to be on the air.

Newspapers and publications in which WKBB radio schedules were printed daily were:

Catholic Daily Tribune, from February, 1934 through April, 1938
Dubuque Daily Tribune, from May, 1938 through April, 1941
Dubuque Leader, from September 20, 1935 through April 15, 1938
Radio Guide, from July, 1936 to well into the 1940's

The *Radio Guide* was a weekly publication which started in 1932 at a cost of 5¢ per copy. It was America's largest radio magazine listing local and national radio schedules in advance, along with stories and features of the radio stars.

In the July 8 to 14, 1939 *Radio Guide* was printed a log of stations in "Edition 'E' Midwestern" showing WKBB along with only four other stations for the State of Iowa, namely:

WHO (1000) Des Moines
 WMT (600) Cedar Rapids and Waterloo
 WOC (1370) Davenport
 WSUI (880) Iowa City

Radio Guide was available at news stands or by mail subscription. In 1937, the cost increased from 5¢ to 10¢ per week. From time to time, WKBB mailed out printed folders containing a week's programs. So tri-state listeners became familiar with WKBB's regular programming schedule.

July 8 through 14, 1939

Log of Stations Listed in Edition E—Midwestern

Call Letters	Kilo-cycles	Power Watts	Location	Net-work	Call Letters	Kilo-cycles	Power Watts	Location	Net-work
KMOX	1090	50,000	St. Louis, Missouri	CBS	WISN	1120	1,000	Milwaukee, Wisconsin	CBS
KOA (3 pm on)	820	50,000	Denver, Colorado	NBC-R	WJBC*	1200	250	Bloomington, Illinois	Local
KSD	550	5,000	St. Louis, Missouri	NBC-R	WJJO	1130	20,000	Chicago, Illinois	Local
KWK	1350	5,000	St. Louis, Missouri	NBC-B & MBS	WJR†	750	50,000	Oetroit, Michigan	CBS
WAAF	920	1,000	Chicago, Illinois	Local	WKBB	1500	250	Oubuque, Iowa	CBS
WBAA	890	1,000	West Lafayette, Indiana	Local	WKBH	1380	1,000	La Crosse, Wisconsin	CBS
WBBM	770	50,000	Chicago, Illinois	CBS	WLS	870	50,000	Chicago, Illinois	NBC-B
WBOW	1310	250	Terre Haute, Indiana	NBC	WLW	700	50,000	Cincinnati, Ohio	NBC & MBS
WCCO	810	50,000	Minneapolis-St. Paul, Minn.	CBS	WMAQ	670	50,000	Chicago, Illinois	NBC-R
WCFL	970	5,000	Chicago, Illinois	NBC	WMBO	1440	5,000	Peoria, Illinois	CBS
WENR	870	50,000	Chicago, Illinois	NBC-B	WMBI	1080	5,000	Chicago, Illinois	Local
WFAM	1200	100	South Bend, Indiana	CBS	WMT	600	5,000	Cedar Rapids and Waterloo, Iowa	NBC-B & MBS
WFBM	1230	5,000	Indianapolis, Indiana	CBS	WOC	1370	250	Davenport, Iowa	CBS
WGN	720	50,000	Chicago, Illinois	MBS	WOWO	1160	10,000	Fort Wayne, Indiana	NBC-B
WHA	940	5,000	Madison, Wisconsin	Local	WROK	1410	1,000	Rockford, Illinois	Local
WHAS†	820	50,000	Louisville, Kentucky	CBS	WSBT	1360	500	South Bend, Indiana	CBS
WHBF	1240	1,000	Rock Island, Illinois	MBS	WSUI	880	1,000	Iowa City, Iowa	Local
WHIP	1480	5,000	Hammond, Indiana	Local	WTAO	900	1,000	Quincy, Illinois	Local
WHO	1000	50,000	Oes Moines, Iowa	NBC-R	WTAM†	1070	50,000	Cleveland, Ohio	NBC-R
WTBA	1280	5,000	Madison, Wisconsin	NBC	WTAQ	1330	5,000	Green Bay, Wisconsin	CBS
WILL	580	5,000	Urbana, Illinois	Local	WTMJ	620	5,000	Milwaukee, Wisconsin	NBC-R
WIND	560	5,000	Gary, Indiana	CBS					
WIRE	1400	5,000	Indianapolis, Indiana	NBC-R					

Frequencies of Stations Carrying Rebroadcasts: KSL, 1130; KNX, 1050; KPO, 680; KOA, 830; KPRC, 920; WBAP, 800; WOAI, 1190; KFI, 640

NBC—National Broadcasting Company
 CBS—Columbia Broadcasting System
 MBS—Mutual Broadcasting System
 NBC-B—National Broadcasting Company
 Basic Blue Network
 NBC-R—National Broadcasting Company
 Basic Red Network

†—Night Programs Only

*—10 a.m. to 5 p.m. Only

★ Star in program listings indicates news highlights.

NOTICE: The information contained in the program schedules presented in these pages is supplied by the stations broadcasting those programs, and RADIO GUIDE should not be considered responsible for errors in announcements due to failure of stations to advise of weekly program changes.

If your favorite station is not listed at quarter or half hour periods, consult the time listings immediately preceding. The chances are that a network program of 30 or 60 minutes' duration is on the air at a quarter-hour when you do not find your station listed.

Surveys

Radio was young in the 1930's during the Great Depression years and not everyone could afford a radio. Often, downtown stores and shops would have a radio or loudspeaker near the open door to allow customers and pedestrians to hear it outside. This was in the years before Main Street was turned into a pedestrian mall.

The *Catholic Daily Tribune* newspaper stated on August 3, 1934: "A 10-minute 'walking survey' during the noon hour showed 15 radio sets heard, 14 of which were tuned to WKBB."

The two songs most often requested at WKBB in January of 1935 were "Stay As Sweet As You Are" and "Winter Wonderland," while the most popular orchestras were Wayne King, Jan Garber, Cab Calloway and Guy Lombardo. Later, the songs in the top two spots were "What's the Reason I'm Not Pleasing You" and "Lovely to Look At." By late November of 1935, WKBB reported that "Red Sails in the Sunset" was the Number One song, while among the top western melodies were "Roll Along Prairie Moon" and "Carry Me Back to the Old Prairie."

Music was the choice of programming with Iowa housewives according to a survey taken by the Drake University in Des Moines during July, 1936 with newscasts holding second place.

In February, 1937 a survey was conducted in Dubuque to ascertain WKBB listenership. It was determined that over 90% of those with radios tuned in to WKBB.

WKBB's primary or best market area included anything within a 40 to 45-mile radius and meant that its signal could be heard at any time of the day or night. (The secondary market would be areas farther away from the station.) WKBB was not directional so its signal was not limited.

In 1937, a coverage map indicated that WKBB could be marketed very well throughout the tri-state area. Of course, afterwards, when a new and higher tower was erected and later moved even higher to 440 feet, the coverage area was increased considerably, making WKBB even more marketable.

Another survey indicated that 77% of the people in Dubuque had telephones and one car or truck, and 91.4% of Dubuque residences had radios. That was in 1939 when the economy had somewhat recovered from the Depression years.

Afterwards

This book does not intend to be a complete history of WKBB/WDBQ which has been on the air for 60 years. Hopefully, it has given the reader a glimpse into the beginning and very early programming when WKBB was a struggling station during the Great Depression era and when broadcasting was such a new innovation. These were the same years that WKBB was also the only radio station in Dubuque.

To bring WKBB somewhat up to date, here are highlights of some of the special programs on the air, the station's business developments, and some of the personnel remembered by the author all after the 1933-41 detailed period.

Special Programs

In 1941, during November and December, Kenneth J. Herbst of Dubuque Company A of the Iowa National Guard, aired interviews and news about Du-buqueland soldiers at Camp Claiborne, Louisiana via WKBB.

On September 26, 1943, more than 100 fans jammed the WKBB studios to see and hear the popular Tiny Hill's Orchestra in person for the broadcast of "Soldiers of Production" over NBC and WKBB.

May 1, 1944 was the date Tommy Dorsey and His Famous Orchestra played to the V-5 and V-12 Naval cadets of Loras College and the University of Du-buque at the Loras gym on the Coca Cola sponsored "Victory Parade of Spotlight Bands" show. This special was broadcast over the Blue Network, WKBB and the Armed Forces Network.

As a soldier stationed in Sacramento, California in 1944, the author of this book visited a USO there which had a broadcast. I wrote to WKBB's Jim Carpenter asking if it would be possible for WKBB to air a program from Du-buque's USO (which was at 7th and Main above Neisner's Five and Ten Cent Store). Mr. Carpenter replied that Dubuque's USO was adequately publicized at that time.

On June 9, 1946, Dubuque and WKBB made nationwide news as WKBB's Vaughn Gayman fed live reports of the tragic Canfield Hotel fire to the entire

country via the American Broadcasting Company Network. Altogether 19 people perished in that catastrophe.

On February 7, 1948, ABC carried the program "Our Town Speaks" coast-to-coast which originated from WKBB with Vaughn Gayman as Master of Ceremonies. It certainly helped Dubuque to be brought before listeners throughout the country.

On April 23, 1951, the *Telegraph Herald* reported that nearly 11,000 cars jammed the Julien Dubuque Bridge approach to view the high waters. Before the days of Dubuque's flood wall, nearly every spring Dubuquers were reminded that the Mississippi River might overflow and many times did. In 1951, luckily sandbags kept flood damage to a minimum. WKBB aired reports direct from the Coast Guard boat to alert citizens of any danger.

On August 26, 1955, Dubuque received a great deal of publicity in a nationwide broadcast over NBC and WDBQ when a large audience at the Ice Harbor greeted Don McNeill and his well-known Breakfast Clubbers for an hour-long live broadcast. The program was aired from the boat "Alma."

Business Developments

On May 4, 1941, a new radio station, KDTH, started regular broadcasting at 1370 KHZ in Dubuque. This provided for competition as well as more radio for the people of the tri-state area.

On April 30, 1943, Walter E. Klauer sold WKBB to the Dubuque Broadcasting Company. Officers and directors of the new Iowa corporation, all of Dubuque, were:

Charles T. Landon, President

James D. Carpenter, Vice President and General Manager

Oscar F. Christofferson, Secretary-Treasurer

Directors:

Leonard T. Carlson, David. B. Casset, Rev. Raymond P. Duggan, Herbert A. Hauptli, Frank A. O'Connor, Dr. Anthony C. Pfohl, Harry Phillips, John J. Roshek, Rev. George N. Schulte, Thomas M. Stampfer, James N. Yiannias and Interstate Finance Corporation.

In the fall of 1944, Dubuque's two radio station managers, Ken Gordon of KDTH and Jim Carpenter of WKBB, agreed to a radio survey of the market by Robert S. Conlan and Associates of Kansas City, Missouri. Both WKBB and KDTH would split the survey costs. The results of the survey revealed that WKBB was the favorite of Dubuquers. A "Thank You" was printed in the *Telegraph Herald* of January 28, 1945.

During 1945 and 1946, WKBB did advertising in magazines and the year-books of Broadcasting, a national publication containing up-to-date information on broadcasters throughout the country. This proved to be a wise investment as it increased business.

In May, 1946, WKBB moved its studios to the second floor of the First National Bank Building at 5th and Main. The station wanted to expand and the present space was needed for the hotel operation.

On February 8, 1948, another "radio first" came to Dubuque—station WDBQ-FM went on the air on 103.3 kilohertz (KHZ) with a power of 15 megahertz (MHZ).

On March 15, 1952, WKBB changed its call letters to WDBQ-AM and FM to identify the station more closely with the area it served.

In 1958, Communications Properties, Inc. purchased WDBQ-AM and FM, and Philip T. Kelly was manager. Studios were moved to the transmitter site at Flora Park so all facilities could be together. However, in July of 1962, the studios and offices were moved to the Penthouse and 4th floor of the Fischer Building at 9th and Main Streets to gain more room.

On September 1, 1965, a new RCA tower 440 feet tall was installed, and on June 20, 1966 WDBQ-FM changed its location on the dial to 105.3 KHZ and increased its power to 50 MHZ.

The station's offices and studios were moved to 12th and Iowa Streets in February, 1968 because additional room was needed and facilities could be together.

On January 27, 1974, WDBQ-FM changed its call letters to KIWI, to signify Iowa, Wisconsin and Illinois as the service area. Great American music was the new format.

WDBQ-AM went on the air 24 hours a day in February, 1973.

In 1982, KIWI's call letters were changed to KLYV to portray a more upbeat sound, and that same year WDBQ-AM went stereo. Effective December 15, 1984 WDBQ-AM went to 1000 watts power day and night.

In October, 1987, the stations moved the entire operation to their brand new "broadcast center" at 5490 Saratoga Road in Asbury. The station was still moving ahead.

Personnel

After the year 1941, a number of people passed through the doors of WKBB/WDBQ. People working at radio stations often moved from station to station during their careers. And, so many at WKBB/WDBQ have left town and their whereabouts are unknown, while others have gone to other radio stations or to other professions. However, some employees will be remembered because of their program or a particular incident by listeners. Some of those easily recalled in the period after 1941 are mentioned below.

Pat Fleming, the "Voice of the Dubuque Packers Baseball Team" started in 1952 at WDBQ. He said: "Jim Carpenter was a meticulous craftsman, which was important to me because I never wanted to go near a press box unless I was prepared. He was a great influence on my career. I remember one night, we were doing a football game at Senior High...I gave the starting line-ups, and just after the kick-off, there was a power failure. Jim never missed a beat.

He said, 'Here's Pat', and for the next 37 minutes sitting in the darkness, it was up to me to fill the air time. I suspect I was a little more than redundant." Of course, Pat was able to carry on without the radio audience realizing the situation because of his remarkable ad-libbing talent. He was chosen for the 1989 Media award for broadcasting by the High School Athletic Association. Pat has been Director of Community Relations at Mercy Medical Center since 1967.

Another interesting radio personality was William T. Nankival, known as Bill Thomas on the air. He was a very personable disc jockey with an easy resonant voice which people liked. However, Bill was blind. He and his wife worked out a unique system. He worked using earphones as a script from a tape recorded by his wife Betty the day before. When Bill was on the air, Betty in the next studio awaited his signal for the time and temperature check. And, because Bill knew from memory the musical discs in the studio's library and he played a few bars of each ahead of time, he could make the proper announcements before putting the record on the air. It was a marvelous two-party combination. However, in 1963 Bill was forced to leave the air because he couldn't continue his work without the help of his wife. She was expecting their second child and they had a one-year-old at home.

In *The Witness* newspaper of October 8, 1959, it was stated: "Philip Kelly, manager of WDBQ, expressed the feelings of all those working with Bill and Betty when he said that it was impossible to find words to describe what they have accomplished, only a person in the radio business is able even to begin to realize what a smooth operation the team is...there was no doubt that the team, the only such combination in the nation, not only did a satisfactory job but Bill is one of the two top announcers in the city of Dubuque."

"Bill admits that he and Betty have been given a tremendous cross but because of the help of many friends and their acceptance of the will of God, the cross has become, as is always true, a blessing—the world of sound."

Paul Hemmer, a native of Dubuque, joined WDBQ in May of 1967 as the morning man, a shift he enjoys to this day. He had really begun his radio career back in 1960 as a part-time disc jockey while going to school. He graduated with a music degree from the University of Wisconsin-Platteville. Paul was *Telegraph Herald's* "First Citizen" when he wrote the score and lyrics for the "Get the Lead Out" production in 1976 for our country's 200th birthday. He also produced "WDBQ-The Way We Were" in 1983 for the station's 50th anniversary. Paul is a member of The International Radio Broadcasters Idea Bank and is listed in "Who's Who in America" and "Who's Who in Entertainment." Now, in 1993, Paul serves as WDBQ's Operations Director and has become very popular both on and off the air.

Also, I remember Walt Kaiser who tried so many different types of formats for his program of music; and Kevin O'Keefe, whose real name was Kevin Doran. He handled the unusual "The World Name Calling Contest" program.

I also remember Tim Russell, who went on to do impressions and voice characterizations on national radio commercials; Nick Sutton who did announcing during the war years; Al Sampson, who started in 1966 as an announcer and reported news, finally becoming news director in 1971. He said: "I recall the large and colorful revolving WDBQ sign on the top of the penthouse. Also, I was the first to broadcast from the new location at 1170 Iowa with the noon news."

Some others were Joseph F. Costa, a musician; Dave Castrodale who in 1956 was the "early morning man;" Bob Carpenter, son of Jim and Ethel Carpenter who did announcing and then went on to WMT in Cedar Rapids; my personal friend Terry Dorsey, who served as program director and then went to KGEO in Bakersfield, California; Jim Fee, another announcer and disc jockey in 1956; Bob Gilliam who was the "man on the street" in 1945; Thomas G. Goodman, program director in 1954 to 1958; the "Dean of Iowa's Newscasters" Vaughn Gayman; my good friend Don Heim who served as the station's chief engineer for many years; Jim Jensen, who was another "early morning man;" Bob Kaliban, the brilliant fellow who went on to Broadway; Bob Morrow with his terrific voice and who wrote beautiful poetry even into the ads on the air; Jim Most, a news reporter in 1957; and Gerald F. Tuohy who was easy to listen to with his "Tunes with Tuohy" program.

The station had general managers, too, to run the operations. As stated previously, Reggie Martin was the station's first general manager in 1933 followed by Jim Carpenter in 1936. In 1954 James R. King became manager. In 1958 Philip T. Kelly became general manager and now his son, Kevin T. Kelly manages the stations.

These people are just a few of the many who comprised the WKBB/WDBQ staff over the years.

Broadcasting changed through the years, with a great increase in the number of stations causing sharper competition, but its primary purpose remains the same—it was and is the interests of the recipients of messages, not the senders, to be served. And, as a result, the advertisers and sponsors, the licensees, the businessmen and the listening public all benefit.

So in the past 60 years, broadcasting has proven its ability to market ideas, philosophies, government, products and to fulfill the demands of the performing arts. And, behind all these accomplishments, are the stories of the little things that made it possible. The American public in general, and Dubuque and the tri-states in particular, are the benefactors of the radio stations in this area; and now, in 1993, WDBQ (AM) and KLYV (FM) move onward and upward into the future with those same ideals—to serve the interest of the public, as it has for 60 years.



WKBB

**THE BLUE
NETWORK**

**OFFICES - HOTEL JULIEN
DUBUQUE, IOWA**

August 2, 1944

Cpl. Len R. Kruse #17112908
Co. H-15th Sig Tug Regt.
Fort Monmouth, N. J.

Dear Len:

Thanks very much for your letter of July 30th concerning the USO Program. Perhaps after this USO gets under way so we'll know just exactly what we can count on each week, we can arrange a program such as you suggest. It sounds like a dandy and should be good for civilian as well as Armed Forces listeners.

We really have one of the finest small USO's in this part of the country. It's complete with lounge, reading room, writing desks, radio, juke box, ping pong, pool, ironing board, sewing materials, etc. We hope the next time you are back this way you'll drop up and see it, how it compares with other USO's in cities of this size.

We're always glad to hear from you and hope you'll drop up to the Radio Station to see us on your next furlough.

With kindest personal regards, I am

Yours sincerely,

Jim Carpenter
Vice-President,
DUBUQUE BROADCASTING CO.

JDC:ek

OWNED AND OPERATED BY DUBUQUE BROADCASTING CO.

Station Manager's reply to Len Kruse's letter in 1944

THANK YOU DUBUQUE

*for selecting as your favorite
radio station both day and night*

WKBB

In the morning, afternoon, and evening more Dubuque people listen to WKBB than to any other radio station. In fact, during the morning hours from 8:00 A.M. to Noon, Monday through Friday, more Dubuque people listen to WKBB than to all other stations put together.

These are the facts about Dubuque radio listening habits as disclosed in an impartial and unbiased survey conducted in Dubuque several weeks ago by

Robert S. Conlan & Associates of Kansas City. For giving Dubuque's first station such an overwhelming vote of confidence, WKBB extends its most sincere thanks.

The Conlan survey also showed that the 4 programs to which Dubuque people give the top audience ratings are WKBB programs. So again, thank you Dubuque, and remember, for the best in radio, morning, afternoon, and night, stay tuned to Dubuque's own Blue Network station, WKBB.

1490 ON YOUR DIAL

Dubuque's First Station Is Dubuque's Favorite

Telegraph Herald, January 28, 1945



TELL 'EM OVER WKBB

THE CENTER OF ONE OF AMERICA'S RICHEST MARKETS

This year WKBB celebrates eleven years of service to the people of Dubuqueland. And . . . in so serving has built a faithful listener following . . . making WKBB the only station through which you can be sure of adequate broadcasting coverage in the Dubuque Trade Territory!

Listeners in Dubuqueland just naturally choose WKBB . . . the radio voice of the key city in one of America's richest markets! If you have a selling job to do, and want to reach this rich market . . . write or wire us, or ask the Burn-Smith Company, Inc., about availabilities.

WKBB

1490

ON YOUR DIAL

BLUE NETWORK STATION . . . DUBUQUE, IOWA



WKBB
FIRST IN IOWA'S
FASTEST GROWING
MARKET

THIS year Iowa celebrates 100 years of statehood, but Dubuque dates its history back to 1788, when the explorer Julien Dubuque found extensive lead deposits. But don't let Dubuque's 158 years fool you. Full of youthful vigor and riding the crest of Industrial expansion, Dubuque is Iowa's fastest growing city. Here is a market no alert advertiser can afford to overlook. And in Dubuque WKBB is First in listener preference morning, afternoon, and night!

WKBB DUBUQUE
IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY



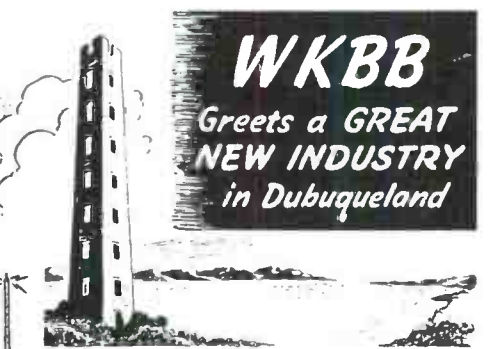
WKBB
FIRST IN IOWA'S
FASTEST GROWING
MARKET

NOW a beloved land-mark, Dubuque's Shot Tower was built in 1855 for molding lead from the nearby mines. Yes, Dubuque; Iowa's oldest city is steeped in pioneer tradition. Today, however, Dubuque is leading in Iowa's program of vast industrial expansion, providing alert advertisers with a profitable market. And in Dubuque, WKBB holds first place in radio listenership . . . morning, noon and night!

James D. Carpenter—Executive Vice President
 Represented by—Howard H. Wilson Co.

WKBB DUBUQUE
IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY



WKBB
Greets a GREAT
NEW INDUSTRY
in Dubuqueland

Again the mighty Mississippi forms a backdrop for a bright new industry in Dubuque. Blueprints are finished and construction has begun as the Virginia Carolina Chemical Company, manufacturers of the chemical fertilizers so vital to Mid-western farming regions, WKBB welcomes the Virginia Carolina Company, being built near Dubuque's sturdy and landmark, the Shot Tower, and is pleased to see it join other leading industries in Iowa's fastest growing city. To advertise your product, take advantage of WKBB . . . first in radio listenership in Dubuque morning, noon and night.

James D. Carpenter—Executive Vice President
 Represented by—Howard H. Wilson Co.

WKBB DUBUQUE
IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY



To Reach the Thriving
Dubuque Market—
RADIO-WISE
ADVERTISERS
LOOK TO WKBB

As new industries spring up in Iowa's oldest city, Dubuque is well deserving of its title, "Fastest Growing City in the Hawkeye State," and provides an ever-increasing buying audience for your radio program.

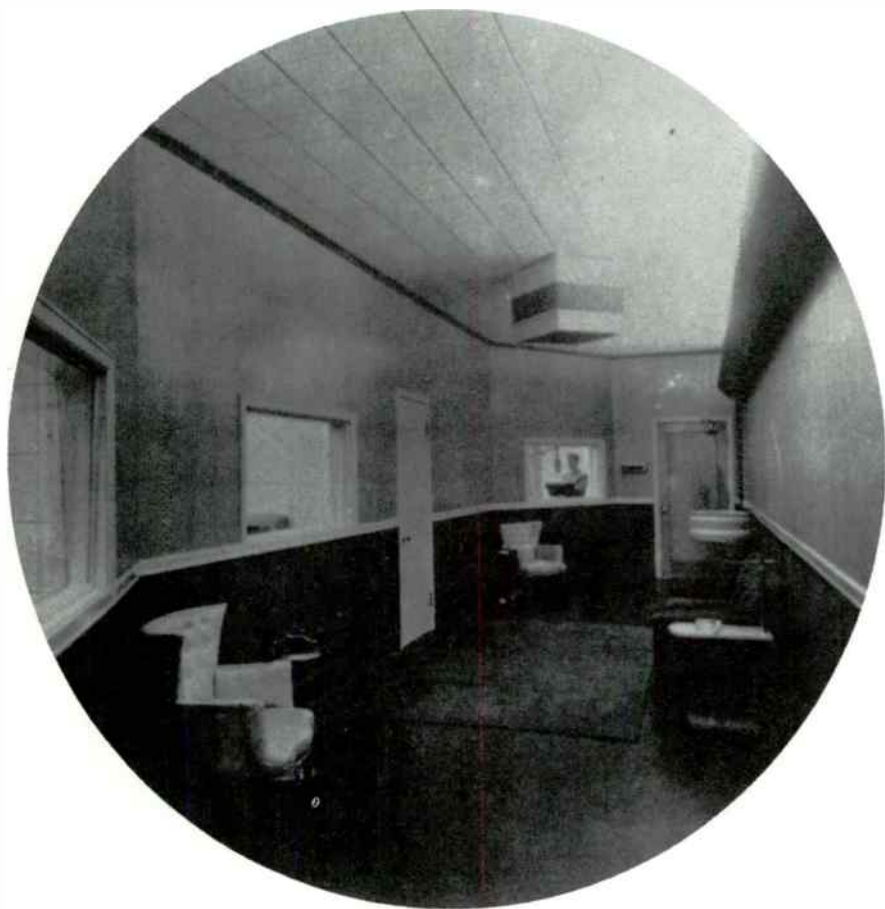
A survey by Robert S. Canlan and Associates proved that more Dubuque people listen to WKBB—morning, noon, and night—than to any other radio station. In fact, the highest rating any outside station reached was only 13.3% of the Dubuque audience.

Take advantage of this high listenership by advertising your product on Dubuque's most popular radio station, WKBB.

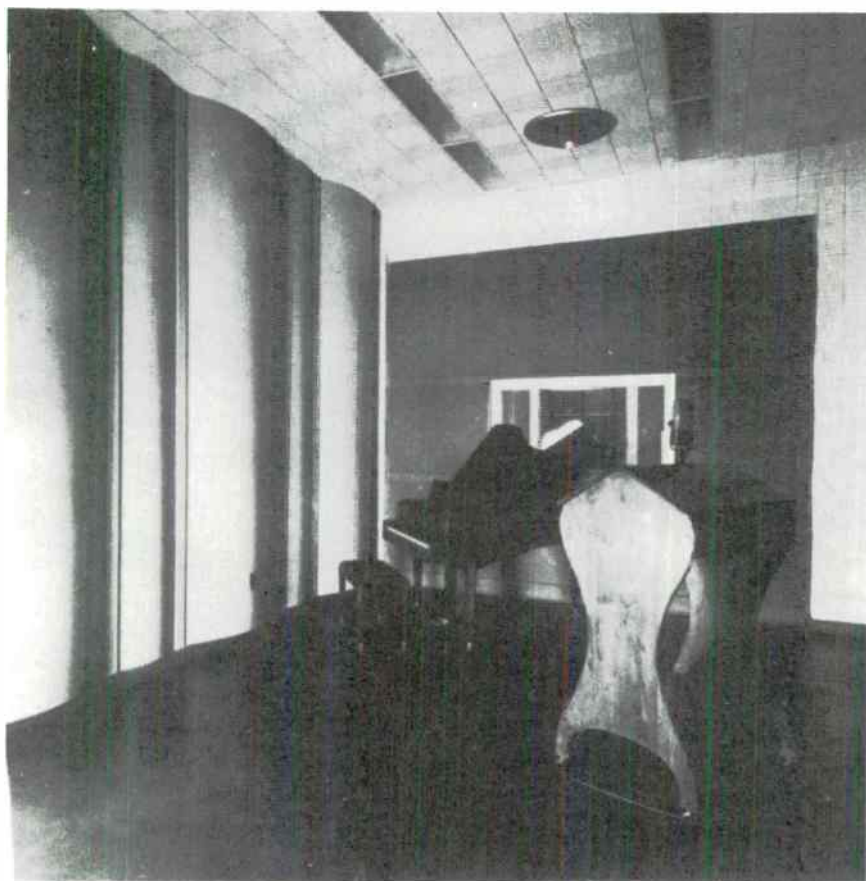
James D. Carpenter—Executive Vice President
 Represented by—Howard H. Wilson Co.

WKBB DUBUQUE
IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY



Second floor of First National Bank Building at 5th & Main,
WKBB's observation foyer—1946



Studio D of WKBB in First National Bank Building—1946

Listen to
DUBUQUE

On the Air

Saturday

12:30—1:00 P. M.

Over the
ABC Network
Coast-to-Coast

**"OUR TOWN
SPEAKS"**

Heard Locally
Over


WKBB

Dubuque's ABC Station

1490

ON YOUR DIAL

FEB. 7-1948



Listen to me—
I'll be on the air!

ABC
NATION-WIDE BROADCAST
"Our Town Speaks"
12:30 NOON, SATURDAY, FEBRUARY 7
STATION **WKBB**

CARR, ADAMS & COLLIER CO. BILLY & BOB
WOOD & DOWN

Announcing

WDBQ

Dubuque's first FM Station

Frequency modulation is the new, static-free, full-tone method of broadcasting. It requires a new, different type of transmission . . . consequently, listeners must have new, frequency modulation radio receivers to hear it. WDBQ is now on the air. Listeners with frequency modulation receivers can hear it on channel 277 with a dial setting of 103.3 megacycles. WDBQ is named for the city and the territory it serves. Operating from 8:00 A. M. until midnight each day, WDBQ is the first Dubuque radio station to bring radio listeners the advantages of static-free, full-toned FM reception.

Operated in Connection with

WKBB

Dubuque's First Amplitude Modulation Radio Station

for **FM-WDBQ**
103.3 On Your Dial

ABC
NETWORK

for **AM-WKBB**
1490 On Your Dial

Telegraph Herald—February 8, 1948



1951 flood was "on the spot" news on WKBB
(Jim Carpenter broadcasts aboard coast guard boat)

your old friend **WKBB** has changed it's name to...



WDBQ

1490 ON YOUR AM DIAL

103.3 ON YOUR FM DIAL

Serving Dubuqueland since 1933, now even the call letters of your favorite station blend with the name of the city . . . WDBQ stands for DuBuQue. WDBQ is pledged to carry on the tradition of all that is good and wholesome in radio entertainment for all the family.

For distant reception or when static and storms interfere, you'll find the same fine programs crystal-clear and static-free on WDBQ-FM. Owned by Dubuque people, named for Dubuque and operated for all Dubuqueland, WDBQ and WDBQ-FM are your best bet night and day.

==== *First in Dubuque!* ====

VARIETY PROGRAMS

Don McNeill Breakfast Club
Osce and Harriet Nelson
Break the Bank
Original Amateur Hour
Paul Whitman Ten Club
Kierman's Family Circle
Time for Defense

NEWS COMMENTATORS

Walter Winchell
Paul Harvey
George Sokolsky
Ted Malebe
Drew Pearson
Don Gardner
Vaughn Gayman
Martin Agronsky

CHILDREN'S FICTION

Let's Rehearse Today
Loose Patrol
Six Jen and Sparkie
Tom Corbett, Space Cadet
Adventures of Mark Trail

WOMEN'S FEATURES

Whispering Streets
Lone Journey
Jesse Jordan, M. D.
Betty Crocker Magazine
Clarke College Kitchen
Mary Martin
Try Neighbors Voice

MYSTERY

Richard Diamond
Mystery Theater
Defense Allegory
This Is Your FBI
Rogue's Gallery
Mr. District Attorney
Top Guy

DRAMA

Greatest Story Ever Told
The Great Adventure
The Lone Ranger
The Silver Eagle
Tatter Proudfoot
Newstand Theater
The Big Hand

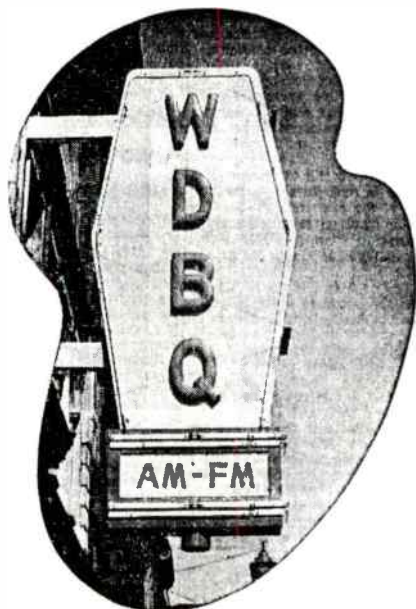
MUSIC

Metropolitan Opera
Sing the Music
The Jack Berch Show
Now Is the Time
Music for Reading
Johnny One-Note
Cote Glee Club

MISCELLANEOUS

America's Town Meeting
News of Tomorrow
Dream Harbor
Masquerade Bandstand
Doctor Goo
Friday Night Fight

a new name for an old friend...



Shakespeare said . . . "What's in a name?" And in radio, the answer is . . . "A great deal." Du-BuQue's first radio stations have been renamed to stand for their home city. These special new call letters, WDBQ, AM and FM, are just another indication that these stations are devoted to your

community and its interests. Notice our new microphone-shaped sign at the corner of Fifth and Main . . . and in the words of another famous writer . . . "Come up and see us sometime". WDBQ is FOR you . . . ABOUT you . . . and now, named for the home city of the large tri-state area it serves!



First in Dubuque!

- 1490 ON YOUR AM DIAL - 103.3 ON YOUR FM DIAL -

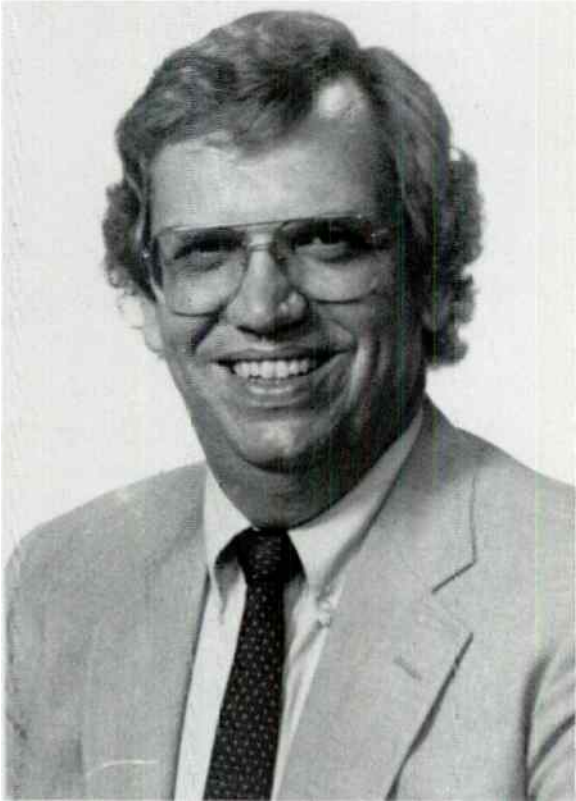
Telegraph Herald—March, 1952



New RCA transmitter at WDBQ
(Jim Carpenter and John Uyeoka)



WDBQ's new transmitter—1952
L to R: Fran Barker, John Uyeoka and Ken Caldwell



Paul Hemmer, Operations Director



Facility at 1170 Iowa Street
1968-1987



Pat Fleming



MERCYCRESTPHOTO

Summer of 1985



MERCYCREST PHOTO

Summer of 1985

afterwards



WDBQ personalities in 1992: (L to R) Paul Hemmer, Tom Berryman, Jolene Kilcoyne, Jack Kilcoyne; (front) Tom Brenner and Bob Anthony



PHILIP T. KELLY, *President*
Communications Properties, Inc.



Broadcast Center at 5490 Saratoga Road
in Asbury, 1987-



Radio Program Schedule

11th Anniversary
Edition

Winter 1944

W K B B

1490 ON YOUR DIAL



FOREWORD

During the month from November 15th to December 15th, 1944, WKBB is celebrating its 11th Anniversary. Since its humble beginning 11 years ago, and through its period of constant growth and expansion, WKBB has been recognized as Dubuque's friendly station, ever alert to its responsibilities of public service and trust. WKBB is owned and operated by Dubuque people, in Dubuque, and for Dubuque. WKBB is Dubuque's own station, and pledges throughout the coming years to continue its policies of public service and to bring into your home radio programs which you will welcome as your favorites and friends. Keep this printed program schedule near your radio. It is complete for the winter season of 1944-45.

1490

ON YOUR DIAL

SUNDAY

Special events and important matters of public service often require last-minute program changes but, with unforeseen exceptions, this printed schedule will serve as a dependable aid in selecting your favorite programs.

Morning

- 7:00 — **First NEWS Roundup**
- 7:05 — **The Woodshedders**
- 7:30 — **Coffee Concert**
- 8:00 — **Blue Correspondents Abroad**
— NEWS from the four corners of the earth.
- 8:15 — **Coast-to-Coast on a Bus**
- 9:00 — **United Church Services**
— conducted by a different church each Sunday.
- 9:30 — **The Southernaires**
— a reverent program of Negro spirituals.
- 10:00 — **AAF Symphonic Flight**
— from Air Force headquarters.
- 10:30 — **Hour of Faith**
— conducted by the Catholic Church.
- 11:00 — **First Congregational Church**
— complete service under the direction of Dr. Max Strang.

Afternoon

- 12:00 — **Noontime Concert**
- 12:15 — **Roshek's NEWS**
— complete reports from home and abroad.
- 12:30 — **Sammy Kaye's Tangee Serenade**
— music by the master of "swing and sway".
- 12:55 — **Sunday NEWS Extra**
— with Leland Stowe.
- 1:00 — **Chaplain Jim, U.S.A.**
— dramatic life of an army chaplain.
- 1:30 — **George Hicks**
— the NEWS direct from Europe.
- 1:45 — **Hasten the Day**
- 2:00 — **The Charlotte Greenwood Show**
— music and comedy drama.
- 2:30 — **Miss Hattie**
— starring Ethel Barrymore.
- 3:00 — **Darts for Dough**
— a quiz show with a new twist.
- 3:30 — **World of Song**
— fine music, beautifully sung.
- 4:00 — **Mary Small Review**
— complete variety of music, comedy and drama.
- 4:30 — **Hot Copy**
— adventures of Ann Rogers, reporter.
- 5:00 — **Philco Hall of Fame**
— the "King of Jazz", Paul Whiteman, with a host of guest stars selected by Variety Magazine as radio's finest entertainers.

"This is the *BLUE* Network"

Evening

- 6:00 — **Drew Pearson**
— Washington Merry-go-round in person.
- 6:15 — **Monday Morning Headlines**
— Don Gardiner reports the NEWS.
- 6:30 — **The Quizz Kids**
— Joe Kelly's amazing school kids' questionnaire.
- 7:00 — **Greenfield Village Choir**
— presented by Mr. and Mrs. Henry Ford.
- 7:15 — **Roshek's NEWS**
— latest reports from home and abroad.
- 7:30 — **Joe E. Brown**
— with his quizz show, Stop or Go.
- 8:00 — **Walter Winchell**
— America's one-man newspaper.
- 8:15 — **Hollywood Mystery Time**
— thrilling mystery drama.
- 8:45 — **Jimmie Fidler**
— Hollywood's inside gossip.
- 9:00 — **Curtain Calls**
— repeat performances for your favorite melodies.
- 9:30 — **Silver Nocturne**
— a half hour of uninterrupted music for rest and reflection.
- 10:00 — **Roshek's NEWS**
— latest reports from home and abroad.
- 10:15 — **Yanks in the Orient**
— direct from China-Burma-India.
- 10:30 — **George Paxton's Orchestra**
- 10:55 — **War NEWS**
- 11:00 — **Gay Claridge's Orchestra**
- 11:30 — **Harry Owen's Orchestra**
- 11:55 — **Final NEWS Summary**

During the winter months, radio assumes increasing importance in informing and entertaining the entire family on Sunday afternoon and evening. WKBB is extremely proud of its Sunday schedule because, program for program, it is unexcelled by any station anywhere. Such outstanding radio favorites as Sammy Kaye, George Hicks, Charlotte Greenwood, Ethel Barrymore, Mary Small, Paul Whiteman, Drew Pearson, the Quizz Kids, Joe E. Brown, Walter Winchell, and Jimmie Fidler combine in news, music, comedy, and drama to give you a variety of programming that keeps WKBB first as a Sunday favorite with Dubuqueland radio listeners.



MONDAY

Special events and important matters of public service often require last-minute program changes but, with unforeseen exceptions, this printed schedule will serve as a dependable aid in selecting your favorite programs.

Morning

- 6:30 — **Chancel Steps**
- 6:45 — **Tic Toc Tunes**
- 7:00 — **Martin Agronsky**
— Daily War Journal.
- 7:15 — **Your Life Today**
- 7:30 — **Roshek's NEWS**
— latest reports from home and abroad.
- 7:45 — **Your 7:45 Date**
- 8:00 — **The Breakfast Club**
— with Don McNeill, Nancy Martin, Marlon Mann, Jack Owens, the Romeos, and Rex Maupin's orchestra.
- 9:00 — **My True Story**
— real life dramas from True Story Magazine.
- 9:25 — **Aunt Jemima**
- 9:30 — **Roshek's NEWS**
— latest reports from home and abroad.
- 9:45 — **One Woman's Opinion**
— Lisa Sergio comments on current events.
- 10:00 — **Breakfast at Sardi's**
— the ladies breakfast with Tom Breneman.
- 10:30 — **Kellogg's NEWS**
— reported by Gilbert Martyn.
- 10:45 — **Jack Berch and His Boys**
— informal music and fun.
- 11:00 — **Glamour Manor**
— musical variety and comedy with Cliff Arquette.
- 11:30 — **The Farm and Homemakers**
- 11:45 — **Frank Kerrigan**
— Dubuque County farm news.

Afternoon

- 12:00 — **Luncheon Dance**
- 12:15 — **Roshek's NEWS**
— latest reports from home and abroad.
- 12:30 — **Mulgrew Melodies**
— the day's best-selling records.
- 12:45 — **Your Pet Corner**
- 12:55 — **Do You Want a Job?**
- 1:00 — **Kiernan's NEWS Corner**
- 1:15 — **The Mystery Chef**
- 1:30 — **Ladies, Be Seated**
- 2:00 — **Songs by Morton Downey**
- 2:15 — **Hollywood Star Time**
— with the movie stars.
- 2:30 — **Blue Previews**

"This is the **BLUE Network**"

- 2:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 3:00 — **Ethel and Albert**
— comedy in daily living.
- 3:15 — **Don Norman Show**
— Don interviews the ladies.
- 3:30 — **Time Views the NEWS**
— the voice of the March of Time.
- 3:45 — **Melody Musings**
— your favorite melodies with Ethel at the piano.
- 4:00 — **Swing Shop**
- 4:15 — **Loras College Presents**
- 4:30 — **The Sea Hound**
— adventure on the high seas.
- 4:45 — **Hop Harrigan**
— young America's flying hero.
- 5:00 — **Terry and the Pirates**
— thrilling adventure in China for Terry Lee.
- 5:15 — **Dick Tracy**
— America's ace detective at work.
- 5:30 — **Jack Armstrong**
— the All-American boy.
- 5:45 — **The Sports Review**

Evening

- 6:00 — **Candlelight and Silver**
— selected dinner concert.
- 6:30 — **10-2-4 Time**
— with charming Martha Mears.
- 6:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 7:00 — **Watch the World Go By**
— famous commentators review the NEWS.
- 7:15 — **Easy Listening**
— D'Artega directs the Interstate orchestra and chorus.
- 7:30 — **Blind Date**
— Arlene Francis introduces servicemen to glamour girls.
- 8:00 — **Counterspy**
— action-filled drama by Phillips Lord.
- 8:30 — **Victory Parade of Spotlight Bands**
— the nation's best orchestras salute the services.
- 9:00 — **Raymond Gram Swing**
— America's No. 1 commentator reviews the NEWS.
- 9:15 — **Ted Malone**
— human stories direct from the battle lines.
- 9:30 — **Bowling Scores**
— direct from the Dr. Pepper Bowling Lanes Club.
- 9:45 — **The Waltz You Saved**
- 10:00 — **Falstaff Openshaw**
— a barrel of evening fun.
- 10:15 — **Roshek's NEWS**
— the latest reports from home and abroad.
- 10:30 — **Saludos Amigos**
- 10:55 — **War NEWS**
- 11:00 — **Gay Claridge's Orchestra**
- 11:30 — **Henry J. Taylor**
— comments on the NEWS.
- 11:45 — **Emil Vanda's Orchestra**
- 11:55 — **Final NEWS Summary**

T U E S D A Y

Special events and important matters of public service often require last-minute program changes but, with unforeseen exceptions, this printed schedule will serve as a dependable aid in selecting your favorite programs.

Morning

- 6:30 — Chancel Steps
- 6:45 — Tic Toc Tunes
- 7:00 — Martin Agronsky
— Daily War Journal.
- 7:15 — Your Life Today
- 7:30 — Roshek's NEWS
— latest reports from home and abroad.
- 7:45 — Your 7:45 Date
- 8:00 — The Breakfast Club
— with Don McNeill, Nancy Martin, Marlon Mann, Jack Owens, the Romeos, and Rex Maupin's Orchestra.
- 9:00 — My True Story
— real life dramas from True Story Magazine.
- 9:25 — Aunt Jemima
- 9:30 — Roshek's NEWS
— latest reports from home and abroad.
- 9:45 — The Listening Post
— dramatization of Saturday Evening Post stories.
- 10:00 — Breakfast at Sardi's
—the ladies breakfast with Tom Breneman.
- 10:30 — Kellogg's NEWS
— reported by Gilbert Martyn.
- 10:45 — Jack Berch and His Boys
— informal music and fun.
- 11:00 — Glamour Manor
— musical variety and comedy with Cliff Arquette.
- 11:30 — Central Ave. Parade
— free tickets to the Grand, Orpheum, Avon, and Strand theaters.

Afternoon

- 12:00 — Luncheon Dance
- 12:15 — Roshek's NEWS
— latest reports from home and abroad.
- 12:30 — Mulgrew Melodies
— the day's best-selling record hits.
- 12:45 — Your Pet Corner
- 12:55 — Do You Want a Job?
- 1:00 — Kiernan's NEWS Corner
- 1:15 — The Mystery Chef
- 1:30 — Ladies, Be Seated
- 2:00 — Songs by Morton Downey
- 2:15 — Hollywood Star Time
— with the movie stars.

"This is the BLUE Network"

- 2:30 — **Blue Previews**
- 2:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 3:00 — **Ethel and Albert**
— comedy in daily living.
- 3:15 — **Don Norman Show**
— Don interviews the ladies.
- 3:30 — **Time Views the NEWS**
— Westbrook Van Voorhis reports for the editors of Time magazine.
- 3:45 — **Melody Musings**
— your favorite melodies with Ethel at the piano.
- 4:00 — **Chester Bowles**
— the director of the OPA reports to the people.
- 4:15 — **Spirit of the Vikings**
- 4:30 — **The Sea Hound**
— adventure on the high seas.
- 4:45 — **Hop Harrigan**
— young America's flying hero.
- 5:00 — **Terry and the Pirates**
— thrilling adventure in China for Terry Lee.
- 5:15 — **Dick Tracy**
— America's ace detective at work.
- 5:30 — **Jack Armstrong**
— the All-American boy.
- 5:45 — **The Sports Review**

Evening

- 6:00 — **American Side Show**
- 6:30 — **Rainbow Rendezvous**
— selected dinner concert.
- 6:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 7:00 — **Watch the World Go By**
— famous commentators review the NEWS.
- 7:15 — **Melody Musings**
— favorite melodies with Ethel at the piano.
- 7:30 — **Alan Young Show**
— America's new comedy sensation.
- 8:00 — **Your Own Gracie Fields**
— England's favorite is America's sweetheart now.
- 8:30 — **Victory Parade of Spotlight Bands**
— the nation's best orchestras salute the services.
- 9:00 — **Raymond Gram Swing**
— America's No. 1 commentator reviews the NEWS.
- 9:15 — **George Hicks**
— reports direct from the battle fronts.
- 9:30 — **Let Yourself Go**
— fun with the audience and Milton Berle.
- 10:00 — **Roshek's NEWS**
— latest reports from home and abroad.
- 10:15 — **Bowling Scores**
— direct from the Dr. Pepper Bowling Lanes Club.
- 10:30 — **Silver Nocturne**
— a half hour of uninterrupted music for rest and retrospection.
- 11:00 — **Half and Half**
— half sweet and half swing.
- 11:30 — **Henry J. Taylor**
— comments on the NEWS.
- 11:45 — **Frankie Carle's Orchestra**
- 11:55 — **Final NEWS Summary**

"1490 on your radio dial"

WEDNESDAY

Special events and important matters of public service often require last-minute program changes but, with unforeseen exceptions, this printed schedule will serve as a dependable aid in selecting your favorite programs.

Morning

- 6:30 — **Chancel Steps**
- 6:45 — **Tic Toc Tunes**
- 7:00 — **Martin Agronsky**
— Daily War Journal.
- 7:15 — **Your Life Today**
- 7:30 — **Roshek's NEWS**
— latest reports from home and abroad.
- 7:45 — **Your 7:45 Date**
- 8:00 — **The Breakfast Club**
— with Don McNeill, Nancy Martin, Marlon Mann, Jack Owens, the Romeos, and Rex Mau-pain's orchestra.
- 9:00 — **My True Story**
— real life dramas from True Story magazine.
- 9:25 — **Aunt Jemima**
- 9:30 — **Roshek's NEWS**
— latest reports from home and abroad.
- 9:45 — **The Listening Post**
— dramatization of Saturday Evening Post stories.
- 10:00 — **Breakfast at Sardi's**
— fun for breakfast with Tom Breneman.
- 10:30 — **Kellogg's NEWS**
— reported by Gilbert Martyn.
- 10:45 — **Jack Berch and His Boys**
— informal music and fun.
- 11:00 — **Glamour Manor**
— musical variety and comedy with Cliff Arquette.
- 11:30 — **Central Ave. Parade**
— free tickets to the Grand, Orpheum, Avon, and Strand theaters.

Afternoon

- 12:00 — **Luncheon Dance**
- 12:15 — **Roshek's NEWS**
— latest reports from home and abroad.
- 12:30 — **Mulgrew Melodies**
— a recorded parade of today's hit tunes.
- 12:45 — **Your Pet Corner**
- 12:55 — **Do You Want a Job?**
- 1:00 — **Kiernan's NEWS Corner**
- 1:15 — **The Mystery Chef**
- 1:30 — **Ladies, Be Seated**
- 2:00 — **Songs by Morton Downey**
- 2:15 — **Hollywood Star Time**
— with the movie stars.

"This is the **BLUE Network**"

- 2:30 — **Blue Previews**
- 2:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 3:00 — **Ethel and Albert**
— comedy in daily living.
- 3:15 — **Don Norman's Show**
— Don interviews the ladies.
- 3:30 — **Time Views the NEWS**
— Westbrook Van Voorhis reports for the editors of Time magazine.
- 3:45 — **Melody Musings**
— your favorite melodies with Ethel at the piano.
- 4:00 — **Swing Shop**
- 4:15 — **Loras College Presents**
- 4:30 — **The Sea Hound**
— adventure on the high seas.
- 4:45 — **Hop Harrigan**
— young America's flying hero.
- 5:00 — **Terry and the Pirates**
— thrilling adventures in China with Terry Lee.
- 5:15 — **Dick Tracy**
— America's ace detective at work.
- 5:30 — **Jack Armstrong**
— the All-American boy.
- 5:45 — **The Sports Review**

Evening

- 6:00 — **On Stage Everybody**
- 6:30 — **10-2-4 Time**
— with lovely Martha Mears.
- 6:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 7:00 — **Watch the World Go By**
— famous commentators review the NEWS.
- 7:15 — **Easy Listening**
— D'Artega conducts the Interstate orchestra and chorus.
- 7:30 — **University Air Forum**
— the University of Dubuque on the air.
- 8:00 — **Dunninger**
— the master mentalist continues to mystify.
- 8:30 — **Victory Parade of Spotlight Bands**
— the nation's best orchestras salute the services.
- 9:00 — **Raymond Gram Swing**
— America's No. 1 commentator reviews the NEWS.
- 9:15 — **Ted Malone**
— human stories direct from the fighting fronts.
- 9:30 — **Scramby Amby**
— fun with a new kind of word game.
- 10:00 — **Falstaff Openshaw**
— a barrel of evening fun.
- 10:15 — **Roshek's NEWS**
— latest reports from home and abroad.
- 10:30 — **Bowling Scores**
— direct from the Dr. Pepper Bowling Lanes Club.
- 10:45 — **Gay Claridge's Orchestra**
- 10:55 — **War NEWS**
- 11:00 — **Russ Morgan's Orchestra**
- 11:30 — **Henry J. Taylor**
— comments on the NEWS.
- 11:45 — **George Paxton's Orchestra**
- 11:55 — **Final NEWS Summary**

"1490 on your radio dial"

THURSDAY

Special events and important matters of public service often require last-minute program changes but, with unforeseen exceptions, this printed schedule will serve as a dependable aid in selecting your favorite programs.

Morning

- 6:30 — Chancel Steps
- 6:45 — Tic Toc Tunes
- 7:00 — Martin Agronsky
— Daily War Journal
- 7:15 — Your Life Today
- 7:30 — Roshek's NEWS
— latest reports from home and abroad.
- 7:45 — Your 7:45 Date
- 8:00 — The Breakfast Club
— with Don McNeill, Nancy Martin, Marion Mann, Jack Owens, the Romeos, and Rex Maupin's Orchestra.
- 9:00 — My True Story
— real life dramas from True Story magazine.
- 9:25 — Aunt Jemima
- 9:30 — Roshek's NEWS
— latest reports from home and abroad.
- 9:45 — The Listening Post
— dramatization of stories from the Saturday Evening Post.
- 10:00 — Breakfast at Sardi's
— the ladies breakfast with Tom Breneman.
- 10:30 — Kellogg's NEWS
— reported by Gilbert Martyn.
- 10:45 — Jack Berch and His Boys
— informal music and fun.
- 11:00 — Glamour Manor
— musical variety and comedy with Cliff Arquette.
- 11:30 — The Shopping Guide
— free tickets to the Grand, Orpheum, Avon, and Strand theaters.

Afternoon

- 12:00 — Luncheon Dance
- 12:15 — Roshek's NEWS
— latest reports from home and abroad.
- 12:30 — Mulgrew Melodies
— the hit tunes on parade.
- 12:45 — Your Pet Corner
- 12:55 — Do You Want a Job?
- 1:00 — Kiernan's NEWS Corner
- 1:15 — The Mystery Chef
- 1:30 — Ladies, Be Seated
- 2:00 — Songs by Morton Downey
- 2:15 — Hollywood Star Time
— with the movie stars J. P. O.

"This is the BLUE Network"

- 2:30 — **Blue Previews**
- 2:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 3:00 — **Ethel and Albert**
— comedy in daily living.
- 3:15 — **Don Norman's Show**
— Don interviews the ladies.
- 3:30 — **Time Views the NEWS**
— commentary by the voice of The March of Time.
- 3:45 — **Melody Musings**
— your favorite melodies with Ethel at the piano.
- 4:00 — **Wartburg Vespers**
— direct from the chapel of Wartburg Seminary.
- 4:30 — **The Sea Hound**
— adventure on the high seas.
- 4:45 — **Hop Harrigan**
— young America's flying hero.
- 5:00 — **Terry and the Pirates**
— thrilling adventures in China with Terry Lee.
- 5:15 — **Dick Tracy**
— America's ace detective at work.
- 5:30 — **Jack Armstrong**
— the All-American boy.
- 5:45 — **The Sports Review**

Evening

- 6:00 — **The Fred Wariner Show**
— radio's finest variety musicale.
- 6:30 — **Rainbow Rendezvous**
— selected dinner concert.
- 6:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 7:00 — **Watch the World Go By**
— famous commentators review the NEWS.
- 7:15 — **Movie Previews**
— a resume of Dubuque's movie bill-of-fare.
- 7:30 — **America's Town Meeting of the Air**
— George Denny conducts radio's most distinguished discussion program.
- 8:30 — **Victory Parade of Spotlight Bands**
— the nation's top orchestras salute the services.
- 9:00 — **Raymond Gram Swing**
— America's No. 1 commentator reviews the NEWS.
- 9:15 — **Bowling Scores**
— direct from the Dr. Pepper Bowling Lanes Club.
- 9:30 — **The March of Time**
— dramatization of the world-wide stories that make the NEWS.
- 10:00 — **Roshek's NEWS**
— latest reports from home and abroad.
- 10:15 — **That Man With the Band**
— biography and music of famous dance orchestra leaders.
- 10:30 — **Silver Nocturne**
— a half hour of uninterrupted music for rest and retrospection.
- 11:00 — **Harry Owen's Orchestra**
- 11:30 — **Henry J. Taylor**
— comments on the NEWS.
- 11:45 — **George Paxton's Orchestra**
- 11:55 — **Final NEWS Summary**

"1490 on your radio dial"

F R I D A Y

Special events and important matters of public service often require last-minute program changes but, with unforeseen exceptions, this printed schedule will serve as a dependable aid in selecting your favorite programs.

Morning

- 6:30 — Chancel Steps
- 6:45 — Tic Toc Tunes
- 7:00 — Martin Agronsky
— Daily War Journal.
- 7:15 — Your Life Today
- 7:30 — Roshek's NEWS
— latest reports from home and abroad.
- 7:45 — Your 7:45 Date
- 8:00 — The Breakfast Club
— with Don McNeill, Nancy Martin, Marlon Mann, Jack Owens, the Romeos, and Rex Maupin's Orchestra.
- 9:00 — My True Story
— real life dramas from True Story magazine.
- 9:25 — Aunt Jemima
- 9:30 — Roshek's NEWS
— latest reports from home and abroad.
- 9:45 — The Listening Post
— dramatization of Saturday Evening Post stories.
- 10:00 — Breakfast at Sardi's
— the ladies breakfast with Tom Breneman.
- 10:30 — Kellogg's NEWS
— as reported by Gilbert Martyn.
- 10:45 — Jack Berch and His Boys
— informal music and fun.
- 11:00 — Glamour Manor
— musical variety and comedy with Cliff Arquette.
- 11:30 — The Shopping Guide
— free tickets to the Grand, Orpheum, Avon and Strand theaters.

Afternoon

- 12:00 — Luncheon Dance
- 12:15 — Roshek's NEWS
— latest reports from home and abroad.
- 12:30 — Mulgrew Melodies
— recorded parade of today's hit tunes.
- 12:45 — Your Pet Corner
- 12:55 — Do You Want a Job?
- 1:00 — Kiernan's NEWS Corner
- 1:15 — The Mystery Chef
- 1:30 — Ladies, Be Seated
- 2:00 — Songs by Morton Downey
- 2:15 — Hollywood Star Time
— with the movie stars of RKO.

"This is the BLUE Network"

- 2:30 — **Blue Previews**
- 2:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 3:00 — **Novena to Our Sorrowful Mother**
— direct from St. Patrick's Church.
- 3:30 — **Time Views the NEWS**
— Westbrook Van Voorhis reports for the editors of Time magazine.
- 3:45 — **Melody Musings**
— your favorite melodies with Ethel at the piano.
- 4:00 — **Swing Shop**
- 4:15 — **Loras College Presents**
- 4:30 — **The Sea Hound**
— adventure on the high seas.
- 4:45 — **Hop Harrigan**
— young America's flying hero.
- 5:00 — **Terry and the Pirates**
— thrilling adventure in China for Terry Lee.
- 5:15 — **Dick Tracy**
— America's ace detective at work.
- 5:30 — **Jack Armstrong**
— the All-American boy.
- 5:45 — **The Sports Review**

Evening

- 6:00 — **Notes From Yesterday**
— a review of the hit tunes from years gone by.
- 6:30 — **10-2-4 Time**
— with lovely Martha Mears.
- 6:45 — **Roshek's NEWS**
— latest reports from home and abroad.
- 7:00 — **Watch the World Go By**
— famous commentators review the NEWS.
- 7:15 — **Variations by Van Cleeve**
- 7:30 — **Especially For You**
- 8:00 — **PreVue**
— America's favorite popular songs.
- 8:30 — **Victory Parade of Spotlight Bands**
— the nation's best orchestras salute the services.
- 9:00 — **Earl Godwin**
— a down-to-earth reporter with up-to-the-minute NEWS.
- 9:15 — **Ted Malone**
— human stories direct from the battle lines.
- 9:30 — **Ed Wynn's Happy Island**
— King Bubbles in the land of fun and frolic.
- 10:00 — **Falstaff Openshaw**
— a barrel of evening fun.
- 10:15 — **Roshek's NEWS**
— latest reports from home and abroad.
- 10:30 — **The Doctors Talk It Over**
— the newest advances of medical science.
- 10:45 — **Variations by Van Cleeve**
- 10:55 — **War NEWS**
- 11:00 — **Gay Claridge's Orchestra**
- 11:30 — **Henry J. Taylor**
— comments on the NEWS.
- 11:45 — **Frankie Carle's Orchestra**
- 11:55 — **Final NEWS Summary**

"1490 on your radio dial"

SATURDAY

Special events and important matters of public service often require last-minute program changes but, with unforeseen exceptions, this printed schedule will serve as a dependable aid in selecting your favorite programs.

Morning

- 6:30 — Melody News
- 7:00 — Martin Agronsky
— Daily War Journal.
- 7:15 — Marty Dale
- 7:30 — Roshek's NEWS
— latest reports from home and abroad.
- 7:45 — Your 7:45 Date
- 8:00 — The Breakfast Club
— with Don McNeill, Nancy Martin, Marlon Mann, Jack Owens, the Romeos, and Rex Maupin's Orchestra.
- 9:00 — Fanny Hurst Presents
— Saturday morning drama at its best.
- 9:30 — What's Cookin'?
— advice that homemakers are glad to follow.
- 9:55 — NEWS Summary
- 10:00 — The Chatham Shopper
— adventures in shopping with Lois Long.
- 10:15 — Roshek's NEWS
— latest reports from home and abroad.
- 10:30 — Land of the Lost
— the Red Lantern and a new type of children's drama.
- 11:00 — Clarke College Presents
- 11:30 — The Farm and Home Hour
— America's oldest and finest farm service program.

Afternoon

- 12:00 — Luncheon Dance
- 12:15 — Roshek's NEWS
— latest reports from home and abroad.
- 12:30 — Jazz Concert
— music the modern way for proponents of jive and jam.
- 1:00 — The Metropolitan Opera
— the world's greatest operas direct from New York's famous "Met".
- 4:00 — Horace Heidt and Orchestra
— dedicated to jobs for returning service men.
- 4:45 — Hello Sweetheart
— with lovely Nancy Martin.
- 5:00 — Edward Tomlinson
— the NEWS from Latin and South America.
- 5:15 — Harry Wismer
— sport headlines for the nation.
- 5:30 — Voice of the Army
- 5:45 — The Sports Review

"This is the BLUE Network"

Evening

- 6:00 — **Blue Correspondents Abroad**
— NEWS direct from the fighting fronts of the world.
- 6:15 — **Rainbow Rendezvous**
— selected dinner concert.
- 6:30 — **Meet Your Navy**
— bluejacket orchestra, choir and soloists direct from Great Lakes Naval Training Station.
- 7:00 — **Early American Dance Music**
— Mr. and Mrs. Henry Ford preserve the nation's folk music.
- 7:30 — **Boston Symphony Orchestra**
— the world's finest music by America's premier symphony under the direction of Serge Koussevitzky.
- 8:30 — **Victory Parade of Spotlight Bands**
— the nation's best orchestras salute the services.
- 9:00 — **Guy Lombardo's Orchestra**
— the sweetest music this side of heaven.
- 9:30 — **The Man Called X**
— thrilling mystery with Herbert Marshall.
- 10:00 — **Roshek's NEWS**
— latest reports from home and abroad.
- 10:15 — **26 Years Ago**
— history as you like it.
- 10:30 — **Hoosier Hop**
— a nationally-famous barn dance.
- 10:55 — **War NEWS**
- 11:00 — **George Paxton's Orchestra**
- 11:30 — **Emil Vanda's Orchestra**
- 11:55 — **Final NEWS Summary**

The broadcasts from the Metropolitan Opera in New York, which are scheduled for 1:00 o'clock on Saturday afternoon, do not begin until December 2nd. Until that date, WKBB's Saturday afternoons will be given over to broadcasts of the nation's outstanding football games as described by Harry Wismer, the Blue Network's great sportscaster. Wismer's concluding football broadcast of the season will be heard on New Year's Day, January 1st, direct from the Sugar Bowl in New Orleans, the gridiron classic that, year after year, has produced the finest game of all the post-season "bowl" games.



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A great deal of the information in this book, for the period 1933-1941 of WKBB, was from the author's private notes, tapes, scrapbooks and other memorabilia, and from many interviews with early broadcasters and entertainers. Much effort was made to avoid any error of omission or commission, and if there are any, please accept my apology.



THE AUTHOR

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