

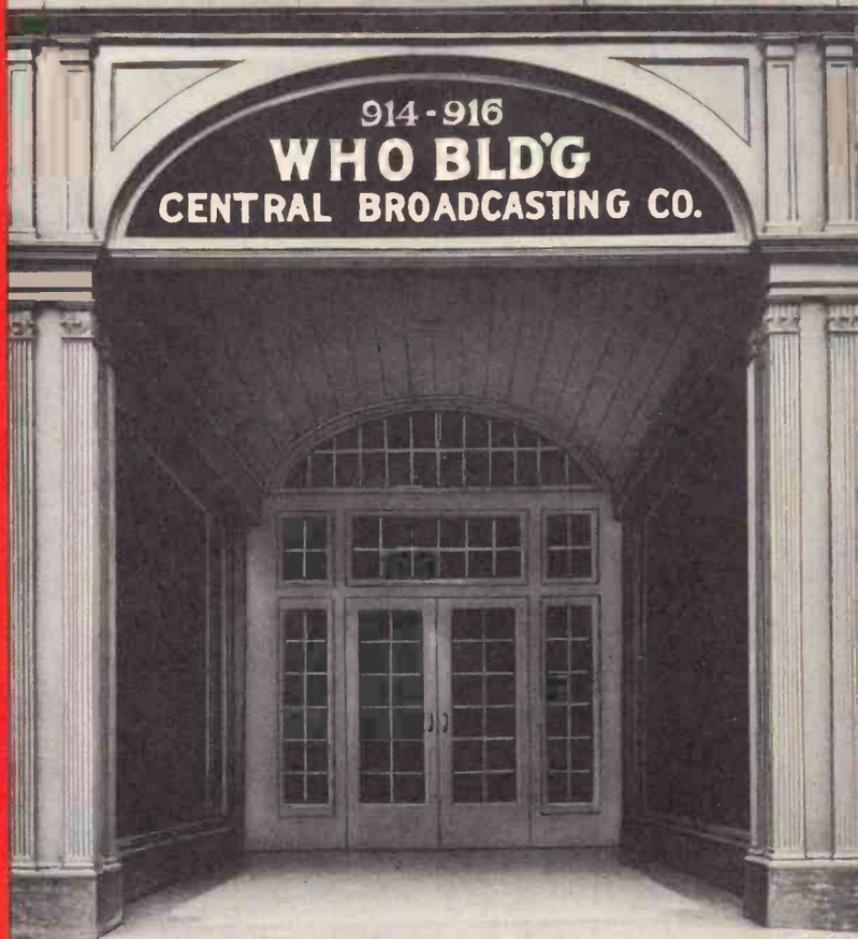
*Take a Trip
Thru*

WHO

DES MOINES

**50,000
Watts**

**1000
On Your Dial**



You pass through the entrance of the WHO Building into a friendly atmosphere. You need no special invitation. We have been visitors in your homes for many years; and you are welcome here.

WHO is an interesting place. Offices and downtown studios are in its own buildings, covering a quarter block on the southeast corner of Tenth and Walnut Streets in Des Moines. The 50,000 watt transmitter building and the 532-foot broadcasting antenna are on a forty-acre plot a half-mile south of Mitchellville. More offices are in Davenport. Representatives are located in Chicago, New York, Detroit, San Francisco, Los Angeles and Atlanta.

WHO is the only NBC Red Network station in Iowa. WHO is the home of the Iowa Barn Dance Frolic. Many other fine programs are produced in our Des Moines studios. WHO is the only high powered station in Iowa. Combined, those statements mean that your program service from WHO is unsurpassed.

We are glad you have come to visit us. We want you to know us better. Now, please meet our President:

BJ

You may call him "Mr. Palmer", "Dr. Palmer" or "Colonel Palmer". All three forms are correct; but best of all he likes to be known as "BJ".

BJ is president of many corporations. Among them are Central Broadcasting Company (WHO), Tri-City Broadcasting Company (WOC) and Palmer School of Chiropractic. He founded the B. J. Palmer Chiropractic Clinic, truly a scientific marvel.

He is inherently friendly. Next time you see him, call out "Hello, BJ".





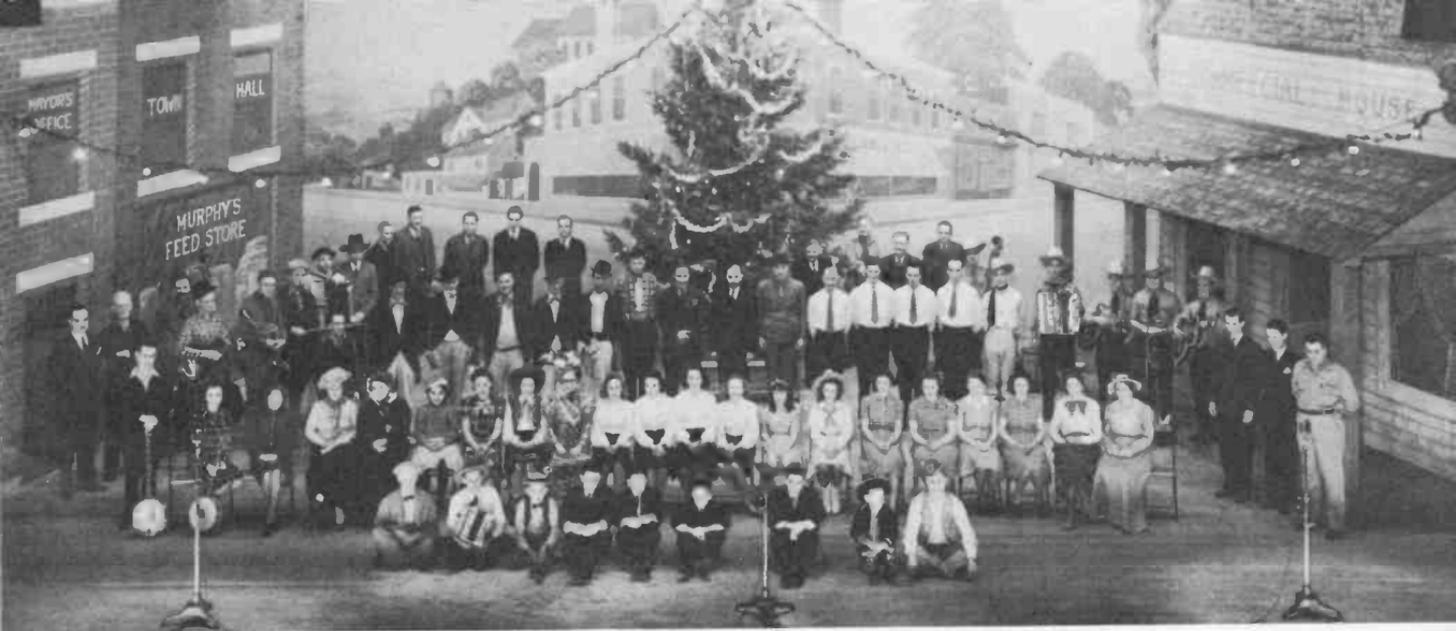
In this picture two WHO engineers are doing some research work. Why? To improve the over all quality of broadcasting so that WHO programs will bring greater enjoyment to you.



'Most everyone knows there are radio engineers; but surprisingly few know what they do. You seldom see them or hear them; but,

"No engineers,—no radio programs".

Eighteen engineers,—research, plant (transmitter) and studio,—work behind the scenes at WHO. They literally take the programs from the studios and deliver them to your home.



You Know These Good Friends . . .

This picture was taken last December. The gang had just completed another broadcast of the Iowa Barn Dance Frolic. Then, after the flashlight, we had our own Christmas party. You

should have seen the pile of gifts under that big tree. Everyone from the station manager to the stagehands had a present. We had plenty to eat too. It was a fine party.

Extra Added Service

Last summer we hung a big baseball scoreboard in one of our front windows; and each day Bill Brown climbs into the window and posts all the major league scores on it.



Sports of the Day

Baseball, football, boxing, track, — descriptive broadcasts from the scene of action, or first hand news hot off the wires,—WHO is your best bet for sports of all kinds. (At the left Bill Brown is interviewing Benny Leonard, undefeated lightweight boxing champion.)

1940 Football

THRU THE SEASON WITH S.U.I.

Bill Brown, Harold Fair and a crew of engineers will attend the Iowa games so that you, too, can enjoy them by tuning your radio to "1000".

Oct. 5—South Dakota at Iowa City

Oct. 12—Wisconsin at Iowa City

Oct. 19—Indiana at Bloomington

Oct. 26—Minnesota at Minneapolis

Nov. 2—Purdue at Iowa City

Nov. 9—Nebraska at Lincoln

Nov. 16—Notre Dame at Notre Dame

Nov. 23—Illinois at Iowa City

Golden Gloves

Because amateur boxing is good clean sport, WHO conducts an official Golden Gloves Tournament each winter. Hundreds of sturdy young fellows enter the competitions; and thousands of you cheer them on. It is a grand show.

Baseball Time

All summer long, WHO broadcasts a play-by-play resume' of the day's leading major league baseball game, five days a week at 4:45 p. m. On Saturday afternoons, gabby Bill Brown gives a complete play-by-play account of the day's game, starting at 2:00 o'clock. It's the next best thing to seeing the games.

Drake Relays

Jack Kerrigan and Bill Brown interviewed Merle Lindsten, queen of the 1940 Drake Relays. Then the special events crew went out to the stadium and sent you an eye-witness account of the great track classic.



MURPHY'S
FEED STORE



The Iowa Barn Dance Frolic

Ten years is a long time for one program to stay on the air. It has to have a host of friends to last that long; and it must be an exceptionally good show to have more and more friends each year. That is the WHO Barn Dance.

There are so many fine artists in the Barn Dance gang, it is impossible to get them all together for a picture; but that is a pretty representative group on the opposite page. How many do you recognize?

Down in front is Zelda Scott, Jerry's singing partner, and next to her are the talented Wilt youngsters. Lois Bullington, "the little girl with the big voice," turned around at the wrong time. She's a mighty pretty little girl, too. The next row starts with Reed Snyder, one of our engineers; then the Songfellows. Stu and Ken and Harris and Keith. Dode and Bud and Eddie Norem are next; and the line finishes with the Williams Brothers.

Back of Reed is Max Robinson. Then funny Tillie Boggs and Robert Blaylock (he conducts the Humanitarian Hour on Sunday mornings, too). Stan Widney, Barn Dance impresario, is next; and then J. O. Maland, vice president of Central Broadcasting Company; Marge Calvert (she is "Judy" of "Judy and Jane") was visiting us the evening the picture was taken. She is sitting between Mr. Maland and Harold

Fair, WHO program director (among other things, Mr. Fair is conductor of the 45-piece WHO Concert Band).

Those four pretty girls are members of the Sunset Corners Choir. Three of 'em are the Three Little Girls Who Love to Sing. Their names are Ada Beth, Kay, Virginia and Ruth. You all know Lem and Martha; and right behind Lem's left elbow is Captain Ernie Sanders.

Buddy Webster's Borderland Buckaroos start the next row. Next is Glen Burklund, Jerry Smith and the Sunset Corners Symphony—Hank, Don, Bill (they call him "Statehouse Williams" because he has a shining dome), Chuck and Fid.

There's Eddie Lewis, harmonica king, in the back row; and Bill Austin, accompanist-arranger for the Songfellows. The square dancers and their caller extend clear past the feed store window. The big chap with the funny hat is Max Allen. He plays tunes on just about anything, including the kitchen teakettle. Next to him is Dick Anderson, and finally our singing announcer, Jack Kerrigan.

The gang will return to the Shrine Auditorium Saturday evening, October 5. Come over and join the party any Saturday. Some of our friends come every Saturday.



News

The WHO News Bureau occupies four big rooms; and a very busy place it is. What with farm news and markets; international, national and state news, and local items, it keeps nine persons on the jump from 5:00 A. M. until midnight.

At the Iowa State Fair

A branch of the WHO News Bureau is set up near the Crystal Studio each year, so you can see your news broadcasts prepared. This is how it looks.

Herb Plambeck is down front. Back of him is Jack Shelley; and that's Bob Burlingame in the upper right-hand corner. The two chaps on the left are Herb's assistants.

Six teletypes (automatic typewriters) in the main newsroom clutter out dispatches from two of the principal news services, I. N. S. and United Press, the world's largest news-gathering agency.

WHO

News

WHO

Now

6:15 A. M. Except Sunday
7:15 A. M. Except Sunday
10:00 A. M. Except Sunday
11:45 A. M. Monday thru Friday
12:30 P. M. Except Sunday
1:30 P. M. Sunday
5:45 P. M. Except Sunday
6:00 P. M. Sunday
9:15 P. M. Except Sunday
10:00 P. M. Daily
11:30 P. M. Except Sunday



Starting Sept. 28, 1940

6:15 A. M. Except Sunday
7:15 A. M. Except Sunday
12:00 Noon Monday thru Friday
12:30 P. M. Except Sunday
1:30 P. M. Sunday
5:00 P. M. Except Sunday
5:15 P. M. Sunday
6:30 P. M. Except Sunday
10:15 P. M. Daily
11:30 P. M. Except Sunday

{ WHO news service is supplemented with NBC Red Network newscasts, including famed H. V. Kaltenborn. }



HI-HO

Come to the Fair

This is our opportunity to really get acquainted with you. That's why we broadcast from the Iowa State Fair Grounds.



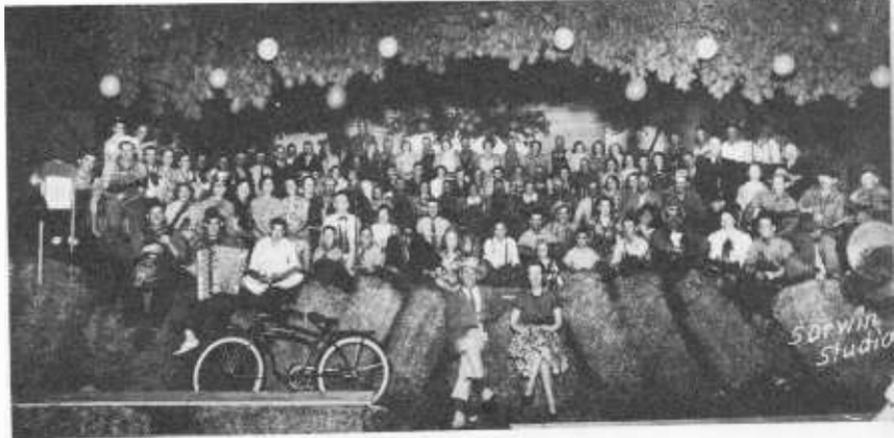
The annual WHO Tall Corn Sweepstakes offers \$250.00 cash prizes, the Colonel B. J. Palmer trophy and a two-bottom plow. The contest is widely known. Entries have come from as far as Mississippi.



We like to visit with you. We want you to tell us what you like and what you don't like — and why.

WHO *Community Service*

—produces professionally directed Home Talent shows under local auspices, such as churches, 4-H Clubs, school groups, P. T. A.'s, etc.



It provides a legitimate means of raising money for the sponsoring organization. It fosters community spirit by bringing in talent from surrounding territory.

A professional director conducts auditions, directs the shows, produced on the pattern of the Iowa Barn Dance Frolic. Sponsoring organizations get net profits after low production costs are deducted from the gross receipts. Write to Arthur MacMurray, Manager, WHO Community Service, 914 Walnut Street, Des Moines, Iowa.

"Inspiring anyone to play a musical instrument or sing a song means laying the foundation for much happiness and contentment."



Farm News and Services

WHO is proud to be known as an agricultural station. When we serve the farm population, we serve the nation.

Farm News Editor, Herb Plambeck, travels thousands of miles each year to keep in close touch with farm affairs. He broadcasts "Farm News" at 6:15 a. m. six mornings a week, "Markets and Weather" at noon five days a week, conducts the Corn Belt Farm Hour Saturday noons, brings hundreds of interesting persons to WHO microphones.

At left Herb interviews Eugene Crouse of Conrad, Iowa. Crouse husked 46.97 bushels of corn in 80 minutes at the Grundy County match in 1939.



8 of the 10 most popular programs on a national poll are heard over WHO. Gracie Allen and George Burns received a royal welcome when they joined the NBC Red Network family.

Radio stars are pretty, too. Donna Dae and Patsy Garrett are featured on Fred Waring's five-times-weekly broadcasts over WHO, the only NBC Red Network station in Iowa.



HOME OF WHO
OFFICES AND STUDIOS

50,000 WATTS
10 STATION IN U.S. HAS MORE POWER

MORE THAN
THREE MILLION
DAILY LISTENERS

For the Best on the Air
Tune to 1000 on your Dial

WHO
IOWA'S LEADING
NEWS SERVICE

It's Easy to See

—why WHO is the favorite radio station of millions of middle-western listeners: (1) the only clear channel station in Iowa, (2) the only high powered station in Iowa, (3) the only NBC Red Network station in Iowa, and (4) home of the famous Sunset Corners Gang and the Iowa Barn Dance Frolic.

Visit WHO when you are in Des Moines
We will be glad to meet you