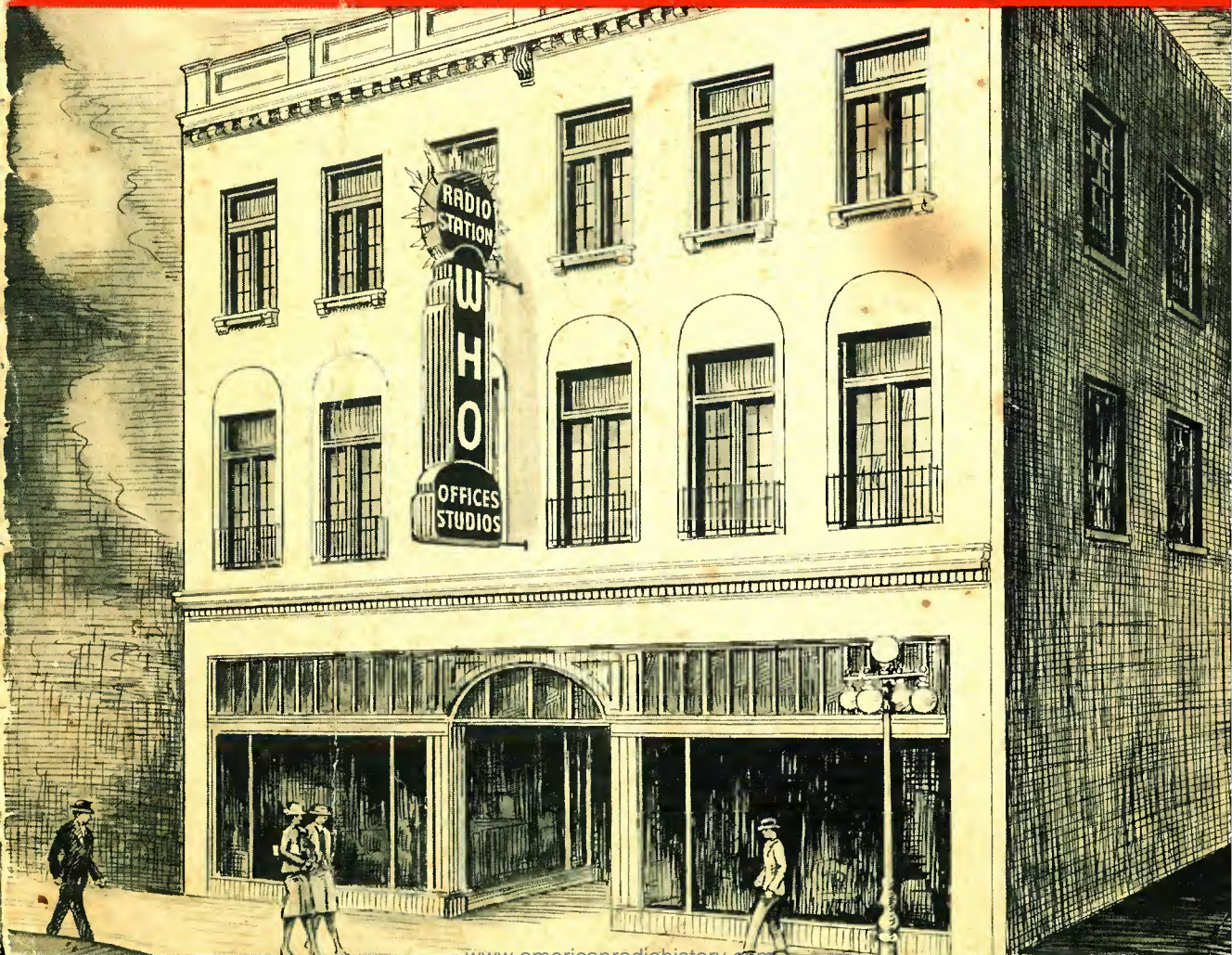


*The 50,000 Watt  
Voice of the Middle West*

# WHO - DES MOINES

*Iowa's Largest  
Radio Station*





Arthur Peterson  
The Guiding Light



Three Little Girls  
Who Love to Sing



Fred Waring — Patsy  
Garrett—Jane Wilson—  
Honey Perron—  
Donna Dae

# WHO

is a dependable news source. United Press, Trans Radio News Service, and Western Union wire services contribute to comprehensive coverage of world affairs, national, state and local news. Nine broadcasts each weekday deliver news "hot off the wires" — including markets, weather reports and sports.



Picture at right is part of battery of teletypes (automatic typewriters) in WHO news bureau.



Al Pearce



Fred Allen and  
Portland



Jack Benny and  
Daughter Joan



Claire Trevor  
"Big Town"



Jerry Smith  
Yodeling Cowboy



Claudia—Fanny—  
Hazel  
One Man's Family



Alan Bunce  
Elizabeth Reller  
Young Dr. Malone

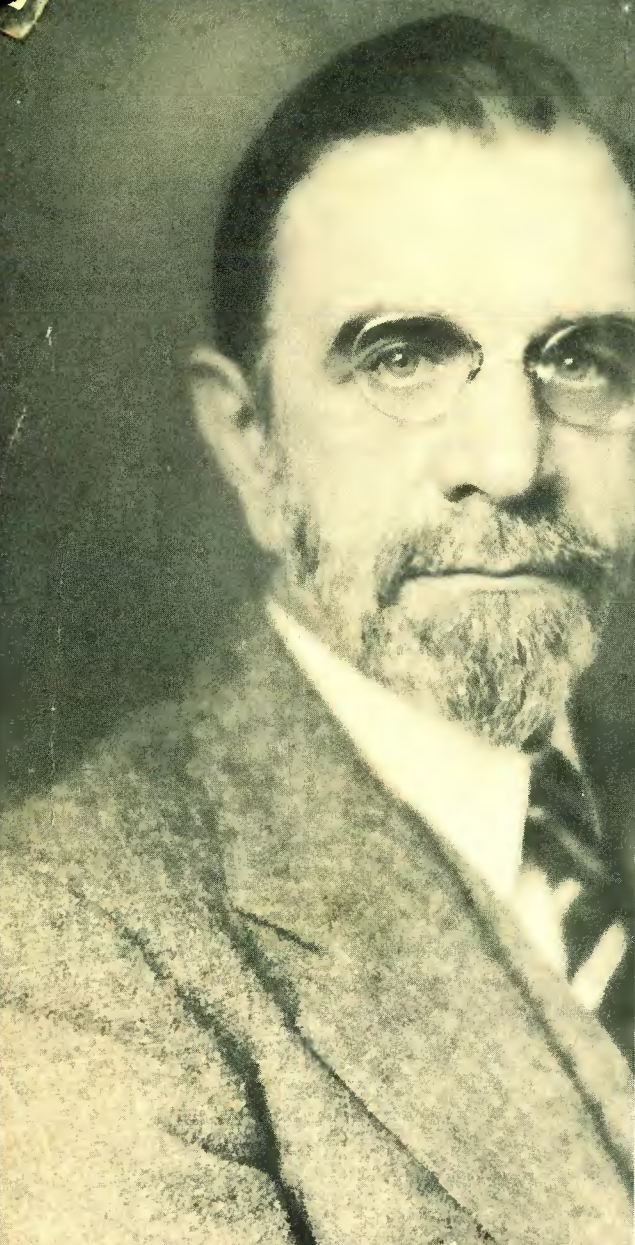


Virginia Payne  
"Ma Perkins"

# WHO

*Management  
Provides  
A Variety of  
Programs  
to Meet  
Listeners'  
Preferences*

•




**COL. B. J. PALMER**

*Pres., Central Broadcasting Co.,  
WHO—Des Moines.*

*Pres., Tri-City Broadcasting Co.,  
WOC—Davenport.*

*Pres., Palmer School of Chiropractic  
Founder, B. J. Palmer Clinic*



**D. D. PALMER**  
*Vice Pres.  
and Treas.*



**J. O. MALAND**  
*Vice Pres. and Mgr., WHO*



**PAUL A. LOYET**  
*Technical Director*



**WM. M. BRANDON**  
*Secretary*



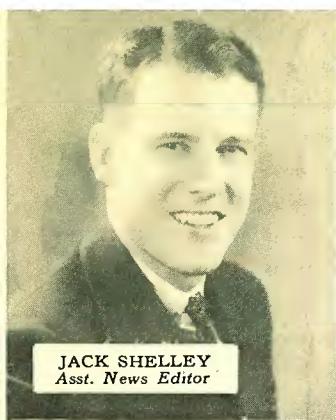
**HAROLD FAIR**  
*Program Director*



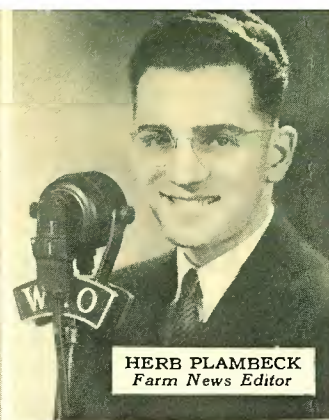
**HALE BONDURANT**  
*Sales Manager*



**RALPH EVANS**  
*Director of Public Relations*



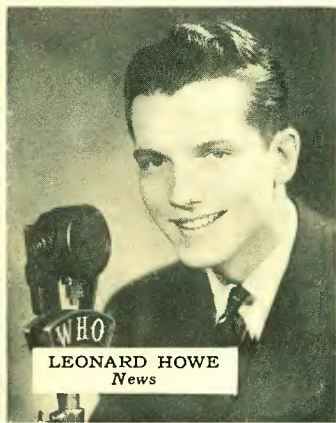
**JACK SHELLEY**  
Asst. News Editor



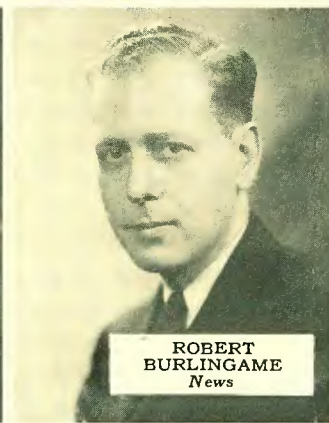
**HERB PLAMBECK**  
Farm News Editor



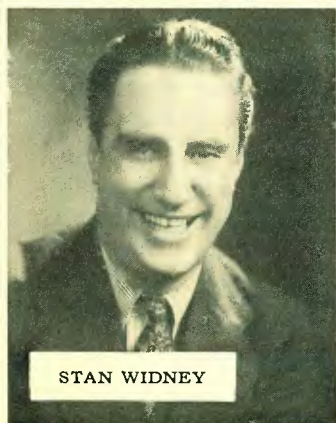
**H. R. GROSS**  
News Editor



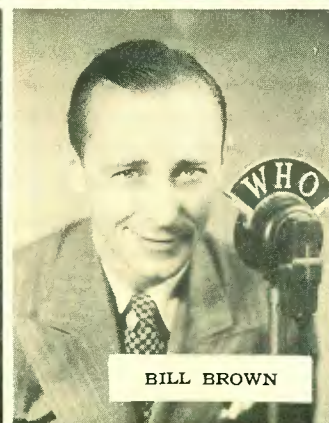
**LEONARD HOWE**  
News



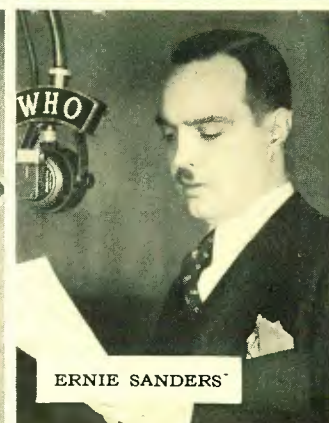
**ROBERT BURLINGAME**  
News



**STAN WIDNEY**



**BILL BROWN**



**ERNIE SANDERS**



**DICK ANDERSON**



**GLEN PARKER**



**JACK KERRIGAN**



**BOBBY GRIFFIN**



**MAX ROBINSON**

# WHO

makes it possible for these and many other stars to entertain middle western listeners regularly.

*It's easy to tune to 1000 on your radio dial.*

*It's pleasant to stay there.*



Anne Seymour  
Story of Mary Marlin



Shari Morning  
"Tillie Boggs"



Mountain Pete and  
His Mountaineers





The Songfellows  
Ultimate in Song



Bob Burns—  
Bing Crosby  
Kraft Music Hall



Phil Spitalny—  
Evelyn  
Hour of Charm



Lem and Martha



Louisiana Lou



Fibber McGee  
and Molly



Don Ameche—  
Charlie McCarthy  
Edgar Bergen



Kay Kyser—  
Ginny Simms



## THE IOWA BARN DANCE FROLIC

Here's the Gang on the stage of Shrine Auditorium — broadcasting the Famous Saturday night show.

The Iowa Barn Dance Frolic originated in Davenport in 1931. In 1932 it was moved to the President theatre in Des Moines; but its 1300 seats could not accommodate the Barn Dance fans who wanted to see their favorite entertainers in action. In the fall of 1935 the show was moved to 4500 seat Shrine auditorium, and even that has been inadequate on more than one occasion.

Many national celebrities—in addition to the big cast of regulars—have broadcast over WHO on the Iowa Barn Dance Frolic. Elmer Carlson, 1936 national corn husking champion; his brother Carl, 1937 champion; Bob Feller, youthful sensation of big league baseball; internationally famous Cherry Sisters, immortals of vaudeville; Kenneth Spencer, celebrated ventriloquist; famed Poosh-em-up Tony Cabooch; and many other stars of stage and screen have been proud to appear as guest artists on WHO's Barn Dance Frolic.

Lem and Martha, Louisiana Lou, Tillie Boggs, Jerry

the Yodeling Cowboy, the Songfellows and Grandpa Jitters are old timers whose popularity increases from year to year. Mountain Pete and his Mountaineers joined up in 1938, the same year that Jimmie and Jaynane Wilt became regular members of the cast. A list of all the stars who have entertained WHO listeners on the Iowa Barn Dance Frolic would fill a book. Some of them, like the Tune Tossers and the Norcross Sisters became network artists. The wide and continued favor with which the Iowa Barn Dance Frolic is received is attributed to the idea of giving listeners what they want to hear.

# The Tallest Structure in Iowa!

Fifteen miles east of Des Moines—as the crow flies—WHO's broadcasting antenna flings itself 532 feet into the sky,—almost twice the combined height of the gigantic Statue of Liberty and its lofty pedestal. The full power of 50,000 watts (no station in the United States has more power than WHO) sends the Voice of the Middle West surging into the ether in all directions—delivers WHO's superlative program service with consistent clarity to millions of listeners. WHO is the listener's station because it combines modern engineering with preferred programs. Jack Benny, Charlie McCarthy, H. R. Gross, Fibber McGee, Bing Crosby, Bob Burns, "One Man's Family," Kay Kyser, Fred Allen, "Ma Perkins," "The Iowa Barn Dance Frolic," "The Guiding Light," Bob Hope, "Stella Dallas," Al Pearce, "Woman in White," Rudy Vallee, "Kitty Keene," "Story of Mary Marlin," "Hour of Charm,"—listeners throughout the middle west tune to WHO for their favorite programs and entertainers.

Visitors are welcome — at the downtown studios, 914 Walnut street, Des Moines—and at the transmitter, 19 miles east of Des Moines on U. S. Highway No. 6.

