

THE CENTRAL BROADCASTING COMPANY

# WHO Personalities



**Peter MacArthur**  
Iowa Barn Dance Frolic



**Dutch Reagan**  
Sports Broadcaster



**E. H. Bondurant**  
Assistant Sales Manager



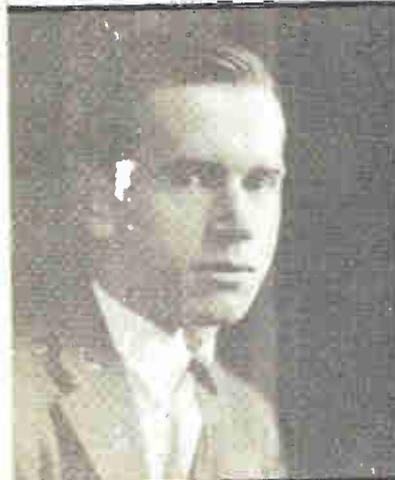
**Donald Thompson**  
Production



**H. R. Gross**  
News Editor



**Fred A. Reed**  
Traffic Manager



**Ross Wallace**  
Mid-West Sales



**Jack Shelley**  
Assistant News Editor



**Ernie Sanders**  
Announcer



**Lyle Flanagan**  
Continuity



**Irving H. Grossman**  
W.H.O. Artist



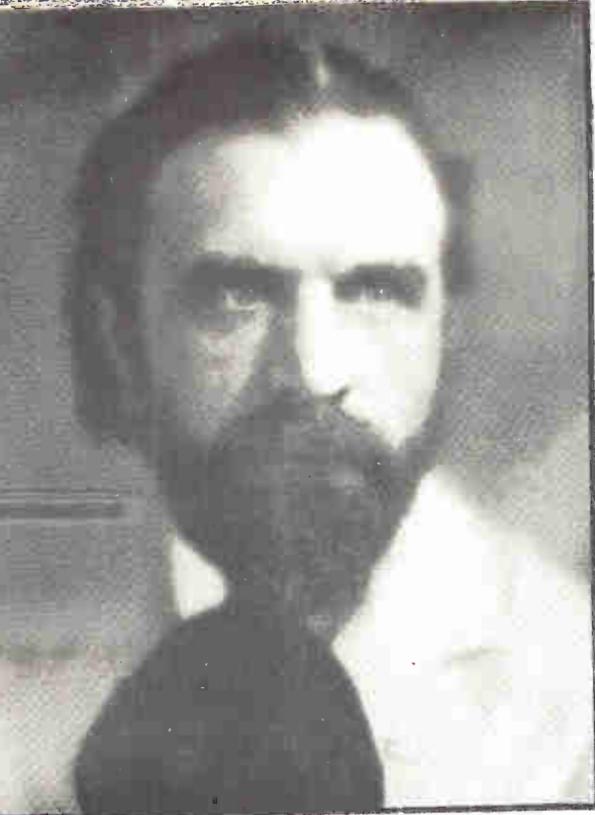
**Dick Anderson**  
Announcer



**Harold Fulton**  
Merchandising



**Stan Widney**  
Announcer



OFFICERS and DIRECTORS

- COL. B. J. PALMER  
President
- D. D. PALMER  
Vice-President and  
Treasurer
- J. O. MALAND  
Vice-President and  
Manager WHO

MABEL PALMER

P. A. LOYET

RALPH EVANS

VICTOR MARTIN

**R**ADIO STATION WHO is a merger of the former WOC, established in 1922 by the Palmer School of Chiropractic, and WHO, established in 1924 by the Bankers' Life Company.

In 1930, the Central Broadcasting Company, Col. B. J. Palmer, president, purchased WHO and in 1932 moved the station to modern studios at 914 Walnut Street, Des Moines.

From February, 1930, to April, 1933, WHO, Des Moines, and WOC, Davenport were synchronized — a pioneering radio achievement, broadcasting simultaneously from two transmitters as WOC-WHO. Power was then increased to 50,000 watts with a new \$250,000 transmitter and modern vertical radiator built near Mitchellville, sixteen miles east of Des Moines, and call letters were changed to WHO. Another Iowa station was purchased and moved to Davenport with call letters of WOC.

WHO is a basic station of the Red network of the National Broadcasting Company. The Red network is considered by broadcasters to have the finest program service available anywhere. WHO is also the originating station of the Corn Belt Wireless group of Mid-west stations, pioneering a new method of rebroadcasting so that WHO programs can be transmitted at low

**W**HO is one of the leading radio stations of the world. Only one other station in the United States has more power than WHO. It has fifty times more evening power than any other radio station in Iowa and twenty times more daytime power than any other station in Des Moines. In coverage, both day and night, WHO is equalled by only three other stations in the United States. It costs \$2,000.00 each day and requires the services of 175 people to operate WHO.

WHO is Iowa's leading radio station and, therefore, has been a leader in developing Iowa programs that have acquired national or regional fame such as—Gene and Glenn; Iowa Barn Dance Frolic; H. R. Gross and the News; Dutch Reagan with baseball, football and sports news; Younker's Musical Fashion Notes; Songfellows Quartet; Iowa Speaks; WHO's Minstrel Show and many others.

**W**HO is considered one of the four greatest mail producing stations because it received 448,647 letters during 1935 from every state, Canada, and many foreign countries as far distant as New Zealand and South Africa. More than 1,000,000 homes with radio sets are located in WHO's daytime listening area and Iowa has 503,100 radio sets of which 107,320 are on farms.

WHO gives one-seventh of its time on the air to public service programs for educational, religious, charitable and cultural groups without charge.

Gene and Glenn raised \$12,000 for Christmas Fund for boys and girls last Christmas; H. R. Gross secured \$10,000 in cash and supplies for the "Save the Pheasants" campaign this winter; the Barn Dance Frolic helped the Animal Rescue League with \$1,000 in one night from listeners; and during the 1936 Red Cross drive for flood relief brought in thousands of dollars to Red Cross chapters in scores of Iowa cities.

COL. B. J. PALMER, president, Central Broadcasting Company, Tri-City Broadcasting Company, and Palmer School of Chiropractic, is a man with many interests. He founded the original Station WOC, Davenport, later acquiring WHO, Des Moines. He is a noted lecturer, author of many books and owner of a dozen business enterprises. His collection of Oriental art, accumulated during more than 800,000 miles of travel, comprises a veritable museum.

cost without the use of telephone lines from Kansas City, Omaha, Lincoln, Davenport and other Mid-west cities.

**W**HO's vertical radiator soars 532 feet into the sky — the tallest structure in Iowa. This increased the efficiency of WHO's transmitter to the equivalent of 97,000 watts on the old antenna system, nearly doubling the coverage. Into its building went sixty-five tons of steel and one-half ton of copper. The ground system is one of the best in the country.

The entire structure rests on porcelain insulators only 8 inches in diameter and 6 feet high, with pressure of 213,000 pounds, built so that 500,000 watts of power may be used in the future.

From radio dealer to vice-president of the Central Broadcasting Company and manager of Station WHO in thirteen years is the history of J. O. MALAND—pioneer in radio since its beginning.

W. M. BRANDON, secretary of the Central Broadcasting Company, had a varied banking and business career preceding years of association with the Palmer interests.

PAUL LOYET, WHO technical director, planned all increases in power of WHO, the synchronizing work between WHO and WOC and the new 50,000 watt transmitter and antenna system at Mitchellville.

RALPH EVANS came to the Central Broadcasting Company well equipped for his post as director of public relations, with a rich background of business training and editorial and political experience.

Responsible for the production of numerous popular local programs is HAROLD FAIR, program director and assistant manager of Station WHO, coming here after several years association with Columbia Broadcasting system.



# It's Still A Magic World... Aladdin Rubbed His Lamp... You Dial 1000... A Brilliant Array Of Radio Talent Performs For You

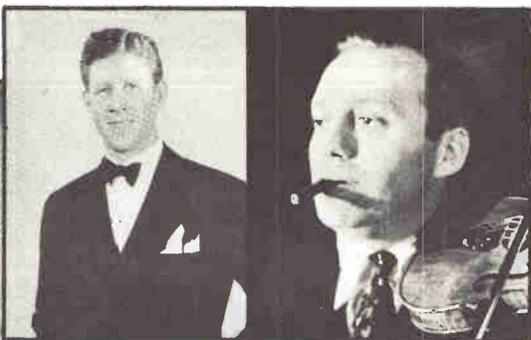
These Stars Shine In WHO Productions



**Fred Allen**  
Town Hall Tonight



**Fred Astaire**  
Packard Show



**Rudy Vallee**  
Fleischmann's Yeast

**Jack Benny**  
Jello Show

## Aces Of The Air



**Bing Crosby**  
Kraft Music Hall



**Lanny Ross**  
Maxwell House Show Boat



**Virginia Rea**  
Musical Moments



**Gene and Glenn**  
Kellogg Corn Flakes  
Ford V-8



**Gladys Swarthout**  
Concert Soprano



**Margaret Spears**  
Voice of Firestone



**Gale Page**  
Tea Time at Morrell's



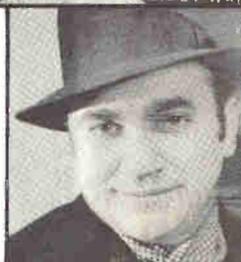
**Joan Blaine**  
Story of Mary Marlin



**Jessica Dragonette**  
Cities Service Concert



**Marion Talley**  
Ralston Ry-Krisp



**Rubinf & His Violin**  
Musical Moments



**Rita Johnson**  
True Story Hour



**Betty and Bob**  
General Mills

## Women, Lovely As Their Voices



**Ed McConnell**  
Acme Home Harmonies



**Art Van Harvey**  
Vic of Vic and Sade



**Don Ameche**  
First Nighter



**Wayne King**  
Lady Esther Serenade



**John Moore**  
The O'Neills



**Bob Burns**  
Kraft Music Hall



**Judy and Jane**  
Folger's Coffee

## Music... Human Interest... Humor



**Mr. and Mrs. Ezra**  
Radio Station EZRA



**Amos 'n' Andy**  
Pepsodent



**Fibber McGee and Molly**  
Johnson's Floor Wax



**Lem and Martha**  
Iowa Barn Dance Frolic



**The Oklahoma Outlaws**  
Iowa Barn Dance Frolic



**The Songfellows**  
All-Star Quartet



**John Behan**  
Organist



**Ed Morley**  
Golden Voiced Tenor