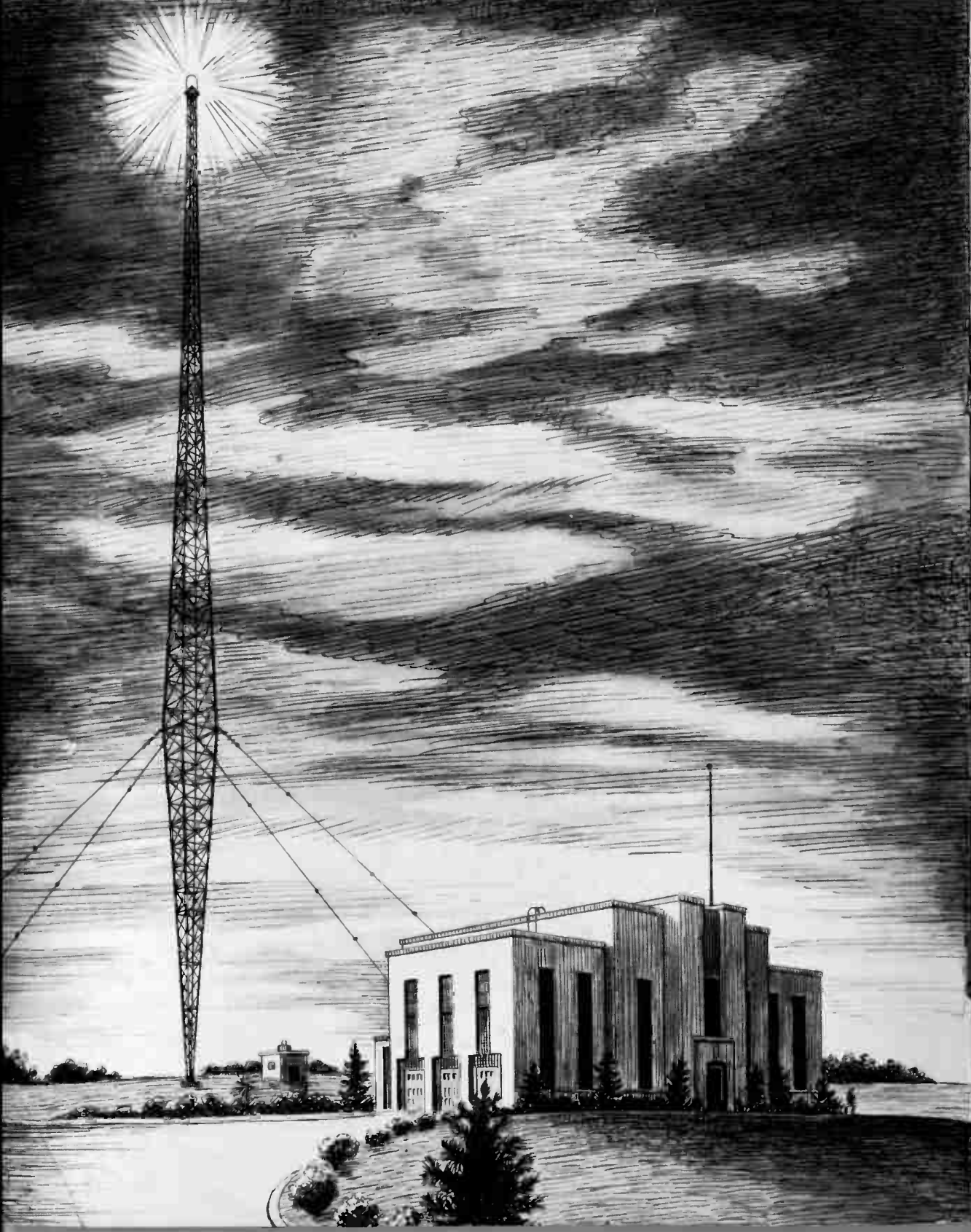


# WHO DES MOINES PICTURE BOOK





### **Col. B. J. Palmer**

President, Central Broadcasting Co., W H O, Des Moines.

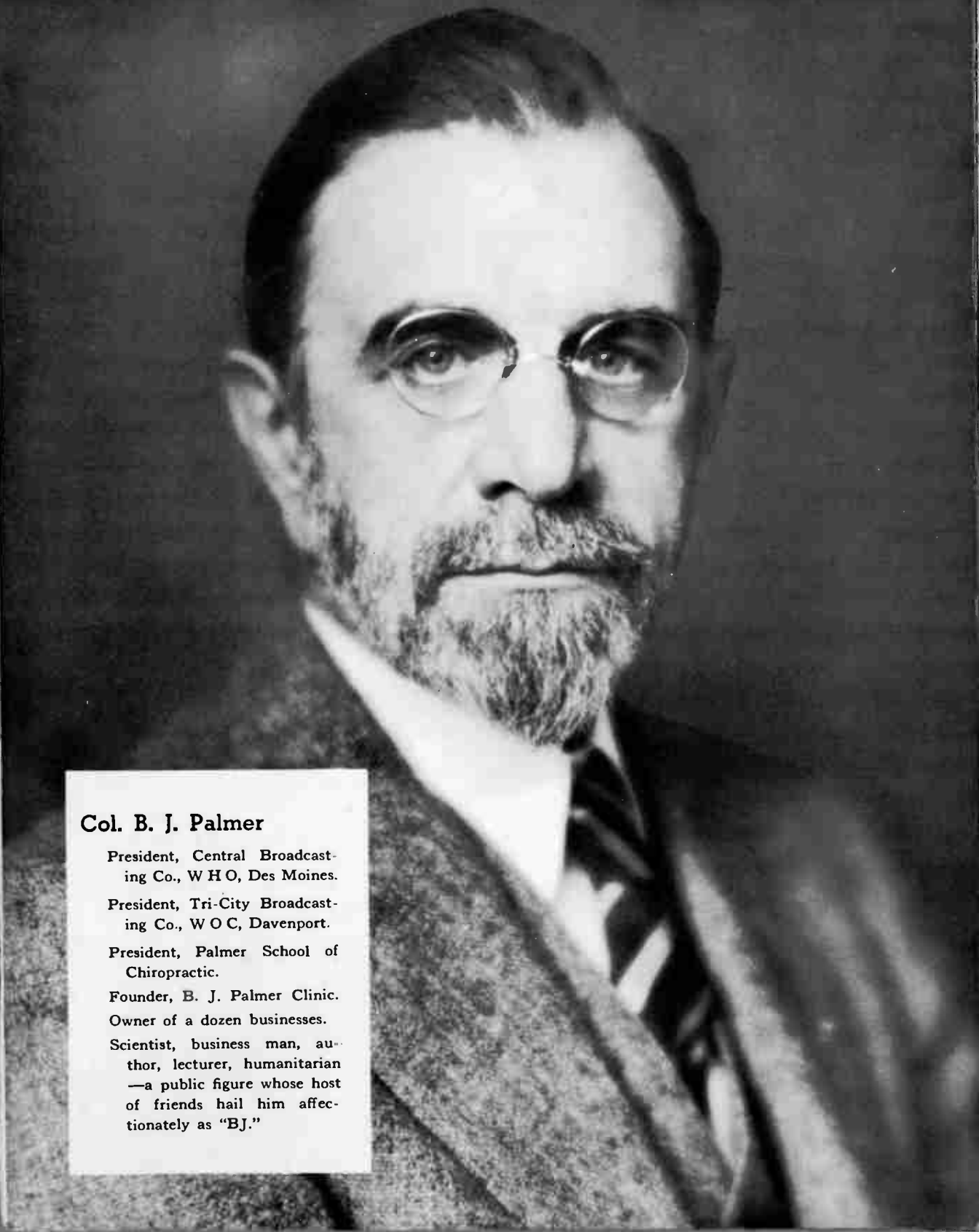
President, Tri-City Broadcasting Co., W O C, Davenport.

President, Palmer School of Chiropractic.

Founder, B. J. Palmer Clinic.

Owner of a dozen businesses.

Scientist, business man, author, lecturer, humanitarian —a public figure whose host of friends hail him affectionately as "B.J."







D. D. PALMER  
Vice Pres.  
and Treas.

Men who inspire loyalty and enthusiastic co-operation are the keystone of every successful business.

Headed by "BJ" the seven men on these pages occupy the key positions at WHO — 50,000 watt Voice of the Middle West.

Virtually unknown to listeners, their influence is felt in every program broadcast over WHO.

This, then, is management.



WM. M. BRANDON  
Secretary



RALPH EVANS  
Director of  
Public Relations



J. O. MALAND  
Vice Pres. &  
Mgr. WHO



PAUL A. LOYET  
Technical Director



HAROLD FAIR  
Program Director



HALE BONDURANT  
Sales Manager



## THE IOWA BARN DANCE FROLIC

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

How-do-you-do, our listeners and friends. On behalf of all of your friends at W H O, the 4th edition of the W H O Picture Book brings you greetings and bids you welcome to Sunset Corners, the mythical village which is everyone's home town. As you turn these pages we hope the bonds of friendship will be strengthened—that you will feel free to talk to us, to write to us at any time and on any occasion. Actors on the stage can hear your applause—the motion picture theatre manager can tell by his receipts whether you like his offerings—the preacher knows whether his sermons hit the mark by your attendance at church—the automobile dealer feels success when you trade in the old car for a new one of the same make—but the folks at W H O never know what you think of their efforts to please YOU—unless you tell them.

“A postal card will do.”

Back of every program is painstaking authorship, skillful arranging, arduous rehearsals,—in one word—production. Announcers at W H O are expert production men. They write, they direct, they announce programs for which they have full responsibility. Stan Widney (right) produces the Iowa Barn Dance Frolic, the Oshkosh B'Gosh and other programs. Years of experience in the theatre qualified him to plan and present programs that please radio listeners.



W H O spares neither effort nor expense in order that you may collect rich dividends from your investment in a radio receiver. A king renounces his throne, a dictator harangues his subjects, a pope is crowned,—W H O and the National Broadcasting Co. bring these and many other history making events into your home. The brightest stars of stage, screen and radio visit you daily. The W H O News Bureau employs the complete services of United Press and Trans Radio to insure your prompt reception of world, national and local news. The best musical and dramatic talent in the middle west is on W H O's staff. Visiting notables talk to you through W H O's microphones. Announcers and engineers travel thousands of miles each year to pick up and broadcast happenings throughout the state. You can attend church, go to football and baseball games, enjoy fine symphony concerts, get election returns,—all by tuning to W H O—1,000 on your radio dial.



Dick Anderson (left) produces and announces Coffee Pot Inn, hilarious quarter hour, broadcast six mornings a week. The upper picture on the opposite page is the cast as they appear in their saner moments; and the lower picture shows them in action. This program originates in the studios of W H O and is a Corn Belt Wireless feature with added stations. Kay Neal is the singing star, Hazel and Filbert McNutt supply comedy; and the Four Aces furnish instrumental numbers.







The Musical Pirates, directed by Don Hovey (lower left), bring you delightful late evening entertainment from 11 P. M. to midnight each Saturday. The program is produced by Jack Kerrigan (lower right), W H O's singing announcer. Guest artists are featured.

Ernie Sanders (right) is the Hoxie Fruit Reporter six mornings a week. He tells housewives when different fruits and vegetables are at their best. He travelled to California recently for first hand knowledge of west coast fresh food products. Ernie is also studio manager.

Bobby Griffin (lower left) and Max Robinson (lower right) are owners of two more voices that are familiar to W H O listeners. They handle miscellaneous production assignments. Bobby announced the first broadcast of the Drake Relays.



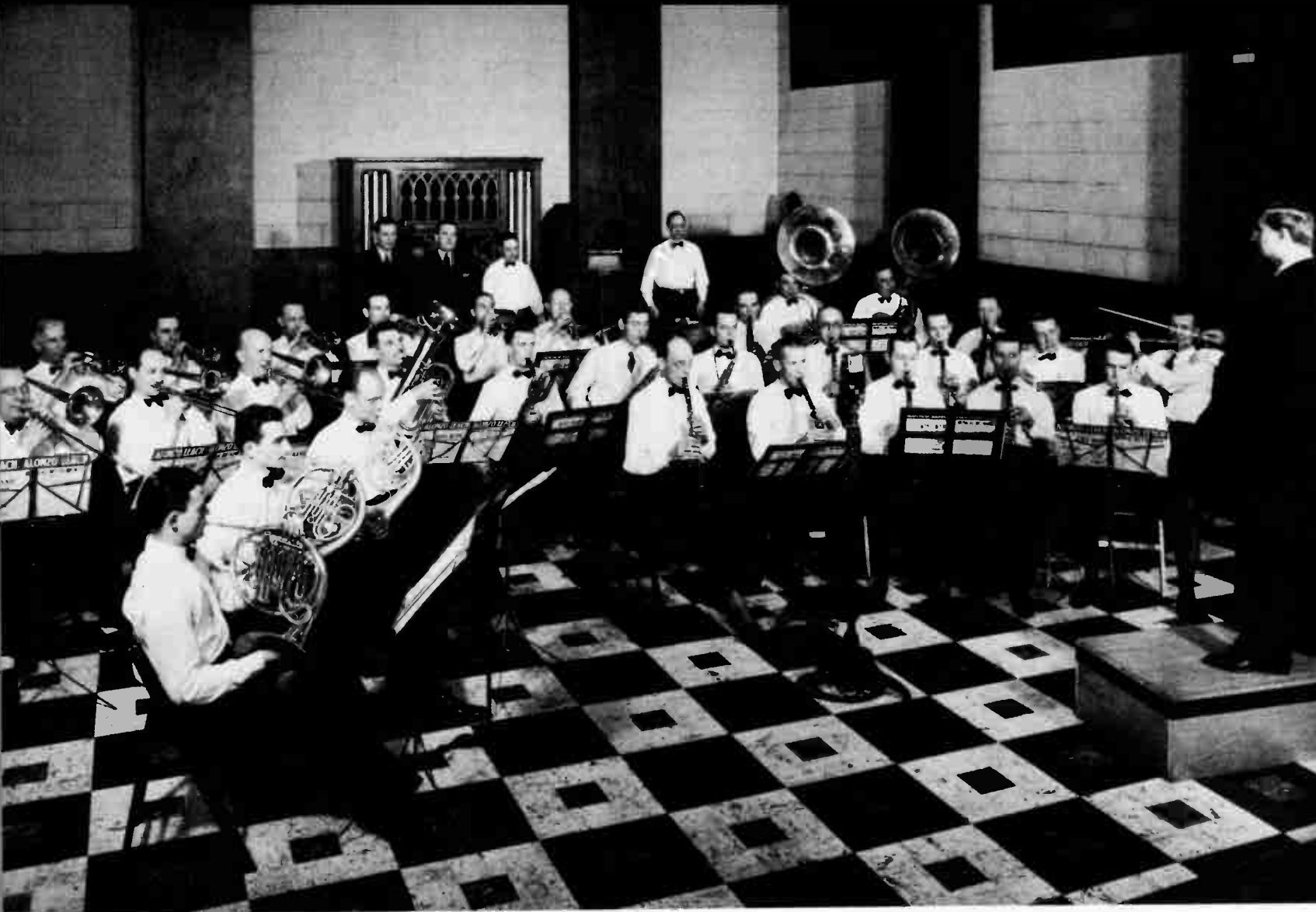
Election night everybody works until the returns are reported to you. A battery of phones (left)



carries reports from W H O's special representatives in each Iowa county. Comptometer operators (lower left) tabulate the figures. W H O announcers (Widney, Sanders and Parker in the picture at the right) put results on the air. United Press and the W H O News Bureau (lower right) supply announcers with nation-wide results.

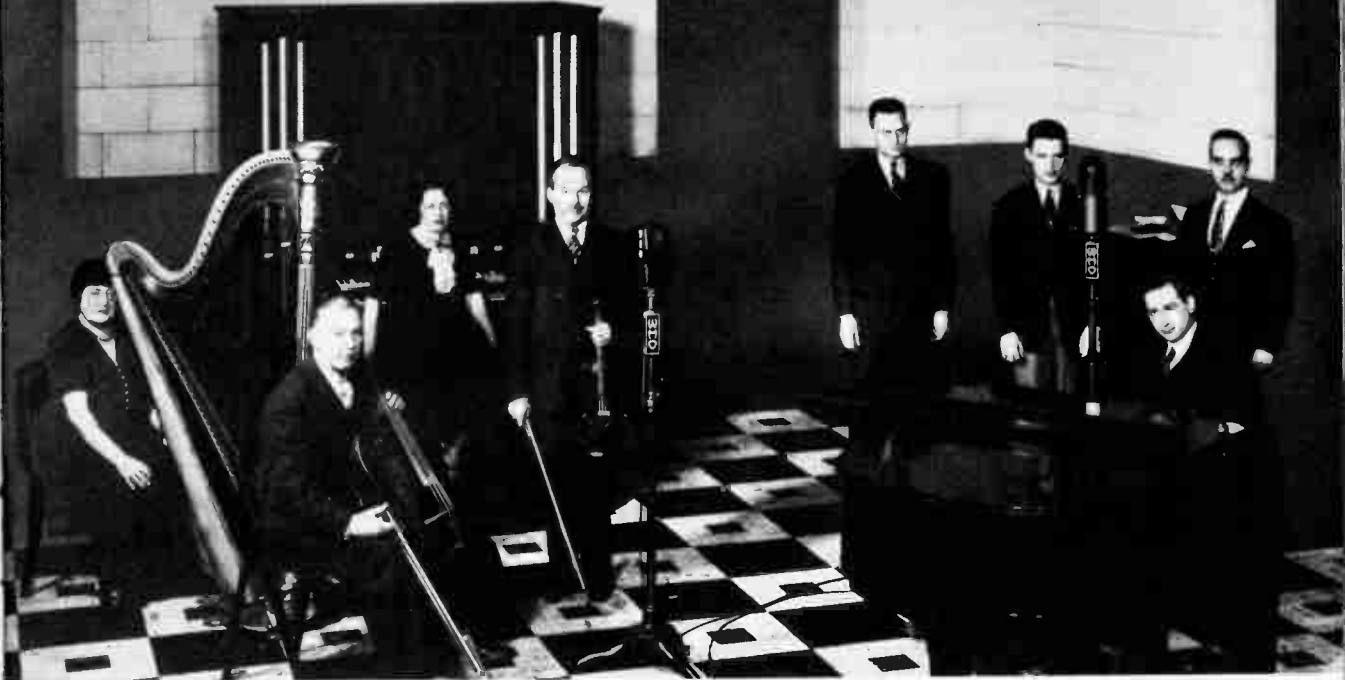






## THE WHO BAND

This fine musical organization, conducted by Harold Fair, is maintained by WHO as a public service. Broadcasts of weekly concerts have drawn favorable comment from prominent bandmasters, are required listening for many band students.



The Pioneer Dinner Hour: Garnette Arrick, Ernie Mitchell, Lenore Mudge Stull, Roy Shaw, Dick M. Vawter (The Old Pioneer), Jack Kerrigan (soloist), Harold Fair and Ernie Sanders.

Glen Parker (below) is producer and announcer on the WHO Band concerts. His voice is heard on other programs, too.

M. L. (Bill) Williams is proud of the music library for which he is responsible. More than 20,000 orchestrations are on its shelves.





John D. M. Hamilton, chairman of the Republican National Committee, being interviewed by Harold Fair.



Jas. G. Daly, president of Nation's Smaller Business Council, addressed a meeting in Des Moines. WHO broadcast his talk.



Frances Perkins, U. S. Secretary of Labor.

Gunner Lange, assistant to Sweden's Minister of Agriculture, discusses farm problems with Herb Plambeck.



Jack Dempsey, former heavy-weight champion of the world.

Chester W. Davis, member, Board of Governors, Federal Reserve Board, has been heard over WHO more than once.



Henry A. Wallace, U. S. Secretary of Agriculture, broadcasts over WHO frequently.



Bob Feller, Iowa born big league pitcher, chats with Bill Brown.





That group of fine looking folks on the opposite page is the cast of Caroline's Golden Store — or rather, as many of them as we could get together at one time. Right in the middle of the second row is Caroline Ellis, author and portrayer of the title role. On her right is Fran Heyser, director. Announcer Ernie Sanders is in the upper right hand corner; and second from the left in the back row is Ray Cox, sound effects man. Next to the back row and second from the right is engineer Reed Snyder. All the rest are actors and actresses that are available for dramatic shows that may originate in the studios of W H O-Des Moines. It is quite a chore, writing, casting, rehearsing and producing a fifteen minute dramatic show five days a week; but the staff at W H O takes such chores in its stride.

W H O Radio Enterprises, Inc., has management of the W H O Artists Bureau, and associated activities, such as the Golden Gloves tournaments, W H O Community Service and other ventures which may have some relation to but are not strictly a part of broadcasting. Through this corporation, personal appearances of W H O talent are arranged. Indoor and outdoor shows are built for conventions, celebrations, etc. W H O Community Service produces home talent shows patterned after the famous Iowa Barn Dance Frolic. Irving H. Grossman (right) is manager of W H O Radio Enterprises, Inc.





CAROLINE'S GOLDEN STORE



Frog Hollow Four  
*Musical  
Comedians*



The Four Dons  
*Funny Fellows*



MOUNTAIN PETE AND HIS MOUNTAINEERS  
Skilled musicians, these chaps play and sing concert  
music, ballads, rumbas, American folk tunes and swing.





Lem and Martha, Stan and the Mountaineers perform for Oshkosh B'Gosh!



Mayor Tillie Boggs and Pappy Cliff with one unit of the Iowa Barn Dance Frolic.



Mr. and Mrs. Tom Lewis and Lucky, their dog, in front of their own fireplace. (Lem and Martha.)



Shari Morning and Cliff Carl (right) as their friends know them in private life.





Gran'pa  
Jitters



Sunset Corners  
Symphony



Peer Ocarino Trio



Bobby Clark



Bud  
Webster



Little Mary Crawford



The Big Yank Unit  
Lou and Jerry,  
The Symps,  
Jack and Ernie



The  
Songfellows



Mr. Maland makes  
a rooster crow for a  
needed sound effect.



Three Little Girls  
Who Love to Sing



Jerry Smith  
*The Yodeling Cowboy*



Glen Burklund  
*The Minnesota  
Nightingale*



Louisiana Lou





Marc Williams



Happy Hank  
with Squeakie and  
Popcorn



Faye and Cleo  
*Maids of the Prairie*



In the WHO News Bureau teletypes clatter all day long and far into the night, bringing news from all over the world. Seven persons are busy, editing, re-writing, compiling the endless stream of items into the newscasts that are so popular with WHO's audience.

Jack Shelley (left), assistant editor, best known for his "Hardware" News in the early mornings, is also heard on other news periods.

Herb Plambeck (below), farm news editor, is first man on the job, preparing his farm news for broadcast shortly after WHO goes on the air. In the picture he is interviewing Sir Wilmott Lewis of London, England, a guest on the Corn Belt Farm Hour.

H. R. Gross, news editor, has listeners from coast to coast. His late evening newscast — "Tomorrow's news tonight" enjoys unbelievable listener interest. His keen nose for news was developed by years of newspaper work.



Leonard Howe devotes most of his time to facsimile, also maintains a broadcasting schedule.

Robert Burlingame (below), spends many busy hours each day in the news room, is frequently heard, too.





Roy Pratt  
Supervisor of Plant  
Operations



Reed A. Snyder  
Supervisor of Studio  
Operations



HERE AND THERE AT THE TRANSMITTER  
Sixteen engineers are required to operate WHO's  
studios, control rooms and 50,000 watt transmitter.



Jimmie and Jaynanne  
Wilt

Two talented tykes,  
born and reared on an  
Iowa farm, they pos-  
sess a rare talent for  
comedy of high order.

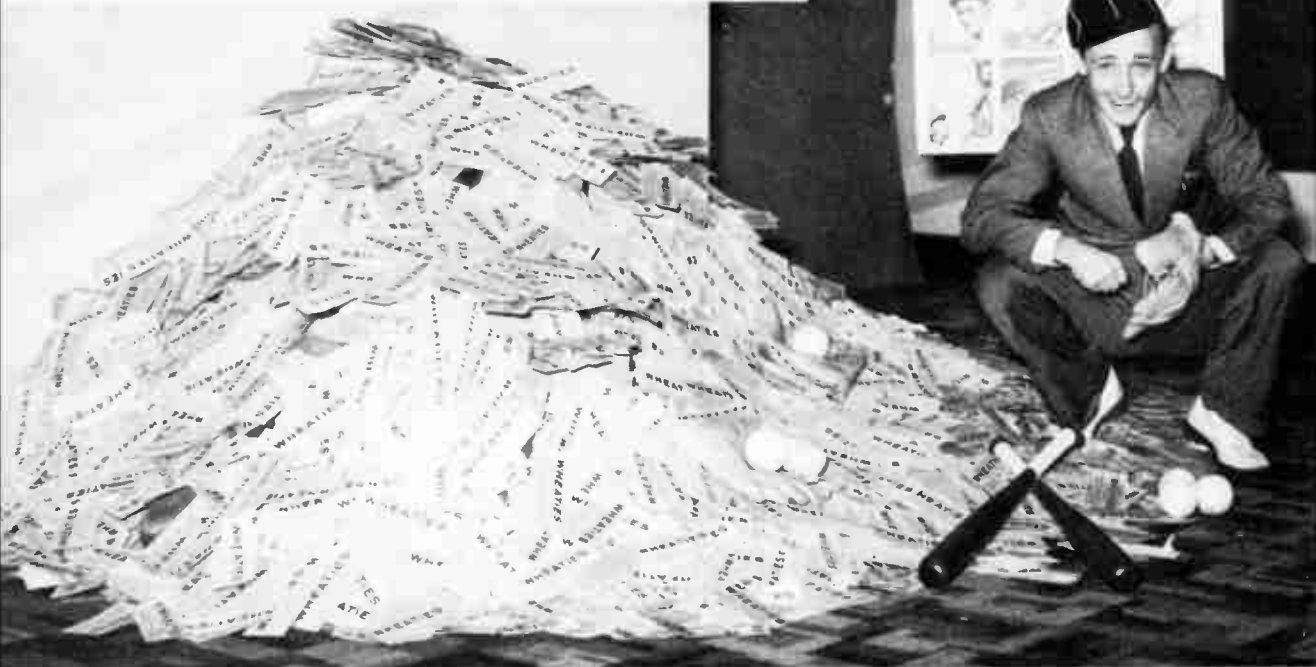


A pair of sweet,  
loveable, unspoiled  
youngsters.



Bill Brown, WHO sports editor, speaks with authority because he knows his subject thoroughly, he is in constant touch with sports situations and happenings through United Press, Trans Radio and special leased wire services, and he has an abiding interest in all athletic events.

Below, he is seated by a pile of box tops. They came with your entries in a contest, conducted in connection with Bill's re-created baseball games.



2ND ANNUAL WHO GOLDEN GLOVES BOXING TOURNAMENT



WHO is the only radio station authorized by the Chicago Tribune and sanctioned by the A.A.U. to conduct an official Golden Gloves boxing tournament.



Candid camera fans had a grand time, too.



More than 20,000 spectators flocked to the Des Moines Coliseum for five nights of boxing.







"BJ" and winners of the 1938 tall corn contest.



Some of the entries in the WHO-Iowa State Fair National Tall Corn Sweepstakes. (Right) the Col. B. J. Palmer trophy.



WHO Crystal Studio Iowa State Fair



Part of the crowd at the King of Kings Cornhusking contest. Mountain Pete and His Mountaineers entertained.



WHO broadcasting booth (right) at King of Kings contest.

Carl Seiler (below), winner, demonstrated his ability at the Iowa Barn Dance Frolic.





Helen Watts Schreiber  
Home economics expert  
"May I Suggest?"



Announcer Ernie Sanders  
and engineer James Gwynn in  
emergency studio at the trans-  
mitter during sleet storm.



Williams Brothers Quartet



The Norem Kids



The Songfellows dress up  
for a concert appearance.



Lousiana Lou is an  
honorary member of  
the V.F.W. auxiliary.



Joy Miller (below) and big  
sister, Ruth (right), popular  
guest artists on the Iowa Barn  
Dance Frolic.



Three Little Girls Who  
Love to Sing in Their  
New Spring Clothes.





Sharee Coates



Margaret Anne Coon



Norman and Freckles



WHO helped promote Air Mail Week by sending this envelope around the world to "BJ."



Max Allen makes music on anything

Were you at the Iowa Barn Dance Frolic the night this picture was taken?



The Songfellows get right down to business in rehearsals.





WHO often originates programs for the red network of the National Broadcasting Co. Left is Rush Hughes, broadcasting to the network from our studios. Below is a WHO pickup of the Drake Symphony orchestra for NBC. Network broadcasts by Horace Heidt's orchestra, the Drake relays, University of Dubuque A Cap-pella Choir, and others have been handled by WHO.

Some of the NBC artists heard over WHO are shown on the next three pages.



Virginia Payne  
"Ma Perkins"



Joan Blaine  
Dramatic  
actress



Al Pearce



Jean Dickinson  
"American Album  
of Familiar Music"



Arlene Harris  
"Human  
Chatterbox"



Lester Tremayne  
and  
Alice Hill  
"Betty and Bob"



Rachel Carlay  
"Manhattan  
Merry-Go-Round"





Luise Barclay  
(below)  
*Backstage Wife*

*Hymns of  
All Churches*



Ruth Bailey  
*"Woman in  
White"*

Bob Hope  
(below)



Red Shelton  
*Avalon Time*

Wallie Butterworth  
and Parks Johnson  
*"Vox Pop"*



Doris Rich  
*"Houseboat Hannah"*



Walter Wilmer  
(right)  
*"David Harum"*



Kenny Baker  
(left)



Lucy Gilman  
*One Man's Family*  
(right)



Everett Mitchell

Fannie Brice  
*"Baby Snooks"*



Merry Macs  
(below)  
*Town Hall Tonight*



Johnny  
the Call Boy  
(right)



Proudly located in the middle of the richest agricultural area in the world, WHO seeks every opportunity to further the interests of farm listeners. The Iowa Agricultural Conservation Committee (left) broadcasts weekly. Chairman O. D. Klein is in the center.

The Corn Belt Farm Hour, conducted by Herb Plambeck, brings important persons and significant events to WHO's audience. The Corn Festival (right) is a growing institution.



Co-operating with the National Farm Institute, WHO broadcasts two round tables. In the group (right) are Mrs. Ellsworth Richardson, farm wife; Oscar Heline, president, Iowa Farmers Grain Dealers Assn.; J. H. Lloyd, Illinois Director of Agriculture; Lee Gentry, chairman, Illinois A.A.A.; C. V. Gregory, Associate Publisher, Wallace's Farmer and Iowa Homestead, and E. R. Smith, president, Illinois Agricultural Assn.



The National Farm Institute attracts speakers of international renown. In the round table (left) broadcast were Louis Tabor, Leon Henderson, Monopolies Investigation Committee, Washington, D. C.; Dr. T. W. Schultz, Iowa State College; Rev. John W. McGuire, famed labor mediator; John Vesecky and Ed O'Neal.



John Vesecky, president, National Farmers Union

Ed O'Neal, president, American Farm Bureau

Louis Tabor, master, National Grange

Herb Plambeck, WHO Farm News Editor

Agricultural specialists receive special recognition on the Corn Belt Farm Hour. Pictured on the right is a group which participated in a program dedicated to dairying and dairymen.



How does a radio program get from the broadcasting studio to your home?

All programs start in front of a microphone. When a person talks or sings or plays an instrument in front of a microphone, the sound waves make the inside of the microphone vibrate and the waves are changed into very small electrical impulses which are amplified (made larger and stronger) thousands and thousands of times. They are then sent by wires to the transmitter where they are further amplified. All this time the transmitter is sending out a carrier wave. You can't see it, you can't feel it; but if you could see it, it would look like waves in a pool of water when you drop a stone in it, only the carrier wave goes out in all directions from the broadcasting antenna. The length of the carrier wave is determined by the frequency or wave length given to the radio station by the Federal Communications Commission. That is why you can get more than one radio station on your receiver,—because carrier waves are different lengths. Now the electrical impulse that was a sound wave comes along on wires. If you could see it, it would look like a very irregularly jagged line. When it gets to the broadcasting antenna it is put on the back of the carrier wave, and the carrier wave carries the electrical impulse through the air until it touches the antenna of your radio receiver. It follows the antenna into your receiver and there the things that went on in the transmitter are reversed. Your radio set separates the carrier wave and the electrical impulse, throws out the carrier wave and sends the electrical impulse to the loud speaker of your set. That makes the loud speaker vibrate just as the inside of the microphone vibrated. This makes sound waves in the air and when the sound waves reach your ear drums you hear the same sound that started way back in the studio.

An electrical transcription is a recording, very much like a phonograph record, usually larger, and recorded and played at less than half the speed of a phonograph record. The transcribed program is produced just as though it were being broadcast. The sound waves are changed into electrical impulses; then the recording equipment changes the electrical impulse into an irregular track on the sides or bottom of a spiral groove on a disk. When the disk is put on a turntable and a needle in a pick-up or reproducer travels in the groove, the sound track is changed back into an electrical impulse which is sent to the transmitter just as though it were coming directly from the microphone.

Facsimile is one of the newer developments in radio. Facsimile changes printing or writing, pictures, etc., into electrical impulses and sends them through the air to be picked up and re-converted into visual images by facsimile receivers. You will be hearing more about facsimile soon.

When will television be here? Television is here; but it is now commercially practicable only in areas with a large, concentrated population. In other words, tremendous buying power in a relatively small territory. The reason is that television waves do not go on and on indefinitely like carrier waves for sound broadcasting. Television waves go in a straight line from the top of the broadcasting antenna to the horizon line; and they keep on in a straight line, right out into space. In a city like New York, television may be practical. In the middle west there are not enough folks within a fifty mile radius of Des Moines (the approximate coverage of a television transmitter using W H O's 532 foot antenna) to buy enough advertised products to pay for its operation.

Networks? There are two kinds,—wired and wireless. The Red network of the National Broadcasting Co., with which W H O is associated, is wired. A program may originate with any station on the network; and is carried to all of the other associated stations by special leased telephone lines. The Corn Belt Wireless, for which only W H O originates programs, is a group of middle western stations equipped with high fidelity receivers installed in practically ideal locations, with which they pick up programs broadcast by W H O, feed them to their transmitters, and rebroadcast them to their individual listening audiences.

This is the fourth edition of the W H O Picture Book. We will be glad to have your comments on it. We would like to have your suggestions for future editions. Thank you.

