

A vintage-style illustration featuring a tall lattice radio tower on the left, supported by guy wires. In the background, a large, stylized cloud contains the station's call letters. Below the tower, a building with a sign that reads 'WIO' is visible, surrounded by some foliage. The sky is filled with horizontal lines, suggesting a bright, sunny day.

**WHO**

**DES MOINES**

1040

*On Your Dial*

**IOWA'S ONLY  
Clear Channel Radio Station**

# WHO

## ANNOUNCERS

These young men are the Voices of the Voice of the Middlewest. They write, arrange, cast, produce and announce the programs that originate in WHO's studios. Fine announcers all, each has special ability in some branch of program production,—drama, music, comedy, variety shows, sports. Working with a large staff of professional performers, they are responsible for much of the listening pleasure of millions of listeners.



*Glen Parker*



*Jack Kerrigan*



*Dick Anderson*

**WHO - Des Moines - Your Cl**



*Jack Shelley*  
News Editor



*Bob Burlingame*  
Assistant News Editor



*Leonard Howe*  
News

## **WHO** **NEWSCASTERS**

You are invited to visit the WHO News Bureau in the WHO Building, 914-916 Walnut Street, Des Moines.

There you will see United Press and International News teletypes bringing news dispatches from all over the world with the speed of light. You will see busy men and women editing and preparing the news for broadcasting. You will meet some of your favorite newscasters. You may visit the studios and offices, too, and see the research laboratory and the control rooms.

You are welcome at WHO, the home of the Iowa Barn Dance Frolic.





*Max Robinson*



*Stan Widney*  
Iowa Barn Dance Frolic



*Jim McCulla*



*Bobby Griffin*

**Channel Radio Station in Iowa**



*Bill Brown*  
Sports



*Herb Planbeck*  
Farm News Editor



*Mal Hansen*  
Farm News

## WHO FARM NEWSCASTERS

Someone once called Iowa "The Golden Buckle on the Corn Belt of the U. S. A." Farm news and farm service are doubly important in the middle of such a rich agricultural area. Herb Plambeck and Mal Hansen are ideally equipped by temperament, training and inclination to handle these departments at WHO. They travel thousands of miles every year in the service of agriculture. Their broadcasts are acknowledged contributions to better farming.

This is just one example of how WHO uses its Clear Channel to render genuine service to its listeners.

Iowa - 1040 on Your Dial - WHO



## WHAT IS A *Clear Channel* STATION?

A radio channel is the Road through the air on which programs travel from radio station to radio set. The government licenses only ONE station to a CLEAR CHANNEL or "road," so its programs . . . **protected from all interference** . . . can be enjoyed not only in cities like Des Moines, but also by **DIS-TANT LISTENERS ON FARMS AND IN SMALL TOWNS!**

**WHO** — the Voice of the Middlewest — is your CLEAR CHANNEL station in Iowa.

**WHO** — is the only station in this country allowed by the government to broadcast on

the CLEAR CHANNEL found at 1040 on your radio dial. Other "city" stations interfere with each other's programs outside of their home cities **BECAUSE THEY SHARE CHANNELS.**

**WHO** — is the home town station not merely of Des Moines, but also of farms, villages and small cities miles away. They can hear the same top-notch radio programs enjoyed by city listeners **only** because . . .

**WHO** is an interference-free CLEAR CHANNEL station.





THREE LITTLE GIRLS  
Who Love to Sing



COUSIN HERALD



JACK BENNY and  
Mary Livingston



WHO CRYSTAL STUDIO  
Iowa State Fair

W  
H  
O



SIN HERALD



THE SONGFELLOWS



PEGGY ANNE

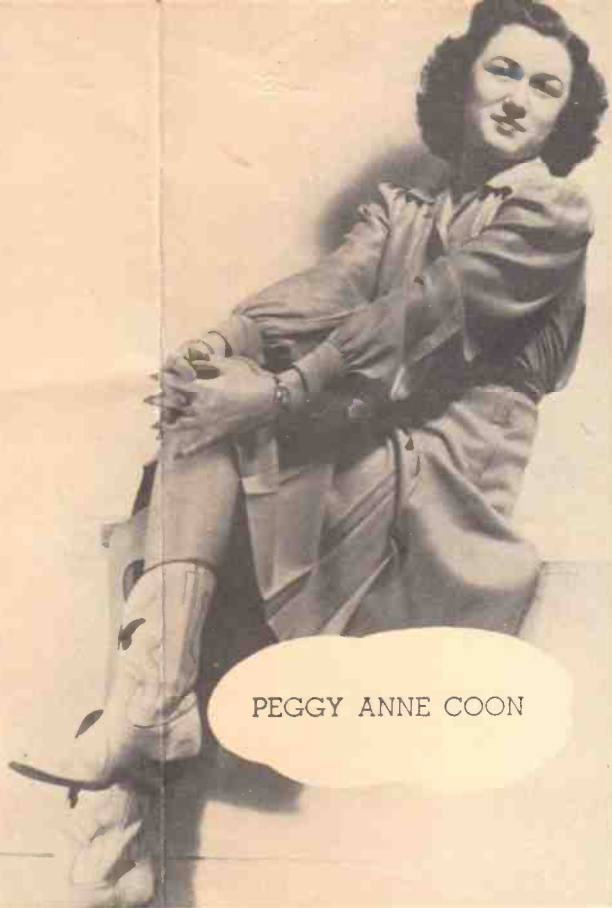
**1040**  
on your  
dial



SHARI MORNING  
"Tillie Boggs"







PEGGY ANNE COON

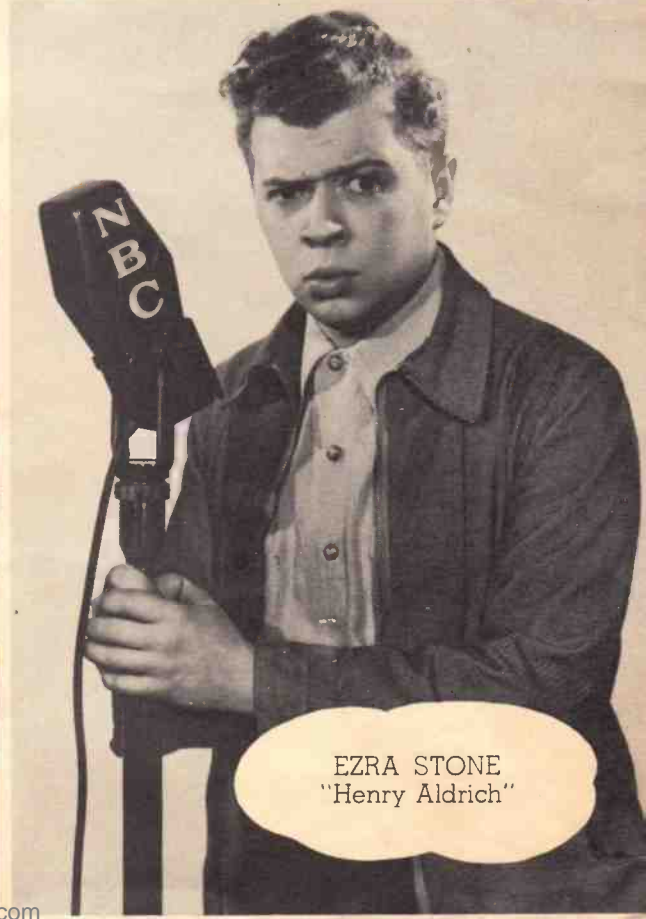


JERRY and ZELDA

**WHO**  
Barn  
Dance  
Frolic



BURT BROTHERS



EZRA STONE  
"Henry Aldrich"



SQUARE DANCERS  
WHO Barn Dance Frolic



GLEN BURKLAND



LEM and MARTHA

50,000  
Watts



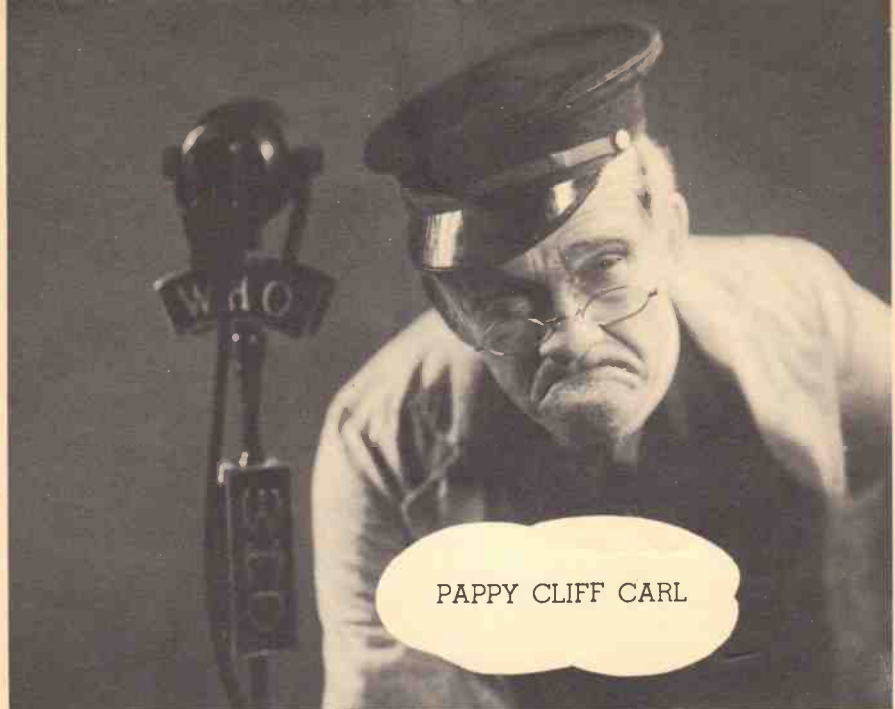
BORDERLAND  
BUCKAROS

WHO - Des Moines - Your Choice





ORE



PAPPY CLIFF CARL



BURKLAND



JIMMIE and JAYNANE WILT

Iowa's Only  
**CLEAR  
CHANNEL**  
Station



RIDERLAND  
CARROOS



**Channel Radio Station in Io**



LOIS BULLINGTON



SUNSET CORNERS  
SYMPHONY

**NBC**  
**Red**  
**Network**



WHO HOME  
TALENT SHOWS



FIBBER MCGEE  
and MOLLY

**in Iowa - 1040 on Your Dial - WHO**