

**NEW**

**RADIO STATION**

**WOW**

**INCREASED  
POWER**





*De Emmett Bradshaw,  
President,  
Woodmen of the World Life  
Insurance Association*

**R**ADIO station WOW is a part of the Woodmen of the World Life Insurance Association, which was organized June 6, 1890, with a membership of 135, under the leadership of the first Sovereign Commander and founder, Joseph Cullen Root, who guided the organization until his death in 1913.

In the mind of the second Sovereign Commander, W. A. Fraser, was conceived the idea of "fraternalizing the air," and the radio station then known as WOAW broadcast its first formal program on April 2, 1923. On December 15, 1926, authorization was received to change the call letters to WOW, the initials of the Woodmen of the World.

During the past 45 years the Woodmen of the World Life Insurance Association has grown to a membership of approximately 400,000 throughout the country, and today is the strongest fraternal life insurance association in the world with assets of more than \$123,000,000.

Now under the progressive leadership of De Emmett Bradshaw, President of the Woodmen of the World Life Insurance Association, WOW inaugurates new studios and a new 5,000 watt transmitter.





## **Now 5,000 Watts Power . . . 590 Kilocycles**

**T**AKING inspiration from the vision of its founders, WOW has kept abreast of every new development in the field of radio. Today it has abandoned the once fine "crystal studios" and now offers to its membership and the world at large its new spacious, modern, luxurious studio suite, and new and highly advanced transmitter equipment as a superlative radio achievement.



*At left is the main reception hall leading to the executive offices of the W. O. W. Life Insurance Association.*

*At the right and beneath are two views of the ultra modern reception room of the radio studios.*



## Ultra-Modern Studios

**T**HE reception room of WOW symbolizes the station's ability to supply the latest answers to all questions pertaining to any phase of radio. Here, surrounded by the most modern decorative treatment of color and architectural design, science, musical artistry, a sense of the dramatic and carefully calculated sales endeavor combine to draw the utmost in effectiveness from the advertising dollar.





*Office of Mr. Wm. Ruess, Personnel Director of radio station WOW.*

## **Important Prestige**

**A**S AN integral part of the great Woodmen of the World Life Insurance Association, Radio Station WOW has the unique advantage of the mature counsel of the same executives who conduct the affairs of the Woodmen of the World. This affiliation has established for station WOW a prestige that brings all advertisers additional recognition and acceptance.



*William Ruess,  
Personnel Director*





*Office of Mr. John J. Gillin, Jr., Commercial-Program Director of radio station WOW.*



*John J. Gillin, Jr.,  
Commercial-Program Director*

## **Energetic Leadership**

**T**HE active leadership of WOW answers that spirit of challenge ever present in radio. From day to day, from hour to hour the pace changes. Complete adaptability of the entire radio staff is indispensable. A sense of showmanship and of the dramatic play their proper part also in the creation and broadcast of all radio programs.





*Commercial Office*



*Program Office*



*Harry Burke,  
Program Manager*



*Howard Peterson,  
Promotion Manager*

## **Skilled Staff Gets Results**

**P**ROGRAM production and commercial departments are manned by competent, skilled staffs that cooperate closely with the active station management in the building of effective programs. Careful follow-up checks are made to gauge merchandising results. No "program idea" is too big, nor production detail too small for these alert, experienced station departments. WOW believes in advertising, in radio, and the ability of its personnel to accomplish superior achievements in both.





*Announcers' Studio*

## **Announcers Are Competent**

**R**ECOGNIZING the importance of the announcer in clinching radio sales' arguments, Radio Station WOW has placed particular emphasis on this phase of radio broadcasting. Requirements for announcers in general educational background, radio personality, as well as the routine of voice and diction are unusually high. Announcers are trained properly to blend their own personalities with advertisers' messages. They are adept at bringing just the proper note to a message to make it most appealing to the greatest number of listeners.





(X)

## Studios Are Complete

**T**HE three studios of WOW have been designed to anticipate every broadcast need. The main studio is large enough to accommodate a symphony orchestra. Actually it is a room within a room. By means of hangers and insulation the studio is isolated from all outside noise or vibration. The doors, 3 inches in thickness and weighing approximately 375 pounds each, seal tightly when closed. The studios, in the air-conditioned Insurance Building, provide all-year comfort.



*The main studio at left is large enough to accommodate every broadcast need.*

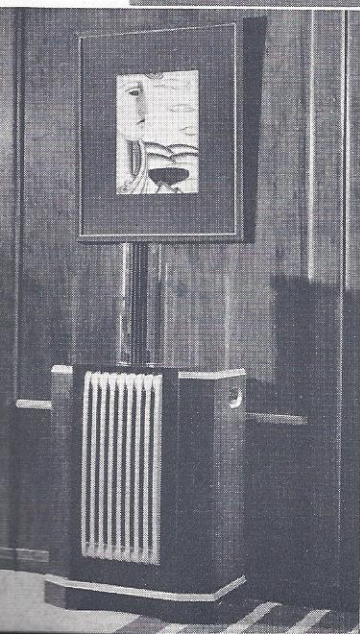
*Another view of the studio is shown at right.*

*The small studio shown below is adequate for most program requirements.*



STUDIO "C" is ample in size for practically all program requirements. Acoustic treatment is similar to the large studio. The decorative motif of the entire studio suite has been carefully maintained. Walls are finished in two shades of brown. The ceiling is red with a brown cornice.





## Audition Room for Clients

**I**N THE comfortable, home-like surroundings of the audition room clients can hear prospective programs under conditions identical to those of actual home reception. Pleasing shades of tan and brown lend the air of a luxurious living room.



## Artists' Lounge and Transcription Room

CAREFUL consideration has been given to secure the utmost from both living talent and transcribed programs. An artists' lounge, in keeping with the decorative scheme, has been provided for the use of those who take part in programs originating at WOW.

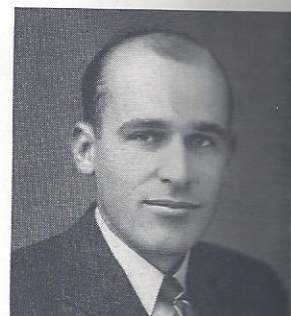
The transcription machine handles all types of transcribed programs. All transcriptions received are carefully timed and checked for defects before going on the air.







*William Kotera,  
Chief Engineer*



*Joseph L. Herold,  
Chief Control Operator*

*Operators in the control room have all the latest facilities at their fingertips.*

## **Master Control Room**

**T**HE operators in the control room have the very latest facilities at their fingertips. Two amplifier channels are included in one of the most flexible control panels ever designed. Nothing has been overlooked to render the equipment as reliable and efficient as possible.

Operating personnel is experienced and dependable and can be relied upon to bring out the best in every radio program going out over station WOW.



# Transmitter

**T**HE transmitter occupies a 16 acre plot at 56th and Kansas Avenue in Omaha, selected because of its superiority for radio transmission. The main building houses the latest type Western Electric 5000 watt high fidelity broadcast transmitter and a 5-room home for the resident operator.

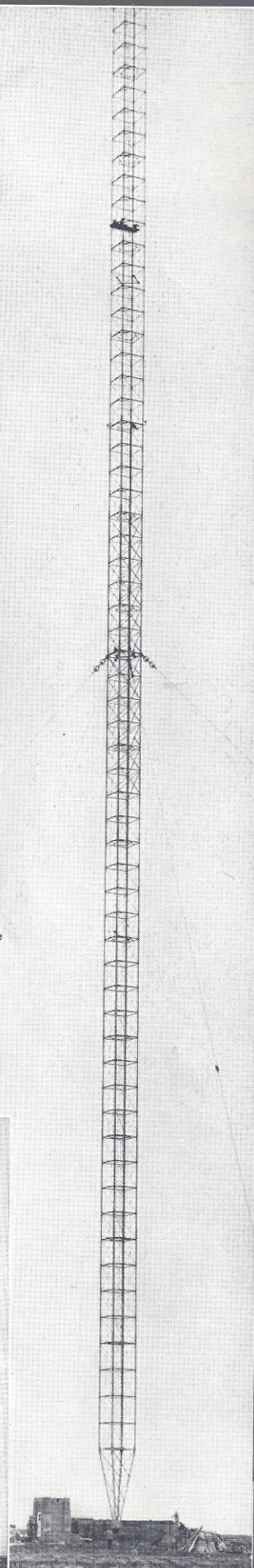
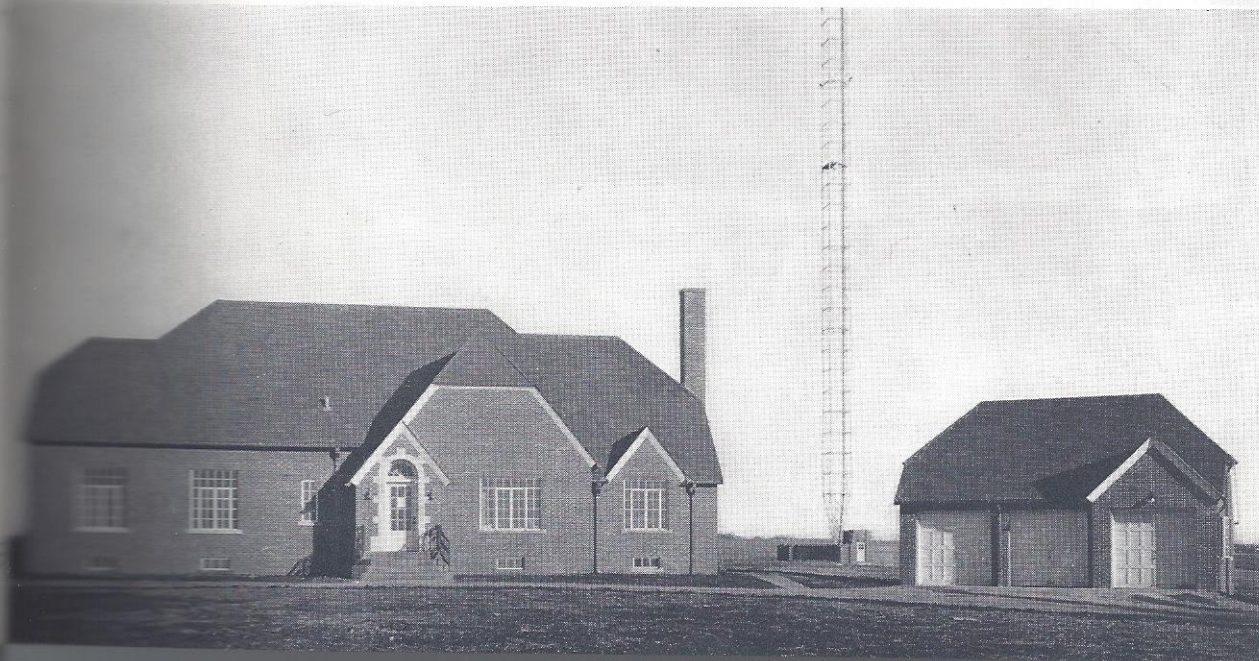
Every precaution has been taken to insure high fidelity broadcast transmission, high efficiency and perfect safety for the operating personnel. The first two panels contain a one kilowatt unit with a self-contained power supply normally used to drive the 5 kilowatt amplifier but which may be used as a separate unit when necessary to operate at one kilowatt. The transmission line from the transmitter house to the tuning house is buried five feet under ground.

The vertical radiator rising 454 feet in the air, weighs 29 tons and is supported at the base by a porcelain insulator. From it 120 radial ground wires, each 400 feet in length, totaling 9 miles of wire are buried beneath the surface of the earth to comprise the ground system.

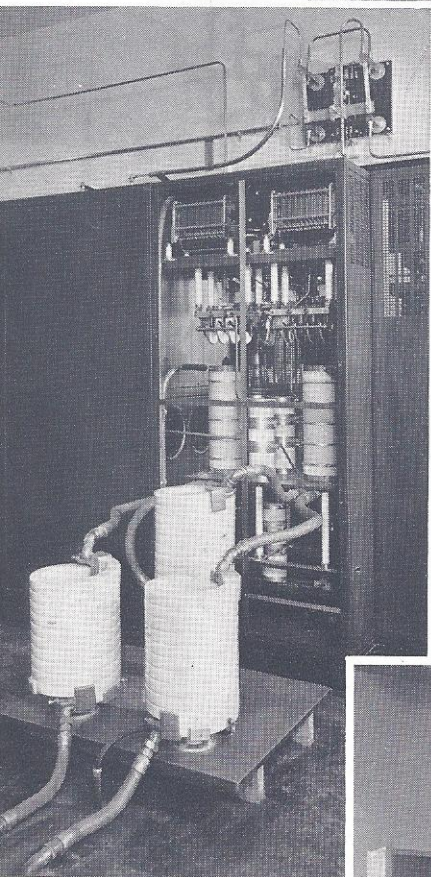
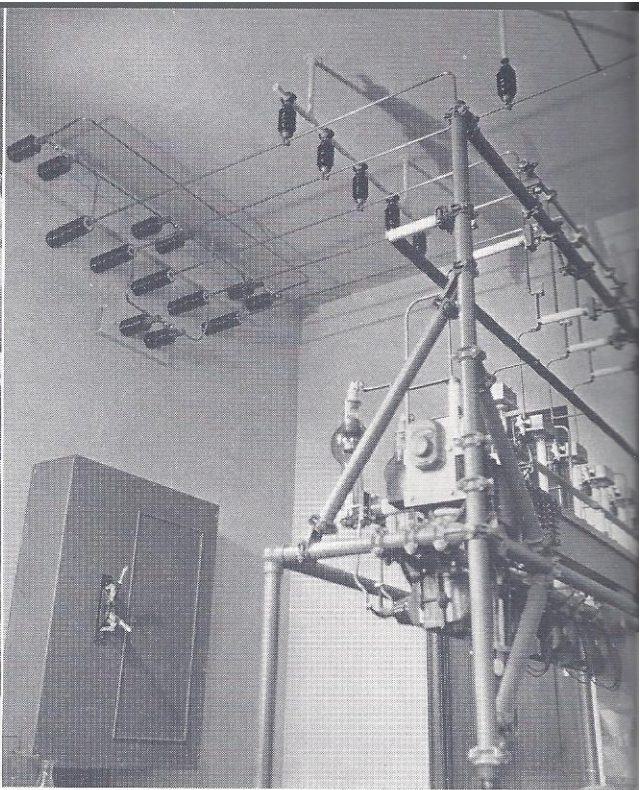
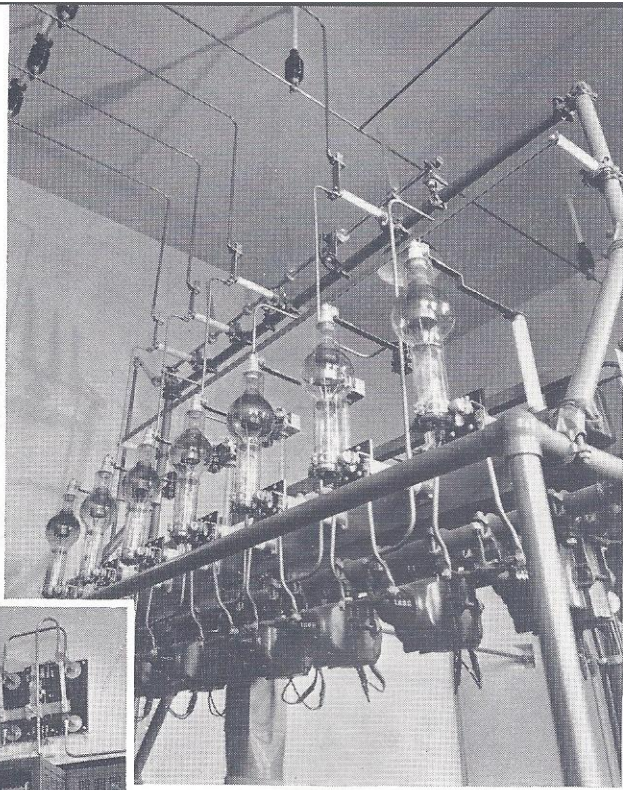


*Edward R. Anderson,  
Chief Transmitter Operator*

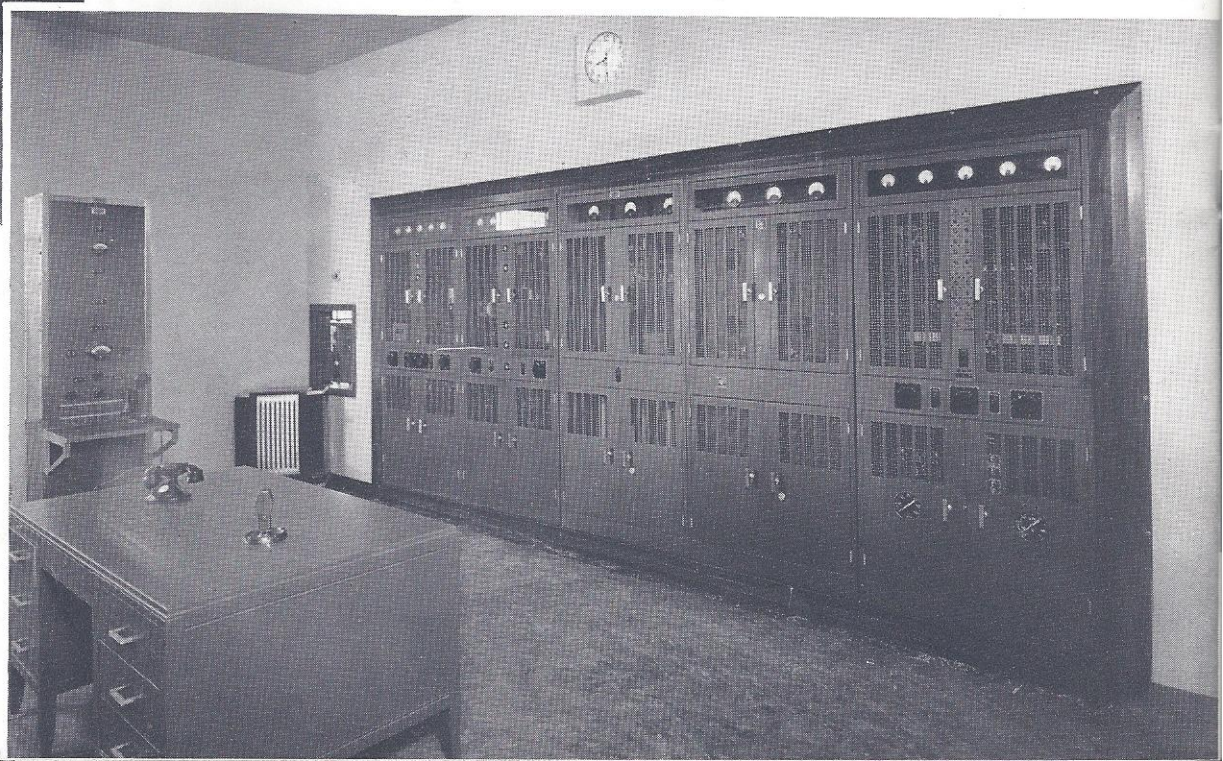
Circuits in the tuning house are used to match transmission line to antenna.





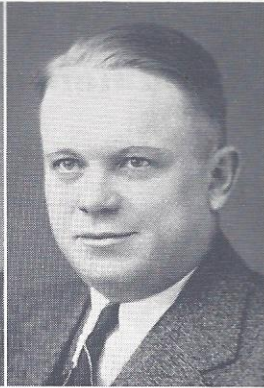


**I**N THE rear of the operating room is the high voltage rectifier unit where a bank of rectifier tubes receive alternating current from the transformers located in the rear of the building and convert the alternating current to direct current at 12,000 volts for the operation of the 5 kilowatt amplifier. This unit employs two high powered water-cooled vacuum tubes. Because of the dangerous voltages special switches and interlocking devices have been installed to provide absolute safety.





# WOW Radio Station Personnel



*Thomas B. Chase,  
Announcer  
and Children's Programs*

*John K. Chapel,  
Announcer and Programs*

*F. Russell Baker,  
Announcer and Dramatic  
Programs*

*Lester Palmer,  
Announcer*

*Foster May,  
Newscaster and Announcer*

*Helen Lewis,  
Assistant Program Manager*



*Sally Dee,  
Dramatic Programs*

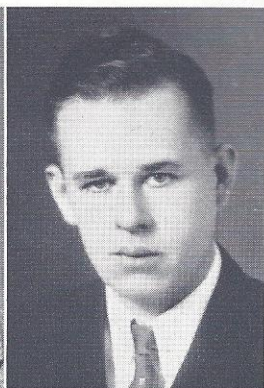
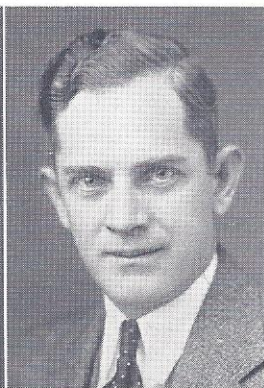
*Luella Cannam,  
Solicitor and Programs*

*Dorothy Cogswell,  
Chief Hostess*

*Rose Cepuran,  
Assistant Chief Hostess*

*Lois Green,  
Secretary and Bookkeeper*

*Cecelia Broderick,  
Secretary to Mr. Gillin*



*Evelyn Mason,  
Hostess and Secretary*

*Betty Bauer,  
Stenographer*

*D. Roy Glanton,  
Transmitter Operator*

*Glenn Flynn,  
Control Operator*

*Harold Griffin,  
Control Operator*

*Frederick A. Rudd,  
Transmitter Operator*



# Sovereign Camp

OF THE

## Woodmen of the World

~

### FINANCIAL STATEMENT

November 1, 1935

#### ASSETS

Municipal and government bonds (book value).....	\$108,976,546.77
(Government, state, county, road and city bonds)	
Loans on certificates.....	4,443,643.04
(Loans to members secured by reserves on certificates)	
Loans on real estate.....	462,474.04
(First liens on well-located, improved city property in Omaha)	
Real estate.....	1,900,355.97
(Includes home office building, Omaha, Neb., and W.O.W. War Memorial Hospital, San Antonio, Tex.)	
Cash in depositories and office.....	2,955,050.03
(Cash in banks, subject to check for payment of current claims and expenses)	
Premiums in hands of financial secretaries.....	768,259.84
(Premiums collected from members to be forwarded to home office)	
Interest due and accrued.....	2,820,153.49
(Interest earned on investments to July 1, 1935, payable at a later date)	
Other assets.....	828,284.45
(Accounts receivable, inventories, postage, etc.)	
Total.....	<u>\$123,154,767.63</u>

#### LIABILITIES

Mortuary claims in process of settlement.....	\$ 1,065,110.59
(Claims reported, awaiting proofs of loss)	
Commissions, expenses and salaries, due and accrued.....	125,568.66
(Reserves for accrued commissions, salaries and expenses)	
Other liabilities.....	97,638.47
Total.....	<u>\$ 1,288,317.72</u>
Reserves.....	121,866,449.91
(Certificate reserves, reserves for fluctuation of values on securities and other contingent reserves)	
Total.....	<u>\$123,154,767.63</u>