

NEBRASKA BUICK AUTO CO. RADIO BROADCASTING STATION

LINCOLN
NEBRASKA

Many Thanks!

"KFAB" wants to tell you that we appreciate your acknowledgment of our Broadcasting.

Program of _____

Suggestions always help to improve our service. May we have the pleasure of hearing from you again.

Remarks: _____

*Thanks again for your excellent card,
I think 340 is our way soon, come again*

Sincerely, _____

Guy

Announcer KFAB

GG

4-1-25

3-29-25

129

317.



David F. Thomas
Proctorville
O.

JOBBERS AND
DISTRIBUTORS
... OF ...
AUTOMOTIVE
EQUIPMENT

NEBRASKA BUICK AUTO CO.

JOBBERS AND
DISTRIBUTORS
... OF ...
AUTOMOTIVE
EQUIPMENT

GENERAL OFFICES
LINCOLN, NEBRASKA

Jan. 19, 1925.

H. E. SIDLES, PRESIDENT
LEE HUFF, VICE PRESIDENT
CHARLES STUART, SECY-TREAS.

David F. Thomas,
Proctorville, Ohio.

Dear Sir:

Thanks very much for your card of January 17. We are glad to know that you and the party who listened in enjoyed the program of January 16.

We will be glad to hear from you as often as you care to write, and we welcome any criticisms or suggestions that would tend to better our station.

Very truly yours,

Gayle Grubb

Gayle Grubb,
Announcer KFAB.

GG:MEL



24.

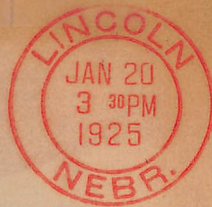
NEBRASKA



AUTO CO.

LINCOLN, NEBRASKA

2121



David F. Thomas,
Proctorville, Ohio.

WESTINGHOUSE REPEATING
STATION KFKX
HASTINGS, NEBRASKA

To the Recipient of This Booklet:

Realizing that without your encouragement and support, it would be impossible for us to continue the maintenance of high class radio programs, we are taking this means of expressing our appreciation for your recent communication.

Like every other American institution, the Radio Broadcasting Station is a product of public opinion—a reflection of popular desire. A Broadcasting Station, if it is to perform a service to humanity, must supply what its unseen audience desires—not what its sponsors believe proper. The only barometer of public opinion is the Station mail, and it is with a deep feeling of gratitude that we watch the volume of that mail increase.

Trusting that you will enjoy this little glimpse behind the scenes at KFKX, and that you will write to us again and again with your suggestions and advice, we remain,

Sincerely yours,
KFKX

THE WESTINGHOUSE ELECTRIC & MANUFACTURING
COMPANY

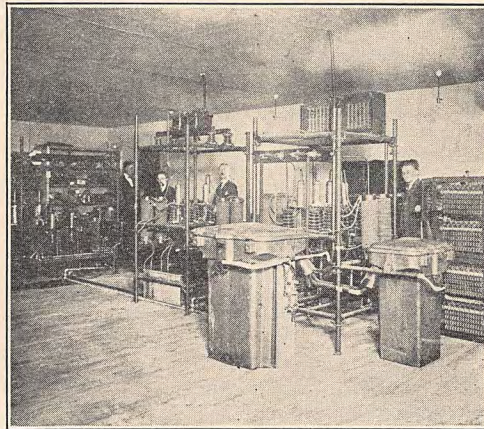
OTHER STATIONS

KDKA—East Pittsburg

KYW—Chicago

WBZ—Springfield, Mass.

THE STATION



The sending apparatus of KFKX is contained in a frame building twenty-five by forty feet. Briefly, it consists of three panels: a rectifier, modulator, and oscillator panel.

The antennae used consists of two eight wire cages, each 100 feet long, suspended between two cross-arms, 10 feet long on poles 75 feet high, together with a fan counterpoise 100 feet long and 100 feet wide. For short wave transmission on 110 meters (2730 kilocycles), the vertical tube down-lead without flat top is used. On account of the very high frequency necessary for short wave length transmission, extraordinary rigidity is maintained.

The Station is connected by telephone cable with the studio, located in the building of the Gaston Music and Furniture Company, about a mile from the Station. Programs given in the studio pass thru this cable and are put on the air at the Station.

For rebroadcasting short wave signals from KDKA at East Pittsburg are received on a farm located about a mile from the Station, amplified and sent to the Station by telephone line and then out on the air again.

THE MEN BEHIND THE SCENES



Shown in the photo, from left to right, are: L. A. Barber, operator; H. Roess, engineer on receiving; J. C. Stroebel, chief engineer; and N. D. Cole, operator; "Jack" Stroebel, mascot.

FACTS ABOUT KFKX

First Radio Relaying Station in the world.
Radio relaying is the receiving of programs from one station on a short wave, and their transmission on a standard wave.

Linked by repeating process to KDKA, Westinghouse Station at East Pittsburg—the first Rebroadcasting Station in the world.

Holds the record for mail received in first week of operation—1,963 letters received.

THE ANNOUNCER

W. G. (BILL) HAY



W. G. (Bill) Hay, the musical director and announcer for KFKX, is rapidly becoming the most widely known man in his "profession" in the United States, due to the clarity of his enunciation, purity of his diction, enough Scotch accent to make it pleasing, and the dignity which characterizes his handling of the programs.

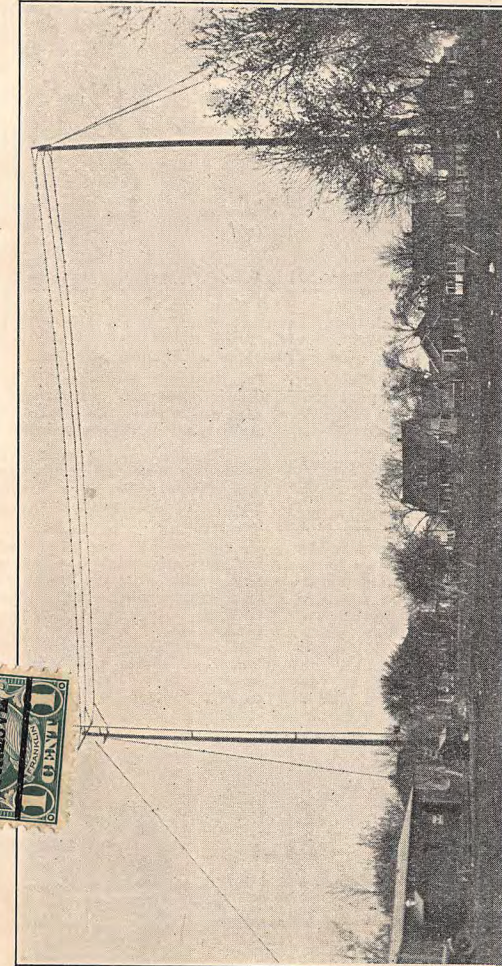
Mr. Hay, who is treasurer and sales manager of the music department of the Gaston Music and Furniture Company, and who is a very busy man, took up the work as announcer and musical director for KFKX because of his intense interest in radio broadcasting.

Has received acknowledgment of programs from every State in the Union, every Province in Canada from Mexico, Costa Rica, Island of Cuba, Guatemala, Brazil, Alaska, Hawaii, China, Holland, Uruguay, Island of Samoa, and from ships at sea.

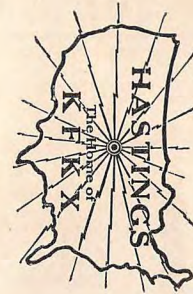
Recently was heard in Nice, France, thru relaying process.
Transmits programs at 341 meters.

BROADCASTING SCHEDULE

Wave length, 341 meters (880 kilocycles)
Local programs—Mondays and Thursdays,
9:30 p. m. to 11:00 p. m., C. S. T.
No fixed schedule for rebroadcasting KDKA



View of the Building and Aerials at KFKX Station, Hastings, Nebraska



David F. Thomas,
Proctorville, Ohio

HASTINGS, NEBRASKA
EXTENDS GREETINGS

WESTINGHOUSE REPEATING STATION
KFKX

26

HASTINGS, NEBRASKA, U. S. A. ♣ ♣ ♣ QUEEN CITY OF THE WEST



Center—Business Section from Roof of Hotel Clarke.
Right—North on Hastings Ave. from Hotel Clarke Roof.
Left—View of Civic Center from Roof of Dutton Building.

HASTINGS, Nebraska, known as "Queen City of the West," is fast becoming "Empress of the Air." Her domain has extended past the bounds of Adams County, past the borders of Nebraska and the Middle West. Today, thanks to Westinghouse Radio Station KFKX, Hastings has extended her empire on the East to France and Holland, on the West to China and Japan, on the South to Uruguay, and to Alaska on the North.

As "Queen City of the West" and as "Empress of the Air," Hastings feels a personal interest in every one of her "listeners-in." She appreciates hearing from her friends near and far and extends to them hearty good wishes, and an invitation to "listen in" often, to write to her, and, if possible, pay her a visit. You will always find a hearty welcome at Hastings.

In the accompanying illustrations, and the following brief paragraphs, we are attempting to give you some idea of the real personality of our city. If you plan on touring through Nebraska this year, or if for any reason you wish further information about Hastings, we have road maps and other material we will be glad to furnish on request.

Hastings is located within 35 miles of the exact geographical center of the United States. Her altitude is 1920 feet. With a population of slightly over 16,000, Hastings ranks fourth in population in Nebraska. Hastings has five railroads, is on the main line of the Burlington to the West, and the main line of the Union

Pacific from Kansas City to the Northwest. Twenty-eight passenger trains arrive and depart each day. Hastings is on the new Harding Memorial Highway, the Detroit-Lincoln-Denver, the Potash Highway, and the Grainland Highway, and connects by good state roads with many other highways.

Hastings is the county seat of Adams County, which is one of the banner wheat producing counties in the state, and the headquarters of the Nebraska Wheat Growers' Association. There are 37 grain elevators within a radius of 15 miles. The Adams County Fair, held each year, is the largest in Nebraska.

Hastings is a rapidly growing manufacturing center. Goods made in Hastings are distributed all over the United States and in many foreign countries. Among other factories, Hastings has the largest cigar factory in Nebraska, the largest exclusive tire pump factory in the world, the largest luggage carrier factory in the United States, four brick yards which make about 70 per cent of all the brick manufactured in Nebraska. Hastings has one of the largest harness factories in the United States, has a modern candy factory, a bakery with a capacity of 25,000 loaves of bread per day, a large artificial ice plant, a bottling works, two large ice cream factories, a packing house, a large flour mill, a corrugated culvert factory, a large planing mill,



Left—Looking South on St. Joseph Ave. at Twelfth St.
Right—Looking North on St. Joseph Ave. from Fifth St.
Center—Typical Hastings Homes



Photographed and Prepared by S. F. Woodbridge, Jr., of the Hastings Chamber of Commerce Publicity Committee

HOME OF STATION KFKX ♣ ♣ ♣ HASTINGS, NEBRASKA, U. S. A.



Left Hand Side, from Top: First Methodist Church, St. Cecilia's Church and School, Library of Hastings College, and New Municipal Auditorium.
Left Center: Mary Lanning Memorial Hospital.

five printing houses, three monument and granite works, and three creameries. One of our manufacturers has an annual payroll of \$300,000.

As a distributing center Hastings is rapidly forging ahead. Wholesale grocers of Hastings ship over \$3,000,000 worth of goods annually. Hastings has one of the largest distributors of musical instruments in the middle west, one of the largest hardware and auto accessories distributors in Nebraska, a wholesale stationery and notion house, a large candy distributor, a land roller and farm implement distributor. We have five tire and rubber distributing agencies, seven automobile distributors, and Hastings is the headquarters of the second largest Nebraska division of the Standard Oil Co., which has an investment of over \$250,000 here, and controls 96 substations.

Hastings retail stores do a business of over \$5,000,000 per year. Our department stores, specialty shops, and stores of every kind are the equal of those in much larger cities.

Hastings has five banks, with total deposits approximating \$5,200,000. There has never been a bank failure in Hastings. Hastings also has two resident building and loan associations, and is the home of three insurance companies.

From an educational standpoint the city of Hastings has wonderful advantages. Our million dollar public school system is of the highest order. We have five grade schools, a Junior High School and a Senior High School. In addition to these, we have a large parochial school, and a Catholic academy. Hastings also has an accredited Business College, and is the home of the Hastings College (Presbyterian) which is leading the state in educational work, athletics and all school activities.

Hastings churches represent twenty-six denominations, and several are numbered among the most beautiful churches in the West. Hastings people are well-educated, happy, industrious and prosperous. Their annual payroll is more than \$4,000,000. Most of them own beautiful homes. One out of every four is the owner of an automobile, and nine out of every ten families have radio sets.

Hastings has 34 miles of paving, and an ornamental lighted district. It owns its electric light and water plant, and furnishes power for miles around. Its water comes from artesian wells and is always clear as crystal, and free from contamination.

Its gas plant is one of the best equipped in Nebraska. It has splendid public buildings, and its six hotels afford ample hotel accommodations. Our new \$200,000 Auditorium has just been completed, and a splendid Tourist Camping Park—one of the best equipped in Nebraska—welcomes the traveling autoist.

Hastings has five modern and progressive civic clubs, and active lodges of most of the well-known fraternal organizations. A beautiful Country Club and golf links, and numerous well-kept tennis courts, together with a splendid Y. M. C. A. gymnasium and swimming pool, develop the athletic life of the city.

Two very high grade moving picture theaters, and a third under construction, an opera house, the Municipal Auditorium, and several very good dance halls, afford a variety of clean and wholesome amusement to Hastings people at all times.

Hastings also has an ideal fair ground, an amusement park, several public parks, and is truly a city of trees, as you can see by the illustrations.

A constantly increasing number of conventions are being held in Hastings each year, and we are making a name for ourselves as a convention city.



Right Hand Side, from Top: The Dutton Building, Hotel Clarke, and Junior High School.
Right Center: Second Street, looking west, on the route of the D. L. D. and Harding Memorial Highways.



HASTINGS, NEBRASKA, U. S. A., ♣ ♣ ♣ QUEEN CITY OF THE WEST



Center—Business Section from Roof of Hotel "Clarke."
Right—North on Hastings Ave., from Hotel Clarke Roof.
Left—View of Civic Center from Roof of Dutton Building.

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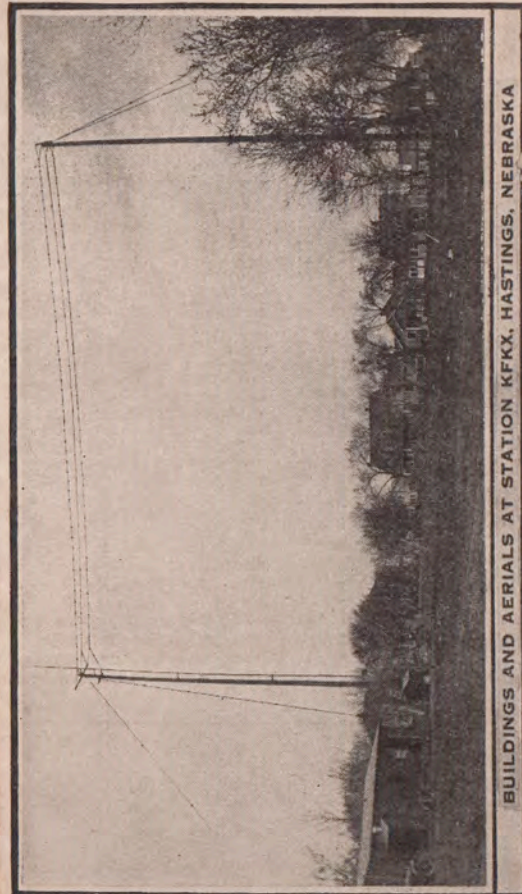


Right Hand Side, from Top: The Dutton Building, Hotel Clarke, and Junior High School.
Right Center: Second Street, looking west, on the route of the D. L. D and Harding Memorial Highways.

Left Hand Side, from Top: First Methodist Church, St. Cecilia's Church and School, Library of Hastings College, and New Municipal Auditorium.
Left Center: Mary Lanning Memorial Hospital.

WESTINGHOUSE REPEATING STATION
KFKX
HASTINGS, NEBRASKA
EXTENDS GREETINGS

David E. Thomas,
Proctorville, Ohio.



BUILDINGS AND AERIALS AT STATION KFKX, HASTINGS, NEBRASKA

KFKX

KFKX



WESTINGHOUSE REPEATING STATION
KFKX
HASTINGS, NEBRASKA

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Trusting that you will enjoy this little glimpse behind the scenes at KFKX, and that you will write to us again and again with your suggestions and advice, we remain,

Sincerely yours,
KFKX

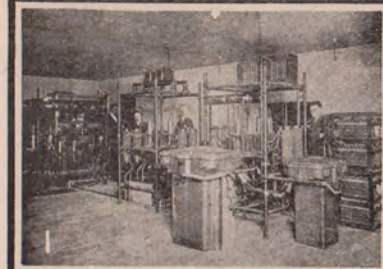
THE WESTINGHOUSE ELECTRIC &
MANUFACTURING COMPANY

OTHER STATIONS
KDKA—East Pittsburgh
KYW—Chicago
WBZ—Springfield, Mass.

RADIO STATION KFKX



EMPRESS OF THE AIR



THE STATION
The sending apparatus of KFKX is contained in a frame building twenty-five by forty feet. Briefly, it consists of three panels; a rectifier, modulator, and ascillator panel.

The antennae used consists of two eight-wire cages, each 100 feet long, suspended between two cross-arms, 10 feet long on poles 75 feet high, together with a fan counterpoise 100 feet long and 100 feet wide. For short wave transmission on 110 meters (2730 kilocycles), the verticle tube down-lead without flat top is used. On account of the very high frequency necessary for short wave length transmission, extraordinary rigidity is maintained.

The station is connected by telephone cable with the studio, located in the building of the Gaston Music and Furniture Company, about a mile distant. Programs given in the studio pass through this cable and are put "on the air" at the station.

For rebroadcasting, short wave signals from KDKA at East Pittsburgh are received on a special short wave set in a farm house near Hastings located about a mile from the station, amplified and sent to the station by telephone line and then out "on the air" again.

FACTS ABOUT KFKX

First Radio Repeating Station in the world. Radio repeating is the receiving of programs from one station on a short wave, and their transmission on a standard wave.

Linked by repeating process to KDKA, Westinghouse station at East Pittsburgh—the first radio broadcasting station in the world.

Holds the record for mail received in first week of operation—1,963 letters received. Has received acknowledgment of programs from every state in the Union, every province in Canada, from Mexico, Costa Rica, Island of Cuba, Guatemala, Brazil, Alaska, Hawaii, China, Holland, Uruguay, Island of Samoa, Australia, France, and from ships at sea.



KFKX BROADCASTING SCHEDULE
Wave length—341 meters (880 kilocycles).
Local programs from Hastings—Each Monday and Thursday,
9:30 to 11:00 p. m. Central Standard Time.
No fixed schedule for rebroadcasting KDKA.



EXPLANATION OF PHOTOS

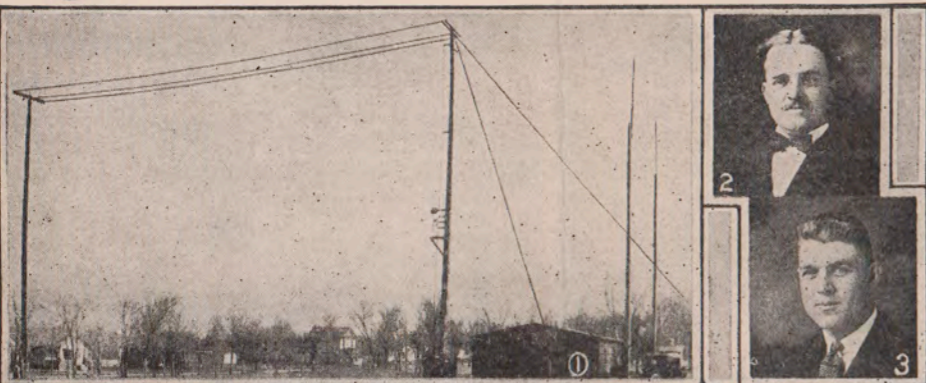
1. Interior of Station KFKX at Hastings, showing sending apparatus.
2. The men behind the scenes, from reader's left to right: L. A. Barber, operator; H. Roess, engineer on receiving; J. C. Stroebel, engineer in charge; N. D. Cole, operator; and "Jack" Stroebel, mascot.
3. A corner of the studio of KFKX, located in the Gaston Music and Furniture Company building, at Hastings.
4. "The Voice of KFKX"—W. G. (Bill) Hay, station announcer and musical director, rapidly becoming the most widely known man in his "profession" in the United States, due to the clarity of his enunciation, purity of his diction, enough Scotch accent to make it pleasing, and the dignity which characterizes his handling of the programs.
5. A busy room in the publicity department of KFKX, located at Hastings Chamber of Commerce headquarters. An average of about 1,000 pieces of incoming mail and the same number outgoing are handled here each working day.
6. Short wave receiving set in operation in farm house near Hastings.
7. The farm house where the short wave set is located for receiving short wave broadcasts from East Pittsburgh.
8. Interior of the studio of KDKA at the headquarters of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, broadcast programs from this studio on short wave lengths being picked up at Hastings and rebroadcast.
9. "The Father of Radio Broadcasting"—Harry Phillips Davis, vice president of the Westinghouse Electric & Manufacturing Company, is the man responsible for the idea of radio rebroadcasting, the feat first accomplished at Hastings from station KFKX.



Westinghouse Radio Station

KFKX

Pioneer Repeating Station of the World



**WESTINGHOUSE REPEATING STATION
KFKX
HASTINGS, NEBRASKA**

Dear Friend:

This folder is our acknowledgment of your recent communication to KFKX. You perhaps do not realize how much we appreciate hearing from you, and how much your opinion and that of other listeners-in helps us in maintaining the standard of our programs.

Like every other American institution, the Radio Broadcasting Station is a product of public opinion—a reflection of popular desire. A Broadcasting Station, if it is to perform a service to humanity, must supply what its unseen audience desires—not what its sponsors believe proper. The only barometer of public opinion is the Station mail, and it is with a deep feeling of gratitude that we watch the volume of that mail increase.

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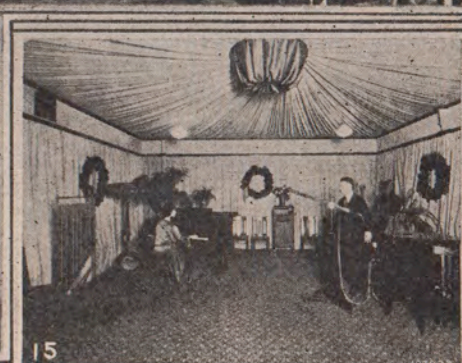
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THE WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

OTHER WESTINGHOUSE STATIONS
KDKA—East Pittsburgh
KYW—Chicago
WBZ—Springfield, Mass.

Relay programs from KDKA—Daily (except Sunday)—5:15 to 6:15 p. m., central standard time.

KFKX BROADCASTING SCHEDULE
Wave length—288.3 meters (1040 kilocycles). Programs from Hastings studios—9:00 to 11:00 p. m., on Monday and Friday; by remote control from Lincoln—9:00 to 11:00 p. m., on Wednesday. Radio farm school, Farm Talks, Weather and Market Reports, Highway Reports, from 12:30 to 1:30 p. m., central time, on Monday to Friday inclusive.



THE STATION

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The antennae used consist of two eight-wire cages, each 100 feet long on poles 75 feet high, together with a fan counterpoise 100 feet long and 100 feet wide. For short wave transmission special antennas are used. On account of the very high frequency necessary for short wave length transmission, extraordinary rigidity is maintained.

The station is connected by telephone cables with the studios located in the Hotel Clarke and at Hastings Chamber of Commerce headquarters. Programs given in the studios pass through these cables and are put "on the air" at the station.

For rebroadcasting, short wave signals from KDKA at East Pittsburgh are received on a special short wave set near Hastings, located about two miles from the station, amplified and sent to the station by telephone line and then out "on the air" again.

FACTS ABOUT KFKX

First Radio Repeating Station in the world. Radio repeating is the receiving of programs from one station on short waves, and their transmission on standard waves. KFKX repeats on both long and short waves.

Holds the record for mail received in first week of operation. Has received acknowledgment from every state in the Union, every province in Canada, from Mexico, Costa Rica, Island of Cuba, Guatemala, Brazil, Alaska, Hawaii, China, Holland, Uruguay, Island of Samoa, Australia, France, South Africa, and from ships at sea.

EXPLANATION OF PHOTOS

1. Building and Aerials at Station KFKX.
2. Harold Reoss, Engineer in Charge.
3. L. A. Barber, Technician.
4. A corner of the Hotel Clarke Studio.
5. The farm house where short wave set receives broadcasts from East Pittsburgh.
6. First Presbyterian Church, from which pipe organ music is broadcast by KFKX.
7. Friday evening program announcer Harry Russell.
8. Monday evening program announcer Herman Schroeder.
9. Home of Hastings Daily Tribune which furnishes news service, election returns and other features for KFKX.
10. Hastings Municipal Auditorium, from which programs are broadcast by remote control.
11. Frank P. Falknor, Radio Engineer of Pittsburgh and Hastings.
12. E. ("Doc") McCracken, Technician.
13. Interior of Station KFKX at Hastings.
14. A busy room in the publicity department of KFKX, located at Hastings Chamber of Commerce headquarters. An average of about 1,000 pieces each of outgoing and incoming mail are handled here each working day.
15. Interior view of studio of KDKA at East Pittsburgh.
16. Hastings Municipal Electric Light and Power Plant, which furnishes power for KFKX.
17. "The Father of Radio Broadcasting"—Harry Phillips Davis, vice president of the Westinghouse Electric & Manufacturing Co.
18. Wm. S. Watson, City Light and Water Commissioner.
19. Noon and special program announcer Dean Shaffer.

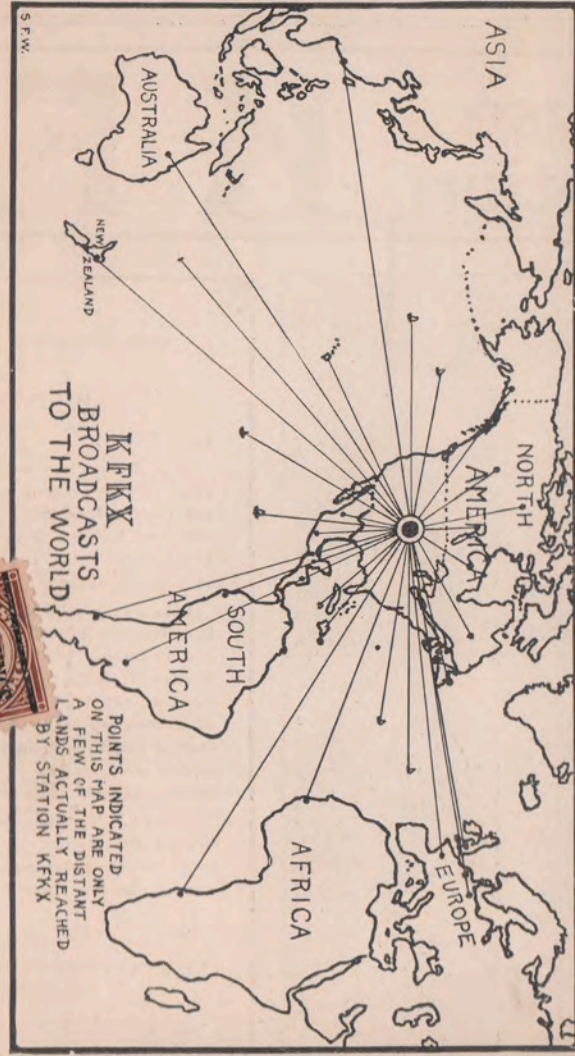


Fifty Facts about Hastings, Nebraska

"Home of Station KFKX"

1. Hastings is located within 35 miles of the exact geographical center of the United States.
2. Altitude is 1920 feet.
3. Population in 1925 (city directory count) is 18,670.
4. Has five lines of railroads, which with branches are equivalent to eleven lines. On main line of Burlington to west and Union Pacific from Kansas City to northwest.
5. Twenty-eight passenger trains daily.
6. On Columbia Highway, Old Oregon Trail, Harding, Detroit-Lincoln-Denver, Grainland and Potash highways, with good, hard surfaced state roads connecting with other highways.
7. Has finest municipal tourist camp in the west, located in a city park, with modern buildings and conveniences, with ample shade. Six hotels, ample restaurants.
8. County seat of Adams County, one of the banner agricultural counties of Nebraska, raising large crops of wheat and corn.
9. Headquarters of the Nebraska Wheat Growers' Association, The Farmers' Grain & Supply Company, and several large grain buying and selling organizations.
10. Thirty-seven grain elevators with 15 miles.
11. Home of the Adams County Fair—largest county fair in Nebraska.
12. Third city in Nebraska in number of manufacturers and volume of manufactured goods. Distributes goods to many foreign countries.
13. Has largest cigar factory in central states west of Chicago. With other cigar factories.
14. Has largest exclusive tire pump factory in U. S.
15. Has largest luggage carrier factory in the U. S.
16. Has four brickyards, making seventy per cent of all brick made in Nebraska.
17. Home of one of largest harness factories in U. S.
18. Has large modern candy factory and distributor.
19. Has three bakeries, one with a capacity of 25,000 loaves of bread per day.
20. Has large artificial ice plant.
21. Has two ice cream factories, a bottling works and a cheese factory.
22. Home of a large food products company manufacturing special lines of cooked meat specialties.
23. Has large concrete culvert factory.
24. Home of a large factory manufacturing mill work, sash, door and screen, and all wood work.
25. Has three monument and granite works.
26. Has three creameries.
27. Has five printing establishments, a large daily newspaper, and a weekly newspaper, widely circulated.
28. Has one manufacturer with a payroll of \$300,000 annually.
29. Wholesale grocers ship over \$3,000,000 annually.
30. Has one of the largest distributors of musical instruments in the middle west.

31. Has one of largest hardware and auto accessories distributors in Nebraska.
32. Has largest distributor of radio equipment in Nebr.
33. Has wholesale stationery and notion house.
34. Has large farm implement distributor and factories manufacturing farm implements and equipment.
35. Has five tire and rubber distributing agencies, and seven automobile distributors.
36. Headquarters of second largest Nebraska division of Standard Oil Company, with an investment of \$400,000, controlling 96 sub-stations.
37. Retail stores sell over \$5,000,000 worth of goods annually, and are the equal of those of much larger cities.
38. Has five banks, with deposits of over \$5,200,000.
39. Has two resident building and loan associations, and is the home of three insurance companies.
40. Has million dollar public school system of highest order and standing. Five grade schools, two high schools, large parochial school and Catholic academy. Splendid public library.
41. Home of Hastings College (Presbyterian), one of the leading colleges of the state. Has an accredited business college.
42. Has churches representing twenty-six denominations. Including several of the most beautiful church edifices in the west.
43. Hastings people are well educated, happy and prosperous. Their annual payroll is over \$4,000,000. Most of them own beautiful homes. One out of every four persons owns an auto and nine out of ten families have radio sets.
44. Home of Westinghouse Radio Station KFKX, pioneer relaying station of the United States.
45. Has 34 miles of paving, 42 miles of water mains, and 40 miles of sanitary sewers; an ornamental lighting district. \$500,000 municipal light and water plant, giving very low rates. Water comes from artesian wells, as clear as crystal and pure.
46. Has one of best equipped artificial gas plants in Nebraska. Has splendid public buildings, including a new municipal \$200,000 auditorium, the second largest in Nebraska.
47. Has six civic clubs, an active Chamber of Commerce, with many active lodges and fraternal orders.
48. Has beautiful country club and golf links, numerous tennis courts, active Y. W. C. A., Red Cross, Salvation Army, with a Y. M. C. A. gymnasium and pool.
49. Has three good movie theatres, an opera house, large armory building, large dance halls, Adams County fair grounds, private amusement park and plenty of public parks with modern improvements, trees and grass.
50. Is Nebraska's most popular convention city, having an average of several conventions or meetings every month in the year. Four taxicab companies.



27. Radiogreetings
from KFKX

Westinghouse Repeating Station
Hastings, Nebraska



Dave F. Thomas,
Proctorville, Ohio.

Scenes about Hastings

1. Home of A. H. Jones & Co. Automobile Distributors.
2. Frank Rose Mfg. Co.
3. McClelland-Dunn Motor Co.
4. Municipal Tourist Camp.
5. K. & R. Food Products Co. (left) and Hastings Ice Cream Co. (right).
6. Hotel Clarke.
7. Hastings Division of the Standard Oil Co., of Nebr.
8. Post Office and Federal Building.
9. Looking East on Second Street.
10. The Hastings Girl's Cadet Corps on parade at American Legion National Convention, St. Paul, 1924. Received Bellevue Trophy.
11. The Madgett Bldg., one of Hastings' Modern Business Blocks.
12. The Hastings Milling Co.
13. The Foots Building, devoted exclusively to the Medical Profession.
14. The Debus Baking Company's New Daylight Plant.

100 W. POWER
1500 KILOCYCLES

K.G.K.Y.

UNLIMITED
TIME

Williard Co
INCORPORATED
SCOTTSBLUFF, NEBR.

Jan. 13th. 1931.

David F. Thomas,
Proctorville, Ohio.

Dear Sir:

Your card dated Jan. 10th. at hand and in reply will state that we are indeed very glad to hear that our station reached you as clearly as it did.

We are also glad to verify your reception from K.G.K.Y. and trust that you will be one of our continued listeners in.

Let us hear from you again relative to these late DX programs which are broadcast every Friday Night from Eleven until Two, M. S. T.

Very truly yours,

RADIO STATION K.G.K.Y.

BY

Chas. C. Ost

WESTERN NEBRASKA'S ONLY RADIO STATION

After 10 days, return to
HILLIARD COMPANY, INC.,
Box 487,
SCOTTSBLUFF, NEBRASKA.

KGRY



Mr. David F. Thomas,
26th. St. Ferry Co.
Proctorville, Ohio.

OMAHA GRAIN EXCHANGE
DAILY MARKET SCHEDULE

(EXCEPT SUNDAYS)

RADIO STATION WAAW
384.4 Meters

A. M.— 9:30- 9:35—Opening Chicago Futures.

A. M.— 9:45-10:00—Chicago Futures. Liver-
pool cables. Car lots. Kan-
sas City, Winnipeg, Minne-
apolis Futures. Exchange.
Livestock markets. Wea-
ther. Chicago Futures.

A. M.—10:15-10:17—Present Chicago Futures.

10:45-11:00—Chicago Futures. Liver-
pool cables. Car lots. Out-
side Futures. Sugar mar-
ket. Live stock market.
Butter and Egg market.
Weather. Chicago Fu-
tures.

11:15-11:17—Present Chicago Futures.

11:45-11:55—Chicago Futures. Outside
Futures. Omaha C a s h
Sales. Weather. Outside
Cash. Chicago Futures.

P. M.—12:15-12:20—Present Chicago Futures.
Chicago Noon Sales.

P. M.—12:45-12:55—Chicago Futures. Outside
Futures. Omaha C a s h
Sales. Outside Cash. Wea-
ther. Chicago Futures.

P. M.— 1:15- 1:40—Close of all grain markets.
Final Cash. Final Omaha
live stock.

P. M.— 8:00- 8:30—Marketgrams and talks.

Programs on 278 meters. All Live stock re-
ports from Bureau of Agricultural Economics,
So. Omaha. Sat. closing markets, 12:00 noon.

Dear Radio Fan:-



THIS SIDE OF CARD IS FOR ADDRESS

We discontinued programs
and only broadcast the market
from this station now. I would like to
know if you have ever received this
station broadcasting market in the
day time. Please acknowledge. ^{FF} H. S. Hooper

OMAHA GRAIN EXCHANGE BULLETIN

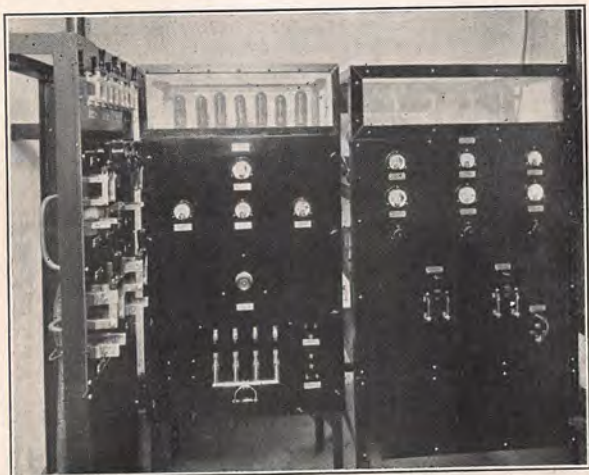


GRAIN EXCHANGE BUILDING

OMAHA, NEBRASKA

June 1st, 1925

OMAHA GRAIN EXCHANGE BROADCASTING STATION—WAAW



Power, 500 watts; Wave length, 384.4 meters.

Schedule—8:30, 8:45, 9:15, 9:45, 10:15, 10:45, 11:15, 11:45 A. M., 12:15, 12:45, 1:15, 8:00 and 8:30 P. M., except Saturday when closing markets are given at 11:00 and 11:45. Central Time.

The Omaha Grain Exchange was the first Exchange or Board of Trade to assume the responsibility and expense of broadcasting complete market reports of grain, live stock, vegetables in season, dairy products and eggs, besides weather reports and road conditions, and Agricultural College and Department Bulletins, for the use and convenience of the public.

The work was commenced in March, 1922, on a small experimental instrument of 15 watts power. This was soon replaced by one of 150 watts, and in 1924 a more powerful broadcaster was installed, with a working power of 500 watts. A short wave length gave limited service. A careful survey of the State was made and a special representative was sent to interview Secretary Hoover, who granted the request for a longer wave. The new service began on Feb. 29, 1925, and immediately reports were received of satisfactory daytime reception on the Wyoming State line, a thing never before accomplished in radio history. It is believed that with the best 5-tube and 6-tube receivers anyone in Nebraska may now receive continuous market service from WAAW.

12.

575.



EXECUTIVE OFFICES:

OMAHA GRAIN EXCHANGE
OMAHA, NEBRASKA

w.a.a.w.

OMAHA NEBR.
 JAN 8
 930 PM
 1926
 HARNEY STA. 3



David F. Thomas,
Proctorville,
Ohio.

THE WORLD ATTENDS THE AMERICAN LEGION CONVENTION AT OMAHA

ENTIRE PROCEEDINGS, BUSINESS, ENTERTAINMENTS, PARADES ORATIONS, PRESIDENT'S MESSAGE RADIOCAST

Omaha.—The American Legion convention for 1925 was held at Omaha, Neb., and it is estimated that about 75,000 "buddies" and 25,000 visitors invaded Omaha for the "big doin's."

The outstanding feature of the convention, which held the nation's spotlight from October 5 to 9, inclusive, was the presidential message of Calvin Coolidge to the members and delegates of The American Legion.

Another feature was the radiocast of the Legion election of its national commander. We can appreciate the importance and uniqueness of this event when we consider the fact that thousands of "buddies" in every part of the country who were interested in the elections could not attend because they were disabled, and that thousands of proud relatives of the leading candidates wished to hear immediately the results of the elections.

But this was only a phase of the tremendous activities which were crammed into one short week at Omaha. On Tuesday, October 6, the famous American Legion parade, which President Coolidge and Mrs. Coolidge, General Duncan, Mayor Dahlman and other nationally famous persons reviewed, was held through the main thoroughfares of Omaha, elaborately decorated for the occasion.

thing was orderly and good-natured. Our visitors were out for a good time and our dozen hostesses had no difficulty in maintaining order.

At least 100 bands and drum and bugle corps radiocast programs from our studio during the week. Over 2,000 individual entertainers of The American Legion, vocalists, dramatists, instrumentalists, in solo, in quartet and chorus, presented varied programs, day and night.

Summing it all up, the radiocast of WOAW, "the official voice of The American Legion" October 5 to 9, marked an epoch in radio history.

We are appreciative of the wonderful co-operation rendered by the various groups of The American Legion which assisted us in procuring Legion talent and organizing the Legion programs. We are grateful to every visitor who entered the studio during that week in such orderly and good-natured fashion.

—WOAW—

AIN'T IT GRAND?

Wouldn't it be a grand baby that is still when you want it to be? But in this case it's the Baldwin Baby Grand!



MRS. HENRY DANNEEL

Mrs. Henry Danneel, contralto, is a concert and oratorio singer from the studio of J. Edward Carnal. She has an excellent voice and is soloist at the First Presbyterian church of Council Bluffs, Iowa.

THE WORLD'S SERIES The world's series has become an annual radio tradition. This year WOAW had been favored by a special wave length of 454.3 meters for world's series radiocast, so that our listeners received the results uninterrupted. Thousands of telegrams testify to the popularity of the play by play radiocast of the games.

—WOAW—

THE DX FIEND

The saying goes that distance lends enchantment to the view. But it took the radio to make this saying true. You may brag about your local stuff and expert modulation, But I prefer to hear the distant station. When I get Podunk on my set with music good, I'm sad.

I take the local stations that come in so loud they shout, And with revengeful joy I tune them out. Then I stretch for distance, the cities on the coast, And slow but sure they come (I hate to boast).

It's then I get a thrill, like the climax of a movie, And I yell and laugh until they think me goofy. "What did you hear?" they ask me. "Was the program good?" they say, As if I care as long as it was six thousand miles away.

It's true, I didn't hear the station's call, nor understand the word, But it wasn't English language that I heard. So it must have been from Europe, and I put it on my log.

I think that you're all crazy as a bat. —E. K.

—WOAW—

POET LAUREATE PUBLISHES BOOK "The 'Mike' and Other Radio Poems" is the title of a volume of radio poems of which E. K., WOAW poet laureate and announcer, is the author. The book is a collection of poems which E. K. wrote especially for the entertainment of radio listeners and include almost every angle of radiocast known to the public.

WOAW logo with musical notes and a cartoon dog listening to a radio tower. Text: The Radio Bulletin, Woodmen of the World LIFE INSURANCE ASSOCIATION, W. A. FRASER, President, Omaha, Nebraska, Vol. III, October 16th, 1925, No. 14, 1,000 WATTS, 526 METERS.

Woodmen of the World Radio Station WOAW Programs October 16th to 31st, 1925

FRIDAY, OCTOBER 16

- 8:15 A. M.—Market receipts. 8:55 A. M.—Hog prospects. 10:30 A. M.—Market opening. 12:30 P. M.—Market sales. 12:45 P. M.—Sunshine Sunday dinner menu and recipe service. 1:00 P. M.—Gilbert Jaffy and his Little Symphony* of Brandeis tea room. 1:45 P. M.—Market receipts. 4:00 P. M.—Market resume. 4:10 P. M.—News items. 6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC. 6:20 P. M.—Music review, Hester Bronson Copper, music editor of the Omaha World-Herald. 6:35 P. M.—Chuck Goodwin and his Variety orchestra. 7:10 P. M.—Weekly sports talk, Ivan L. Gaddis, sports editor of the Omaha Daily News. Following program under auspices of the Union Pacific Railroad Co.: 9:00 P. M.—Courtesy Kathryn Shelby Varner, soprano. "The Wind's in the South".....Scott Kathryn Shelby Varner, soprano. Piano solo—Selected. Eljoe Zipfel. (From studio Cecil W. Berryman) (a) Sacramento.....MacDermid (b) "I Know of Two Bright Eyes".....MaClutsam Dr. R. W. Reed, tenor. "Song of Love," from "Blossom Time." Dr. Reed, Mrs. Varner. (a) "Meditation," from Thais.....Massenet (b) "Sarabande".....Bohm Emily Davis, violin. (From studio Emily Cleve Greggerson) (a) "Song of Kisses".....Bemberg (b) "Tit for Tat".....Poutet Kathryn Shelby Varner. 9:45 P. M.—Descriptive talk, southern excursion, auspices Woodmen of the World. 10:00 P. M.—To be announced. 10:30 P. M.—Gilbert Jaffy and his Little Symphony* of Brandeis tea room.

SATURDAY, OCTOBER 17

- 8:15 A. M.—Market receipts. 8:55 A. M.—Hog prospects. 10:30 A. M.—Market opening. 12:30 P. M.—Market sales. 1:45 P. M.—Market receipts. 4:00 P. M.—Market resume. 4:10 P. M.—News items. 6:00 P. M.—Sandman's visit. Val Mc-



MRS. CARL R. GRAY'S BIBLE LESSONS

WOAW listeners will be pleased to know that Mrs. Carl R. Gray's Sunday evening Bible lessons will again be radiocast commencing early in November. Mrs. Gray, wife of the president of the Union Pacific system, is internationally reputed as a student and scholar of Biblical lore. Her able and understandable studies of the Bible have been published in book form, as she radiocast them from WOAW last fall, and there has been a popular demand for copies of the book. It has been two years since Mrs. Gray started her Bible studies for radio listeners, and her popularity has steadily increased, until she is now regarded as one of the feature contributors to our sacred services. The Bible lessons are presented at 6 p. m., Central time, Sundays.

- Laughlin, the original Radio Sandman, formerly of WOC. 6:20 P. M.—Rialto orchestra* of Harrison's cafeteria, W. O. W. building. 7:00 P. M.—Gilbert Jaffy and his Little Symphony* of Brandeis tea room. 7:30 P. M.—Speakers' hour. Descriptive talk, southern excursion. Chamber of Commerce. 9:00 P. M.—Courtesy Omaha daily Tribune (Nebraska's German newspaper). Presented by Omaha Musik society and soloists. "Der Tag des Herrn".....Kreutzer Male chorus of Omaha Musik society. Theo. Rud. Reese, director. Matinee Musical String quartet: (a) "Adagletto".....Bizet (b) "Spanish Dance".....Albeniz Flora Schukert, first violin; Mrs. Gladys Mickel Vollmer, second violin; Betty Zabriskie, cello; Elsa Reese, violin. Tenor solo. Walter Goebel. "Sah ein Knab ein Roeslein steh'n".....Werner Male chorus. Piano solo, "Rigoletto".....Verdi-Liszt Nina Garrett Bass solo. Axel Drews. Soprano solo, "Heimweh".....Wolf Mrs. G. W. Icken. Dr. G. Stadler, piano. "Einkehr".....Zoellner Male chorus. Matinee Musical String quartet: (a) "The Mill".....Rapp-Pochan (b) "Romance".....Mozart Tenor solo. Walter Goebel. "Du mein Alles".....Fischer Male chorus. Piano solo, "Midsummer Night's Dream".....Mendelssohn Nina Garrett. Bass solo. Axel Drews. Soprano solo, "Ob Du mich liebst?".....Linke Mrs. G. W. Icken. Dr. G. Stadler, piano. "Zieh hinaus".....Dregert Male chorus. Matinee Musical String quartet: (a) "Gigue".....Pochan (b) "Old Black Joe".....Arr. by Pochan "An der Weser".....Pressel Male chorus. 11:00 P. M.—Arthur Hays* and his organ jubilee at World theatre. Dr. Applesauce, announcing.

WOAW RADIO BULLETIN

PUBLISHED SEMI-MONTHLY ON THE FIRST AND FIFTEENTH OF MONTH

PEGGY MELTON Business Manager

LESTER M. PALMER Editor

EUGENE M. KONECKY Associate Editor

Office: W. O. W. BUILDING, OMAHA, NEB.



PERSONNEL WOAW STAFF

Orson Stiles... Director
Gene Rouse (G. R.)... Announcer
Lester Palmer (L. P.)... Program Director
Eugene M. Konecky (E. K.)... Publicity Director
Lou Chansky... Operator
Frank McIntosh... Engineer

Musicians appearing over WOAW through courtesy of Omaha Musicians' association, local No. 70, are designated by an asterisk—*.

Market reports broadcast daily (except Sunday) through courtesy of Live Stock Exchange, Union Stock Yards Co., Live Stock Traders Exchange and Daily Journal Stockman of Omaha.

SUNDAY, OCTOBER 18

9:00 A. M.—Chapel service, conducted by Rev. R. R. Brown and his associates of the Omaha Gospel tabernacle, 2006 Douglas street.

2:30 P. M.—Matinee program, arranged by Stanislaw Jan Letovsky, composer-pianist. Piano:

(a) "La Chasse".....Paganini-Liszt
(b) "Polonaise, C Sharp Minor"....Chopin
Jennie Catherine Gillespie.

Bass solo, "Down in the Deep".....Petrie Bernard Combs.

(Pupil of Lee G. Kratz)
Piano, "Cracovienne Fantastique".....Paderewski
Jennie Catherine Gillespie.

Piano:
(a) "Sixth Sonnet".....Franz Liszt
(b) "Fifth Sonnet".....Franz Liszt
Margaret Carmichael.

Soprano solo, "Memories".....Ganz
Isabelle Williams.

Piano, "Valse in G Flat".....Chopin
Ruth Musil.

Piano:
(a) "Lolita".....Chaminade
(b) "Valse Gracille".....Parker
Katherine M. Pagner.

Soprano solo, "Songs Mother Taught Me".....Dvorak
Isabelle Williams.

Piano, "Concert Gallop".....Dolst
Gretchen Sanders.

Piano:
(a) "Prelude in C Minor".....Chopin
(b) "Cradle Song".....Brahms-Grainger
Mayme Pecha.

Bass solo—Selected.
Bernard Combs.

Piano:
(a) "Concert Polka in F Sharp Major".....Smetana
(b) "Concert Polka in F".....Smetana
Verda Bennett.

Bass solo, "Conquered".....Fischer
Bernard Combs.

Piano:
(a) "Anitra's Dance".....Grieg
(b) "Irish Washwoman".....Sowerby
Margaret Kolberg.

9:00 P. M.—Chapel service, Hanscom Park Methodist church, Rev. Arthur Atack, pastor. Walter B. Graham, choir director.

MONDAY, OCTOBER 19

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—Phyllis Griswold,* organist Rialto theatre.
6:40 P. M.—Popular song period, under direction of Lillian Madsen.
7:00 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.
9:00 P. M.—Program under auspices of Omaha Printing company. Arranged by Clinton Miller.
10:40 P. M.—Descriptive talk, southern excursion, auspices Woodmen of the World.

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
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12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.



VAL McLAUGHLIN

Val McLaughlin is the original radio "Sandman," formerly of WOC. She radiocasts the famous Sandman's visits daily from WOAW at 6 p. m. (Wednesday 5:30 p. m.) and is a nationally known entertainer for children and grownups as well. She is a professional dramatic reader and exclusive Brunswick artist. Val McLaughlin is known to the radio audience as "the voice of a thousand smiles" and she is recognized as having the best woman's voice on the air today. A feature story of the original radio "Sandman" will appear in the next issue of the Bulletin.

Laughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—Phyllis Griswold,* organist Rialto theatre.

6:40 P. M.—Popular song period, under direction of Lillian Madsen.

7:00 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

9:00 P. M.—Program under auspices of Omaha Printing company. Arranged by Clinton Miller.

10:40 P. M.—Descriptive talk, southern excursion, auspices Woodmen of the World.

TUESDAY, OCTOBER 20

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
4:30 P. M.—Topsy and Eva company of Brandeis theatre.

Jane and Katherine Lee, the title roles.
Roy Stroungren, tenor; Ruth Marie Marcotte, soprano; Virgil Johansen, bass baritone; Patsy Ann O'Neal, contralto. Kentucky quartet of male voices. Chorus of old-fashioned girls.

6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—Descriptive talk, southern excursion, auspices of Woodmen of the World. Alfred Hook, violin.

6:40 P. M.—Orchestra.
7:10 P. M.—Radio review, conducted by Neal Jones, managing editor of the Omaha Daily News.

9:00 P. M.—Concert program, 17th U. S. Infantry band, Francis Resta, director. John A. McCreary, tenor.

10:15 P. M.—Francis Potter's Banjo orchestra. O. D. Temple, tenor.
12:00 Midnite—Rialto (theatre) Alarm, under auspices of The Omaha Bee. Topsy and Eva company of Brandeis theatre.

WEDNESDAY, OCTOBER 21

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
5:30 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—Phyllis Griswold,* organist Rialto theatre.
6:40 P. M.—Popular song period, under direction of Lillian Madsen.
7:00 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.
9:00 P. M.—Program under auspices of Omaha Printing company. Arranged by Clinton Miller.
10:40 P. M.—Descriptive talk, southern excursion, auspices Woodmen of the World.

THURSDAY, OCTOBER 22

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—Phyllis Griswold,* organist Rialto theatre.
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MADGE WEST SUTPHEN

Madge West Sutphen is a well-known concert violinist of this city. She has appeared in concert and recital for many years and is first violinist of the West Sisters String quartet. Mrs. Sutphen began her musical education at the age of 6. She is a favorite with the radio audience and has a very pleasing personality.

7:30 P. M.—Speakers' hour. Address, W. W. Carmichael of the National Farm Radio Council. Chamber of Commerce talk.

9:00 P. M.—First Christian Church orchestra and soloists, under direction of Joseph F. Woolery, Jr.

Joseph F. Woolery, Jr., director and violin; Mabel Hinzie Reed, violin; Hazel Belt, violin; Harvey Pinto, cello; Carl Thomas, cello; Pearl Howard Melvin, piano; Dr. R. A. Frary, clarinet; Sherman Pinto, clarinet; Elsie Kucera, flute; Roy Larsen, tuba. Soloists: Evelyn Storms Beard, soprano; Marie Uhlig, piano; Mrs. R. A. Frary, soprano.

10:00 P. M.—Cushing (Iowa) band, under direction of Signor Tolomeo, Omaha. March, "Team Work."

Overture, "Sounds from the Metropolitan Opera." Selection, Memories of Stephen Foster. Introducing "Swanee River," "Old Folks at Home," "Old Black Joe," etc.

Vocal solo, "Moonlight and Roses." George Moore.

With band accompaniment. Indian characteristic, "Seminole." Idyll, "Mignonette."

Vocal solo, with saxophone obligato, "O Sole Mio." Tolomeo and Albertina.

Helen Russell, piano. Trombone characteristic, "Shoutin' Liza." "Smoke" Lyman and Harry Barber.

Vocal solo, with band, "Pal o' My Dreams." George Moore.

Popular, "Collegiate." Bass novelty, "A Chauffeur's Dream." Popular, "Yes, Sir, That's My Baby." Vocal solo, with saxophone obligato, "The End of a Perfect Day."

Helen Russell, Grant Bullock. Waltzes, "Danube Waves." Vocal solo, Bandolero."

"Smoke" Lyman. Helen Russell, piano. Popular, "Ah-Ha."

"Let Me Call You Sweetheart." Moore, voice; Lyman, trombone. March, "The Winner."

11:00 P. M.—Arthur Hays* and his organ jubilee at World theatre. Dr. Applesauce, announcing.

SUNDAY, OCTOBER 25

9:00 A. M.—Chapel service, conducted by Rev. R. E. Brown and his associates of the Omaha Gospel tabernacle, 2006 Douglas street.

2:15 P. M.—Margaret Mellquist, soprano.
2:30 P. M.—Matinee program, Trinity Baptist church Sunday school, Rev. Charles F. Holler, pastor.

9:00 P. M.—Chapel service, Immanuel Baptist church.

MONDAY, OCTOBER 26

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—Phyllis Griswold, organist Rialto theatre.
6:40 P. M.—Popular song period, under direction of Lillian Madsen.

7:00 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.
9:00 P. M.—Skeen trio*: Thelma Skeen Swauger, harp; Lorenda and Allan Skeen, violins.

9:45 P. M.—Descriptive talk, southern excursion, under auspices of Woodmen of the World.

10:00 P. M.—Swedish nobility program, arranged by John S. Helgren. Svenska Man's quartet: Gus Lof, first tenor; Justin Helgren, second tenor; Phil Helgren, baritone; Gus Swanson, bass; Albert Sand, piano; Palmer Nestander, piano accordion.

TUESDAY, OCTOBER 27

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—To be announced.
6:30 P. M.—Ed Myers and his Peony Park orchestra.*

7:10 P. M.—Radio review, conducted by Neal Jones, managing editor of the Omaha Daily News.

9:00 P. M.—Naval Reserve band, H. W. Wendland, director. March, "Eagle Home".....Meyers Overture, "Light Cavalry".....Suppe Male quartet from band—Selected. Vincent Emmanuel, Ray Short, Roy Larsen, Herbert Hester. Cornet solo—Selected. Harper Buck.

Selection, "The Hunting Scene"....Buccalossi Saxophone quartet—Selected. Loren Porter, William Huber, R. Newman, Arthur Bilek. Waltz, "Wedding of the Winds".....Hall "Stars and Stripes Forever".....Sousa

9:45 P. M.—Descriptive talk, southern excursion, under auspices of Woodmen of the World.

10:00 P. M.—Francis Potter's Banjo orchestra.

10:30 P. M.—Herb Feerman and his Omadala orchestra.*

12:00 Midnite—Rialto (theatre) Alarm, under auspices of The Omaha Bee. Pete and Repete, announcing.

WEDNESDAY, OCTOBER 28

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
5:30 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—Phyllis Griswold,* organist Rialto theatre.
6:40 P. M.—Popular song period, under direction of Lillian Madsen.
7:00 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.
9:00 P. M.—Program under auspices of Omaha Printing company. Arranged by Clinton Miller.
10:40 P. M.—Descriptive talk, southern excursion, auspices Woodmen of the World.

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

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ELSIE KUCERA

Elsie Kucera is a flute player of exceptional ability. She is flutist of the First Christian Church orchestra and Hetherington sextet. She is studying with Rex Elton Fair of Lincoln and has a very promising future. She is also mastering the banjo as a side line.

9:45 P. M.—Nola B. Heald, piano; Helen Heald, violin; Hime Gerstein, mandolin.

10:15 P. M.—Frank Hodek and his Nightingale orchestra* of Roseland garden.

FRIDAY, OCTOBER 30

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Sunshine Sunday dinner menu and recipe service.

1:00 P. M.—Gilbert Jaffy and his Little Symphony* of Brandeis tea room.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.
6:00 P. M.—Sandman's visit. Val McLaughlin, the original Radio Sandman, formerly of WOC.

6:20 P. M.—Music review, Hester Bronson Copper of the Omaha World-Herald.

6:35 P. M.—Hetherington quintet: Will Hetherington, violin; Norma Anspach, violin; Carl Thomas, cello; John Reagan, clarinet; Elsie Kucera, flute, Violet Deutsch, piano.

7:10 P. M.—Weekly sports talk, Ivan L. Gaddis, sports editor of the Omaha Daily News.

9:00 P. M.—Courtesy Mrs. Karl Robert Werndorff, concert pianist. Mrs. Bessie McQuillen, mezzo soprano; Mrs. G. Klein, contralto; June Herrick, piano; Grace Leidy Burger, violin; Mrs. A. D. Dunn, piano; Irene Carlson, piano; Mrs. Fritz Baumeister, soprano; Mrs. Karl Werndorff, piano; Marjorie Lezbert Annis, soprano.

10:30 P. M.—Gilbert Jaffy and his Little Symphony* of Brandeis tea room.

8:15 A. M.—Market receipts.
8:55 A. M.—Hog prospects.
10:30 A. M.—Market opening.
12:30 P. M.—Market sales.
12:45 P. M.—Randall's Royal Fontenelle orchestra* of Hotel Fontenelle.

1:45 P. M.—Market receipts.
4:00 P. M.—Market resume.
4:10 P. M.—News items.

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W. A. FRASER
Sovereign Commander
WOODMEN OF THE WORLD
OMAHA, NEB.

OMAHA, NEB.
OCT 17
1 30 PM
1923
HARNEY STA. I.



David F. Thomas,
Proctorville, Ohio.



OMAHA, NEB.
OCT 17
1 30 PM
1923
HARNEY STA. I.