

Date

Jan. 30, 1925

We are glad to know that you tuned in on our station and will appreciate any further suggestions you may have regarding the nature of our programs.

GRACELAND COLLEGE
"The School With a Personal Touch"
(KFFV, 250 Meters, 100 Watts)

Our regular schedule includes three programs each week as follows:

MONDAY 7:30 p. m. (C. S. T.) Musical Program by Graceland School of Music.

THURSDAY 7:30 p. m. College Activities Program.

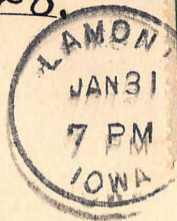
SUNDAY. First Sunday of each month 7:45 p. m. Concert and regular evening service from the Brick Church of the Reorganized Church of Jesus Christ of Latter Day Saints Second, third and fourth Sundays of each month the regular morning (11 a. m.) service is broadcasted.

Roy A. Churchill

Announcer. *G.*

40-

228



1925
1925

Mr. David F. Thomas

Proctorville

O H I O

The Royalty of Radio

KENNEDY

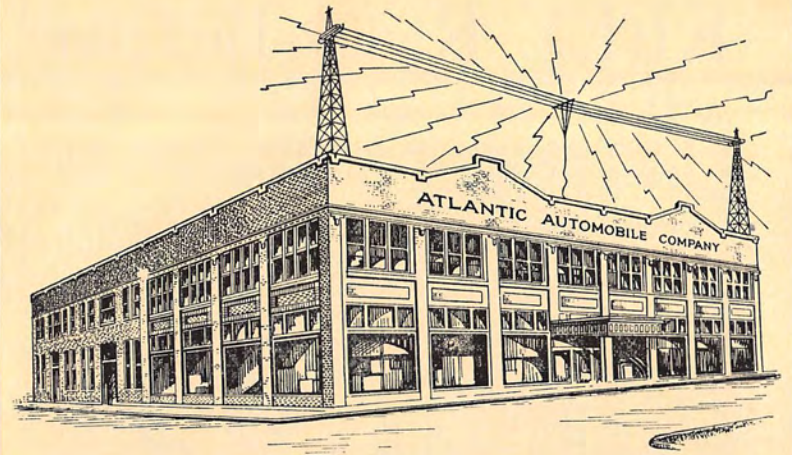
A Musical Instrument

—not a mechanical novelty

We are sole local distributors for these celebrated instruments. Our stock includes **THREE—FOUR** and **FIVE** tube sets. The line carried by us includes a radio for every purpose and made to meet the demands of the most particular.

We also sell the wonderful **MUSIC MASTER** loud speakers. It is without a superior.

Atlantic Automobile Company
Atlantic, Iowa



Radio Station KFLZ

Wave length 273 Meters
100 Watt power

Atlantic Automobile Company
Sole Owners and Operators
Atlantic, Iowa

KFLZ Radio Bulletin

MONTHLY PROGRAM OF RADIOCAST STATION OF THE ATLANTIC AUTOMOBILE CO., ATLANTIC, IA.
E. E. HERRING, Announcer; MISS ANNA REMIEN, Studio Manager; CYRIL RAPP, Licensed Operator; FRED MOLKE, Orchestra Director.

Radio station KFLZ of the Atlantic Automobile Co., is located in Atlantic, Iowa, which is on main line of the Rock Island railroad, sixty miles east of Omaha and eighty miles west of Des Moines. The city has a population of 5,500, four banks with \$5,000,000.00 deposits. fine golf course, camping grounds, municipal park and thirty-five miles of paved streets. It is on the White Pole Highway. The Atlantic Automobile Co. has been in business since 1907, being associated with the Herring Motor Co., of Des Moines. It established a radiocast station in February, 1924, and holds a federal license as a Class A station.

TUESDAY, FEBRUARY THIRD

Six O'clock P. M.

Dinner Concert by Stewart Dance Orchestra.

WEDNESDAY, FEBRUARY FOURTH

Nine O'clock P. M.

String Orchestra—Hit and Miss Quartet.

TWELVE-THIRTY TO TWO A. M.

Nighthawk Program by Stewart's Orchestra.

FRIDAY, FEBRUARY SIXTH

Nine O'clock P. M.

Vocal and Instrumental Music Program under the direction of Ben Gallup, Oakland, Iowa.

SATURDAY, FEBRUARY SEVENTH

Nine O'clock P. M.

Farmers' Dance Program.

SUNDAY, FEBRUARY EIGHTH

Vesper Service Four P. M.

WEDNESDAY, FEBRUARY ELEVENTH

Nine O'clock P. M.

Lyman Concert Band Directed by Rev. Wuebben.

Ten O'clock P. M.

Mr. Myron Shipman will sing the new song arranged and composed by Mr. John Rawson entitled "Dear Old Girl I Miss You." Prizes will be given for replies on this song.

SATURDAY, FEBRUARY FOURTEENTH

Nine O'clock P. M.

Farmers' Dance Program.

SUNDAY, FEBRUARY FIFTEENTH

Vesper Service Four P. M.

WEDNESDAY, FEBRUARY EIGHTEENTH

Nine O'clock P. M.

Program arranged and given by the St. Cecelian Music Club of Atlantic.

SATURDAY, FEBRUARY TWENTY-FIRST

Nine O'clock P. M.

Farmers' Dance Orchestra.

SUNDAY, FEBRUARY TWENTY-SECOND

Vesper Service Four P. M.

WEDNESDAY, FEBRUARY TWENTY-FIFTH

Nine O'clock P. M.

Program arranged and given by the M. C. P. Club of Atlantic.

SATURDAY, FEBRUARY TWENTY-EIGHTH

Nine O'clock P. M.

Farmers' Dance Orchestra.

SUNDAY, MARCH FIRST

Vesper Services Four P. M.

WEDNESDAY, MARCH FOURTH

Nine O'clock P. M.

Vocal and instrumental program arranged by Mr. Claude Harris of Adair, Iowa.

SATURDAY, MARCH SEVENTH

Nine O'clock P. M.

Farmers' Dance Orchestra.

SUNDAY, MARCH EIGHTH

Vesper Services Four P. M.

WEDNESDAY, MARCH ELEVENTH

Six O'clock P. M.

Dinner Program given under direction of Mrs. C. H. Amick of Henderson, Iowa.

Nine O'clock P. M.

Program given under the direction of Mrs. C. H. Amick, of Henderson, Iowa

KF 12

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RETURN AFTER FIVE DAYS TO

ATLANTIC AUTOMOBILE Co.

ATLANTIC, IOWA

50.



U.S. POSTAGE



Mr. David Thomas,

Proctorville, Ohio.



Henry Field Seed Company

Office of HENRY FIELD, President
SHENANDOAH, IOWA

Kind Radio Friend:

This will acknowledge your interesting report on our broadcasting, and I only wish I had time to write you a long personal letter in reply, but we are simply swamped and covered up with letters, and it keeps us scratching to keep on top of the pile. It would take 17 girls to answer all the letters fully as they deserve to be.

You may rest assured I see them all and appreciate your comment and help very much, and pass on to the performers the kind words, or otherwise, that you say about them, and I do not want you to feel that you are not noticed or appreciated.

The enclosed circular will answer your questions about the broadcasting station. Write me again whenever you can. If I can be of any help to you in the seed or plant line, let me know.

We are new to this broadcasting game yet, and know that we have lots of faults to correct, but we are correcting them as fast as we can, and with the help of loyal friends like you, we hope in time to have the best broadcasting station in the United States.

Yours truly,

HENRY FIELD,

Pres. Henry Field Seed Co.,
and announcer K F N F.

Received,
20 other
letters from KFNF



Henry Field Seed Company

Office of HENRY FIELD, President
SHENANDOAH, IOWA

Thursday
October Twenty-third
1924

David F. Thomas,
Proctorville, Ohio.

Refer reply to:
HF-HS File, M.
10-23-24

Friend Thomas:-

Many thanks for your letter reporting on the Midnight Frolic of October 18th, and I am glad to know that you heard us so nicely and enjoyed it so much.

Yes, the blind boy is certainly a wonderful piano player, and he made a great hit with our listeners. Some people thought we were trying to kid them when we announced that he was a blind boy only fourteen years old.

We do not have the Pitcher plants which you ask about, neither are we able to tell you where you might find them, but perhaps your greenhouse man could tell you where you could get them if he cannot fix you out.

Yours truly,
HENRY FIELD SEED CO.,
By Henry Field, Pres.



Owners of Radio Broadcasting Station K F N F

Concerts.....Daily, except Monday, 7:30 to 9:00 p. m.
Sacred Song Service.....Sundays at 6:30 to 7:30 p. m.
Farmer Dinner Concerts.....12:30 to 1:00 p. m. each day
Class A—500 Watts—266 Meters

New Radio Schedule

336.9 Meters — 890 Kilocycles

Here is the new program schedule. There haven't been any very radical changes made since going on our new wave length. We are on the air a little less in the day time and more at night. That will suit a good many of you who have been too busy to listen to us in the daytime.

Write Us a Letter

Write and tell us how we are coming in and whether you can hear us loud. Also whether there is any interference or whistles and if so what time of day or night this bothers. This is the only way we have of knowing how we are getting out. Might be we could remedy some of the troubles if we can find out just what it is and when it happens. Try and write your letter separate from your order — this will give me a better chance to study it.

H. F.

- 6:00 - 7:00 A. M. Sunrise Concert.
7:00 - 7:30 A. M. Morning Worship.
9:00 - 9:15 A. M. Garden Helps by Walt Pitzer.
9:15 - 9:30 A. M. Poultry Talks.
9:30 - 10:00 A. M. Miscellaneous Music.
10:00 - 10:15 A. M. News & Announcements, "Newsboy."
10:15 - 10:30 A. M. Weather & Nursery Talk, Frank Field.
10:30 - 11:00 A. M. Music & Announcements by visitors.
12:00 - 12:15 P. M. Music.
12:15 - 12:25 P. M. News, Pearson.
12:25 - 12:35 P. M. Songs.
12:35 - 1:00 P. M. Talk by Henry Field.
1:00 - 1:10 P. M. Old Time Music.
1:10 - 1:20 P. M. ----- Henry Field.
1:20 - 1:30 P. M. Songs by LuEtta.
1:30 - 2:00 P. M. Kitchen Klatter, Leanna Driftmier.
3:00 - 3:15 P. M. Request Songs.
3:15 - 3:30 P. M. Afternoon Visit by Henry Field.
3:30 - 4:00 P. M. (except Mon.) Flower Talks by Helen Field Fischer.
3:30 - 4:00 P. M. (Mon. only) Mother's Hour by Jessie Field Shambaugh.
4:00 - 4:30 P. M. Orchestra or other Music.
4:30 - 4:45 P. M. Dress & Shopping Talk, Audrey White.
4:45 - 5:00 P. M. News & Want Ads by James Pearson, (Newsboy).
6:00 - 6:50 P. M. Music & Talks.
6:50 - 7:00 P. M. News, James Pearson (Newsboy).
7:00 - 7:30 P. M. Letter Basket by Henry Field
9:00 - 10:30 P. M. Music.
9:00 - 12:00 Midnight, Saturday night only, Music.
Weather - 6:30 A. M.; 7:28 A. M.; 10:15 A. M.; 12:40 P. M.;
7:00 P. M.; 9:00 P. M.

Sunday Broadcast

- 8:00 - 8:30 A. M. Sunday School Lesson, Mr. Pearson.
8:30 - 9:30 A. M. Gospel Meeting.
10:45 - 12:15 P. M. Church Service by Remote Control.
2:00 - 2:30 P. M. Letter Text Sermonette, Helen Fischer.
2:30 - 3:00 P. M. Seed House Half Hour.
3:00 - 4:00 P. M. Religious Service.
6:00 - 7:00 P. M. Golden Rule.
7:00 - 8:00 P. M. Good Music Hour.

Our Buildings and Grounds

Folks have fussed at me all this year to get pictures together that would show our outlay of grounds and buildings here at Shenandoah. I finally did some fussing myself at the photographer and the result is on the next two pages.

Even then we left some things out. For instance, we've a new Green House of our own now and it was put up since the pictures were taken.

Well, that's the way it goes at KFNF. About the time we settle down comfortable like and think we are all fixed for another year — about that time we discover another building of some kind or other is needed. Reminds me of trying to keep clothes on a family of fast growing children. You think they're all decked out and then you find out that John Henry is showing through his overalls and Letty's shoes need half-soling.

The main thing, though, is that we are growing, buying in bigger quantities and able to make better prices on the things we sell.

Last but not least we are still "just folks." Busier, yes and bigger, but we would rather be good neighbors to you all than anything else. What pictures we have been able to get on the next pages will give you an idea about us anyway.

Henry Field.

Henry Field Seed Company
Shenandoah, Iowa

Some of the Buildings and Grounds of the Henry Field Seed Company -- Shenandoah, Ia.

This isn't all of them.
But will give you an
idea of how we are
fixed to serve you.

—Henry Field

Radio Station

K F N F

890 Kilocycles

336.9 Meters

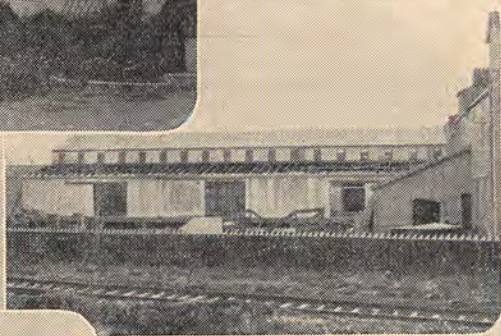
The Friendly Farmer
Station



This is Seed House No. 1
and the Studio and shows
the New Arcade store
building connecting them.



The mill property which we recently got
and will probably remodel as soon as possible
to make it fit our needs.



The new Warehouse above is something we
just had to have in order to buy in large
quantities and be able to store the
merchandise.



No. 3 Building above is
largely given over to
Seeds and Bulbs with
some Merchandise there,
too.



Above — Our layout at No. 9, mostly belongs
to the Nursery Department. Below
— Our Triangle Farm just on the edge of
town.



The acreage shown above in our Trial
Grounds where seeds are tested and experiments
made to help our customers.



Above — No. 4 Building where
you'll find the Fencing, Roofing
and other things. Right — No.
5 Building where the Garden
seeds, Bulbs and Merchandise
are shipped from.



Return in 7 days to
HENRY FIELD SEED CO.
Shenandoah, Iowa

109.



David F. Thomas,
Proctorville,
Ohio.



"From Iowa and
Proud of It"

Programs From K.M.A. For Each Day
Wave Length 252 500 Watts
MAY SEED & NURSERY CO. SHENANDOAH, IOWA.
Earl E. May, President, Director & Announcer.

MONDAY

Noonday RFD Program 11:30--12:30
Garden, Flower & Orchard talks by Earl E. May.
Music, musical saw played by J.A. Showers, 78 years old.

Dinner Program 6:00--7:00
6:00--Pollyana Stories, Mrs. Dwight Nickols.
Reports, weather, market, news items and sports.
Popular musical numbers.

Evening Program 9:00--11:00
How Do You Do Boys--Grady and Doc.
Farnham Trio--Mrs. May Whitney Farnham, Misses Ruth &
Elsy Farnham.

TUESDAY

Noonday RFD Program 11:30--12:30
Garden, Flower & Orchard talks by Earl E. May.
Music.

Dinner Program 6:00--7:00
May Flower Orchestra, June & Jim Taylor & Bobbie Ross.
Reports, weather, markets, new items and sports.
6:45 Flower Talk by May's Flower Lady--Lina Ferguson.

Evening Program 9:00--11:00
May's Mandolin Musicians, Harry Day, Director.

WEDNESDAY

Noonday RFD Program 11:30--12:30
Garden, Flower & Orchard talks by Earl E. May.
Music.

Dinner Program 6:00--7:00
6:45 Domestic Science Timely Topics, Miss Le Ona Teget
& June B. Case.
Music.
Reports, weather, markets, news items and sports.

Evening Program 9:00--11:00
Familiar songs and music.
Chimes by Wm. Howie, Bobbie Riddle, 6 yr. old singer
& clog dancer.
Program arranged by Mrs. Gertrude May.

THURSDAY

Noonday RFD Program 11:30--12:30
Garden, Flower & Orchard talks by Earl E. May.
Music.
12:00 Flower Talk by May's Flower Lady--Lina Ferguson.
Dinner Program 6:00--7:00
Music.
Reports, weather, markets, news items and sports.
Every other Thursday night on the dinner hour program
the Iowa Federated Women's Club will have complete
charge of the program, under the direction of Mrs.
John Fox Lake, President.
Evening Program 9:00--11:00
Delmonico Dreamers, Delmonico Hotel Orchestra, Walter
Nixon, Pianist and Director.
Mrs. E.J. Gottsch, Soloist with Orchestra.

FRIDAY

Noonday RFD Program 11:30--12:30
Garden, Flower & Orchard talks by Earl E. May.
Music.
Dinner Program 6:00--7:00
Reports, weather, markets, news items and sports.
6:15 Domestic Science Timely Topics, Miss Le Ona Teget
& June B. Case.
6:30 How Do You Do Boys, Grady & Doc with Connie
Forte and the Slumber Boat.
Evening Program 9:00--11:00
Band Music and outside talent.

SATURDAY

Noonday RFD Program 11:30--12:30
Garden, Flower & Orchard talks by Earl E. May.
Music.
Dinner Program 6:00--7:00
6:00 Pollyana Stories, Mrs. Dwight Nickols.
Reports, weather, markets, new items and sports.
Chimes Wm. Howie.

Evening Program

9:00--11:00

9-10 May Flower Orchestra, June & Jim Taylor &
Bobbie Ross.

10-11 Pipe Organ Recital, Wm. Howie, 15 yr. old boy
organist.

SUNDAY

Vesper Services 4 to 6 P.M.

Earl E. May--President, Director & Announcer.

Associate Program Directors--Misses Elsy Farnham &
Ormah Carmean.

Hostess--Miss Grace Fleming.

Radio Engineer--J. Cyril Rapp.

Exks stamps available here for 10¢

Extensive Growers of Trustworthy
Seeds and Nursery Products.

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REG. U. S. PAT. OFFICE
SHENANDOAH, IOWA

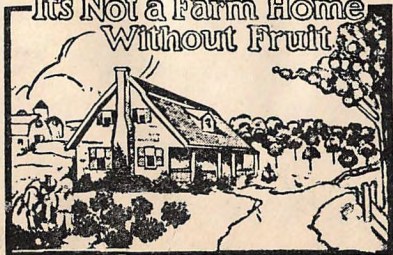


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Dave F. Thomas
Proctorville, Ohio

It's Not a Farm Home
Without Fruit





MONARCH MANUFACTURING — COMPANY —

MANUFACTURERS OF HIGH GRADE

LUBRICATING OILS AND GREASES

"FOR EVERY PURPOSE"

COUNCIL BLUFFS, IOWA

August 8th, 1935

Dear Radio Listener:-

We appreciate your acknowledging our program and hope that we can always please you with our selections. It is hard to suit everyone all the time, but we are doing our best.

Possibly you have thought of a novel stunt that you would like to hear over the radiophone; maybe you have some songs you want sung; you may have an idea as to clever contest or special program. Send your suggestions to us and you can help entertain yourself.

We are reaching thousands of homes every time we are on the air and we know it is appreciated. If you feel that you have been favored by our entertainment, possibly you would like to return the favor. We will appreciate your asking your dealer for MonaMotor Oil. It has the least break in body under motor temperature. The folder tells you more about our nationally known product. Try it once and we know you will get better results.

Yours thru the air,

MonaMotor Oil Radio Station

P. S. To enjoy life listen to K-O-I-L and us MonaMotor Oil.





500 WATTS

K-O-I-L
COUNCIL BLUFFS, IOWA

Mona Motor Oil

RADIO STATION
Official Bulletin

278 METERS



No. 3

Programs from August 16th to 31st Inclusive

Vol. 1

SUNDAY, AUGUST 16

7:30 to 9:00 P. M.
Paramount Program

The Monarchs.
Under direction of Jerry McMillen.
Popular Orchestral Numbers.

MONDAY, AUGUST 17

7:30 to 9:00 P. M.
Paramount Program

William E. Oxley, County Agent,
Western Pottawattamie County
Farm Bureau.
Talk—"Organization of the Western
Pottawattamie County Farm Bu-
reau."

Mrs. Georgia Buckingham Rodman,
Malvern, Iowa, with a group of
readings and instrumental solos.

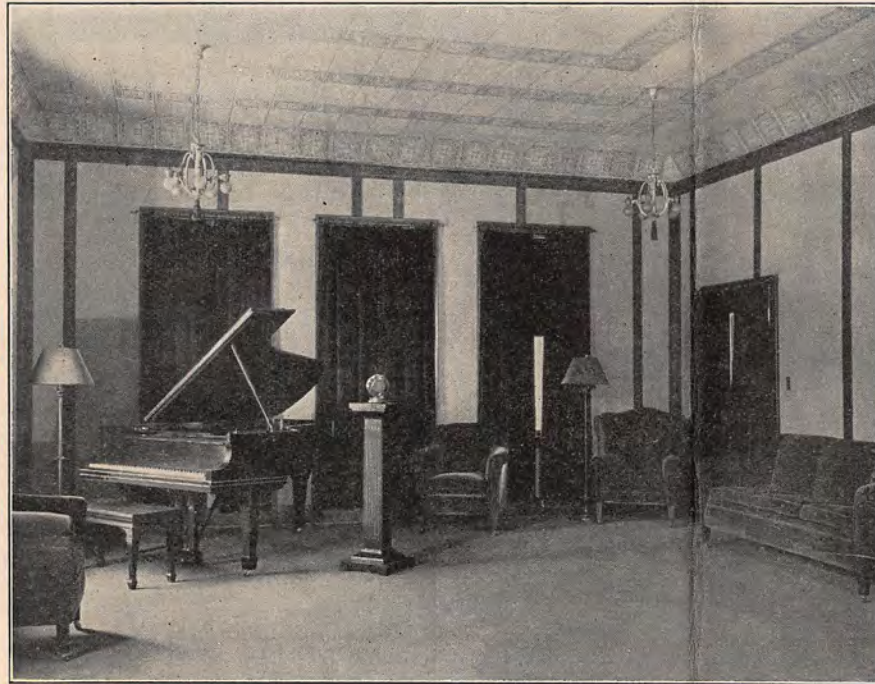
Mr. M. Guy Martin, Violin and Clari-
net.

Mrs. Bernice Gipe, Piano.
Miss Marjorie Gipe, Saxophone.
Miss Irolene Bass, Clarinet.
Master Everett Gipe, Violin.

Reed Trio.
In a Moonlit Garden (Intermezzo)--
----- King
Serenade----- Shubert
M. Guy Martin, Clarinet.

Miss Marjorie Gipe, Saxophone.
Miss Irolene Bass, Clarinet.
Mrs. Bernice Gipe, Piano.

Readings:
Hello-----Sam Walter Bass



END VIEW OF THE STUDIO

This studio is complete in every detail. It is especially constructed so that it is sound proof. The walls and ceiling, as well as the floor and window covering, makes it impossible for any echo or reverberation to enter the microphone. The microphone stands on the pedestal next to the Steinway piano. Only artists are allowed in the studio while broadcasting is going on.

Rosa } Italian Dialect
American Girl } by Daley
Mrs. Georgia Buckingham Rodman

Vocal Trio:
Sleep Kentucky Babe-----Giebel
Mrs. Georgia Buckingham Rodman
Miss Marjorie Gipe
Miss Irolene Gipe
Mrs. Bernice Gipe, Accompanist.

Readings:
Colored Woman at the Telephone,
(Dialect)
The English Pessimist (Dialect.)
Mrs. Georgia Buckingham Rodman

Piano Solo.
Sextette from Lucia-----Donizetti
(Left hand arrangement).
Miss Irolene Bass

Readings:
Old Fashioned Roses-----Riley
Group of Original Poems (Child
Impersonation)
Mrs. Georgia Buckingham Rodman

Violin Solo.
Rondo----- Liszt
Master Everett Gipe

Pianologues:
Oo'an Yuh Lis'n; When My Sugar
Walks Down the Street, Negro dia-
lect.

Mrs. Georgia Buckingham Rodman
Vocal Selections
Mrs. T. M. Metzger, soprano

Piano Selection
Grand Polka de Concert----Bartlett
Miss Mary A. Berigan
Art Doty and His Band.

11:00 to 12:00 P. M.
"Hotsy-Totsy" Hour
 Cockerill and His Orchestra.

TUESDAY, AUGUST 18

7:30 to 9:00 P. M.
Paramount Program

Entire program arranged by Lewis W. Ross and entire cast of artists from Oakland, Iowa.

Band—(Oakland), Joe D'Andrea, Director.

"The Bandolero March"

Address—Rep. E. P. Harrison

Vocal Solo

"Sonny of Mine"----Marion Moore
 Mrs. C. C. Vieth.

Acc. Mrs. G. A. Luxford, piano.

Saxophone Solo

"Valse Hilda"-----Duerr
 Howard Johnson

Acc. Winifred Johnson.

Solo.

"Mother, Oh! My Mother-----Ball
 L. W. Ross

Acc. Mrs. L. W. Ross.

Reading.

"Knee Deep in June"-----Riley
 Howard B. Bender

Cornet Solo.

"Regoletto"
 Joe D'Andrea.

Vocal Solos.

"By the Waters of Minnetonka"--
 -----Lieurance

"Land of the Sky Blue Waters"-----
 -----Cadman

Mrs. F. F. McArthur.

Acc. Mrs. G. A. Luxford.

Oakland Band.

"Remen'b'ring"-----Duncan Sisters

Male Quartet.

"Pal O' Mine"-----Parks, Moore
 L. W. Ross, first tenor

E. P. Harrison, second tenor

Howard Johnson, baritone.

C. C. Morris, bass.

Solo.

"Our Yesterdays"-----Lake, Lelie
 Mrs. C. C. Vieth.

Acc. Mrs. G. A. Luxford.

Piano.

Popular Selections.

Margaret Wentz.



ELK'S QUARTETTE

From left to right, Joe Gerke, first tenor; Charles A. Harvestock, baritone; J. F. McCargar, bass. They are regular and feature entertainers from KOIL, specializing in ballads and distinctive quartette arrangements. Many of the Elk's Quartette arrangements are original with them. They are considered one of the best in the West. Most radio fans are well acquainted with these perfectly blended voices.

Solo.

"West of the Great Divide"----Ball
 E. P. Harrison

Acc. Helen Harrison.

Oakland Band

"Yearning"

Male Quartet.

"A Southern Lullaby"----Overhue

"Old Man Worry"--Johnson, Parks

Solo.

"Little Bluebird of My Heart"----
 -----Grey

Mrs. F. F. McArthur

Acc. Mrs. G. A. Luxford.

Band, (Oakland)

"Roses O' Picardy"

Solo

"The Sweetest Story Ever Told"--
 -----Shulz

E. P. Harrison.

Acc. Helen Harrison

Band (Oakland)

"Iowa Corn Song" (Everybody sing)
 11:00 to 12:00 P. M.

"Hotsy-Totsy" Hour

Lyric Serenaders.

WEDNESDAY, AUGUST 19

7:30 to 9:00 P. M.

Paramount Program

Arranged by Kiwanis Club, Council Bluffs.

Kiwanis Chorus.

Group of Club Songs.

Banjo Solos and Snappy Stories

Milo O. Smith

Violin Solos.

Selected

Mabel Woodworth Jensen.

Short Address.

Pusey McGee, President Kiwanis Club,
 Council Bluffs, Iowa.

Kiwanians.

Group of Club Songs.

"Mike and Ike"

(Universally Known KOIL Entertainers.)

Violin Solos.

Selected

Mabel Woodworth Jensen.

Short Address.

Dr. Sidney Smith, Ex-Governor, Kiwanis Club.

Vocal Solos.

Selected

Dr. Dan Thompson

11:00 to 12:00 P. M.

"Hotsy-Totsy" Hour

The Nauticals.

THURSDAY, AUGUST 20

7:30 to 9:00 P. M.

Paramount Program

Program under the auspices of Art Carver, official KOIL photographer, specializing in PORTRAITS IN THE HOME.

Children's Stories.

Miss Blanche Robertson.

Contralto Solos

Mrs. George W. Klein.
 W. H. Owen.

Composer of Poems and Songs, Original compositions.

Popular Piano Selections

Harold Wright.

Popular Vocal Selections

Leonard Knicely.

11:00 to 12:00 P. M.

"Hotsy-Totsy" Hour

College Club Orchestra.

FRIDAY, AUGUST 21

7:30 to 9:00 P. M.

Paramount Program

Entire program arranged by the Saxophone Shop, Omaha, Neb., Ernest Brown, Manager.

Saxophone Shop Orchestra.

Popular Vocal Numbers

Miss Agnes Britton.

Vocal Numbers

Miss Margaret Borson.

11:00 to 12:00 P. M.

"Hotsy-Totsy" Hour

Organ and Vaudeville Entertainment, by remote control from stage of the Broadway Theatre, Council Bluffs, Iowa.

SATURDAY, AUGUST 22

7:30 to 9:00 P. M.

Paramount Program

Vocal and Instrumental Numbers

Peggy Woodward and Betty Neilson.

Miss Myrtella Ronayne, Soprano.

Acc. Mrs. L. H. Greer.

Other Selected Numbers.

11:00 to 12:00 P. M.

"Hotsy-Totsy" Hour

The Parrakeets.

SUNDAY, AUGUST 23

7:30 to 9:00 P. M.
Paramount Program
 The Monarchs.
 Under direction of Jerry McMillen.

MONDAY, AUGUST 24

7:30 to 9:00 P. M.
Paramount Program
 Woodward's "Inner Circle" Candy
 Night under the auspices of John G.
 Woodward & Company.
 Art Doty and his Band.
 Popular Musical Numbers.
 Vocal Numbers
 Miss Clarice Bernice Hess.
 Address:
 "Organization of Tubercular Test in
 County Farm Area."
 Wilbur E. Oxley, Pottawattamie Coun-
 ty Agent.
 11:00 to 12:00 P. M.
"Hotsy-Totsy" Hour
 Thomas' Orchestra.

TUESDAY, AUGUST 25

7:30 to 9:00 P. M.
Paramount Program
 Arranged by courtesy of Mrs. Robert
 Mullis, teacher of voice and director
 of the Opera Club of Council Bluffs.
 Assisted by a chorus composed of
 the following:
 Misses Agnes Hansen
 Roberta Skipton
 Ida Macellan
 Mary Jensen
 Berna Hansen
 Cleo Faye
 Maxine Aldrich
 Mildred Gulich
 Ollie Hughes
 Florence Marty
 Mary Orr
 Accompanist Miss Marguerite More-
 house.

Opera

"Il Travatore" -----Verdi
 Piano Duet.
 "The Anvil Chorus."
 Mme. Claire Swoboda.
 Miss Cleo Faye.
 Azucena Song.
 "See How the Flames Roll"
 Mrs. Will Cutler
 Acc. Miss Marguerite Morehouse.



WEST SISTERS STRING QUARTETTE

Standing, from left to right, Madge West Sutphen, Belle West, Vivian West;
 sitting, Eloise West McNichols.

All dial twisters who appreciate high class instrumental music will be glad to
 hear that these charming sisters have consented to regularly entertain you over
 KOIL. They are well known artists of the air. See future bulletins for dates of
 appearance.

Selected Songs from Opera.
 "The Opera Club Chorus"
 "Ah, I Have Sighed to Rest Me"
 Mr. Leslie Hayes, Tenor
 Acc. Miss Marguerite Morehouse.

Vocal Duet.
 "Home to Our Mountains."
 Mrs. Will Cutler
 Leslie Hayes
 Opera Chorus.
 "Barcarolle" from Tales of Hoffman

Baritone Solo.
 "Songs from Opera."
 Harry M. Cooper
 Acc. Miss Marguerite Morehouse.
 Piano Solo.
 "Transcription from Opera"-----
 -----Wagner
 Mme. Claire Swoboda
 Vocal Solo.
 "It is Better to Laugh Than be
 Sighing."
 Mrs. Robert Mullis
 Opera Chorus.
 Selected songs.
 Solo—Selected
 Mrs. Will Cutler
 Piano Solo.
 Mme. Claire Swoboda
 Songs from Opera Tannhauser
 Mr. Harry Cooper
 Vocal Duet.
 "Then You'll Remember Me" from
 Opera "Bohemian Girl."
 Mrs. William Hansen
 Mrs. Robert Mullis
 Opera Chorus.
 "Song of Love" from Blossom Time
 -----Schubert

Serenades

"Awake"-----Pelissier
 Mrs. Harry Maclellan
 Piano Solo—Selected
 Miss Cleo Faye
 "Thrust at Eve"-----Cadman
 Miss Mary Jensen
 "The Swallows"-----Delibes
 Chorus
 "Serenade by Tosti"
 Miss Roberta Skipton
 Piano Solo-----Schubert
 Edward Butler
 "The Wind is Whispering" Neidlinger
 Mrs. Wm. Hansen
 Marguerite Morehouse, accompanist
 "Neapolitan Serenade"
 Opera Chorus
 11:00 to 12:00 P. M.
"Hotsy-Totsy" Hour
 The Orioles.

WEDNESDAY, AUGUST 26

7:30 to 9:00 P. M.
Paramount Program
 Program arranged by Council Bluffs
 Real Estate Board.
 Hall Mark Six Orchestra.

YOUR MOTOR NEEDS MonaMotorOil



MARY WINGET

Associate Organist at the Broadway Theatre, who entertains you regularly on our 11 o'clock program every Friday evening. She plays exceptionally well both classical and popular selections. Miss Winget also has a splendid voice and will entertain vocally from time to time.

Violin Solo—Selected
Ray Murphy
Saxophone Solo
Jack Downs
Talk, "Five Minutes on Council Bluffs"
August Pfaff.
Piano Solo—Selected
Richard Maguiness
Tenor Solo—Selected
Hugh McGann
11:00 to 12:00 P. M.
"Hotsy-Totsy" Hour
The Nauticals.

THURSDAY, AUGUST 27

7:30 to 9:00 P. M.
Paramount Program
Program arranged by Mrs. R. C. Mann, soloist, assisted by Miss Bernice

Hess, Miss Margaret Hertwig and Florence Senior Duerr.
Children's Stories
Miss Blanche Robertson
Tenor Selections and Dialect Readings.
Mr. Harold Hughes
Acc. Miss Rodna Hughes.
11:00 to 12:00 P. M.
"Hotsy-Totsy" Hour
The College Club Orchestra.

FRIDAY, AUGUST 28

7:30 to 9:00 P. M.
Paramount Program
Arranged by the Saxophone Shop
Saxophone Shop Orchestra.
Popular Vocal Selections.
Miss Agnes Britton
11:00 to 12:00 P. M.
"Hotsy-Totsy" Hour
Organ Recital and Vaudeville Numbers by remote control from Broadway Theatre Stage.

SATURDAY, AUGUST 29

7:30 to 9:00 P. M.
Paramount Program
Vocal Selections.
Mr. and Mrs. Harry V. Hahn
Piano and Violin Selections.
Miss Alice Jacobs.
Vocal Selections.
Helen Sprague Cogley
Elk's Quartette.

Selected
11:00 to 12:00 P. M.
"Hotsy-Totsy" Hour
Radio Jazz Orchestra.

SUNDAY, AUGUST 30

7:30 to 9:00 P. M.
Paramount Program
The Monarchs.
Under Direction of Jerry McMillen

MONDAY, AUGUST 31

7:30 to 9:00 P. M.
Paramount Program
Art Doty and His Band.
Address on Co-operative Grain Marketing of unusual interest to farmers: "Stabilizing Prices of Grain by a System of Reserves."
Richard F. Hodson

Piano Selections
Mary A. Berigan
Vocal Selections.
Miss Margaret Borson
11:00 to 12:00 P. M.
"Hotsy-Totsy" Hour
The Hallmark Six Orchestra.

Listen to K-P-O

San Francisco, Calif.
428 Meters, 1000 Watts
Program Under Auspices of
MonaMotorOil

Every Tuesday Evening
9 to 10 p. m. Pacific time
10 to 11 p. m. Mountain time
11 to 12 p. m. Central time
12 to 1 a. m. Eastern time
Daylight Saving, 1 hour later

KOIL uses a Steinway piano through the courtesy of Schmoller & Mueller Piano Company, one of the oldest music houses in the West.

**STOP
that
CHATTER**



Authorized Dealers



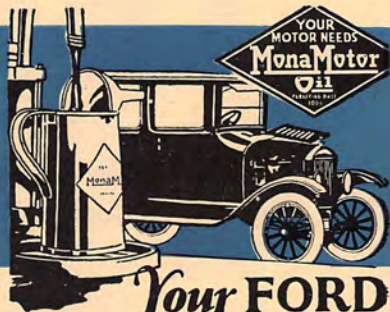
BERTHA COFFEY ASSMAN

Those who heard Bertha Coffey Assman on a recent program were delighted with the fine quality of her voice. She tells us that she will be pleased to broadcast regularly from KOIL. Her offer is gladly accepted. Look for her again in the near future.

K-O-I-L

is owned and operated by
Monarch Mfg Company
Council Bluffs, Iowa; Toledo, Ohio
Pacific Coast Division
MonaMotor Oil Company
San Francisco Los Angeles

Personnel KOIL Staff
Don Searle (Don)-----Mgr. Director
Howard Martin (Howie)-----
R. J. Rockwell-----Program Director
Gordon Anderson-----Asst. Operator



*Your FORD
deserves*
GOOD OIL

You bought it for the service you intended to get out of it and it deserves **MonaMotor F Oil**.

If you would like to be able to stop, start or reverse without jerks, call on your dealer and have him drain your Ford, flush and refill with **MonaMotor F Oil**. This same oil will give excellent results in Ford Trucks.

Monarch Manufacturing Co.
Council Bluffs, Ia. Toledo, Ohio

Pacific Coast Division

MonaMotor Oil Company

San Francisco, Cal. Los Angeles, Cal.

See the **MonaMotor** Dealer

MonaMotor **F-Oil**



The correct
FORD OIL

The letter "F" indicates the grade for Fords. All brands of "F" Oil are not of the same quality, nor will they give the exceptional service that you are sure to receive when using **MonaMotor F Oil**.



**OIL-built
for your FORD**

MonaMotor F Oil will not only prevent and eliminate Ford band chatter, but it will also perfectly lubricate the motor. This is a two-fold oil and is guaranteed to do the work we claim for it.

Not an Experiment

MonaMotor F Oil is a tried and proven product and has long since passed the experimental stage. Our laboratories have been incessantly working for a number of years in order to produce the ideal oil for Fords. Now we have it.

MonaMotor Oil Always a Quality Guarantee

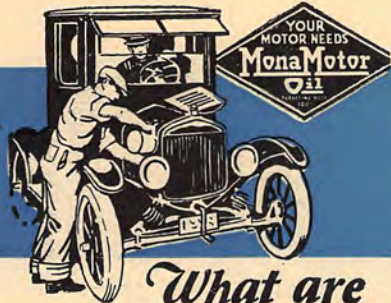
The name "MonaMotor" is only given to the highest quality products. Whether it is oil, grease, or any other product "MonaMotor" means it is the best that can be produced. "MonaMotor" F Oil will permit the Ford driver to stop, start, and reverse without chattering of the bands and at the same time be assured of first class motor lubrication.

MonaMotor-E and MonaMotor-F Meet Ford Tests

MonaMotor E has always met the Ford specifications. Further treatment of this oil enables MonaMotor F to still comply with Ford specifications and relieve chattering of the bands.

An Ideal
Ford
Lubricant

Ford Motor Co.
Protects
Its Users



*What are
FORD
Specifications?*

The Ford Motor Co., after exhaustive research, has set specifications for a satisfactory Ford lubricant. This company was the first car manufacturer to consider the fact that in order to give real service, an oil must be able to hold its body as motor temperatures go up. MonaMotor Oil has the least break in body and complies with the Ford specifications.

Try MonaMotor-F Ford Oil

Drain the used oil from the crank-case. After flushing thoroughly with a light oil (not kerosene or gasoline) refill with MonaMotor F and enjoy correct lubrication of the motor and bands.





Manufactured by
MONARCH MANUFACTURING CO.
Council Bluffs, Ia. Toledo, Ohio

Pacific Coast Division

MonaMotor Oil Company

Los Angeles, Cal. San Francisco, Cal.

See the **MonaMotor** Dealer

*The Public
should know
- Why -*

*One Oil is better
than another*

**What do YOU look for
in choosing a Good Oil**

?

Choose the Oil that Has the Least Break in Body as Temperatures Go Up

To see or test an oil at any one temperature means nothing. It is the break in viscosity or body of an oil at the operating temperature of your motor that tells the story.

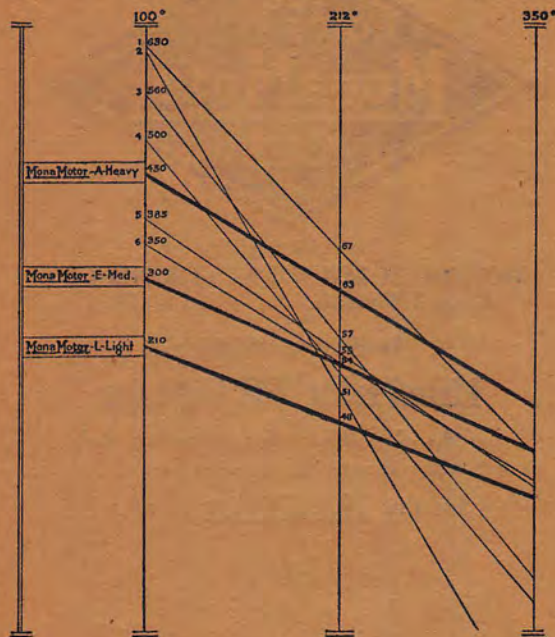
The Viscosity Chart, which proves itself in actual operation, shows three weights of **MonaMotorOil** in a comparative test with six prominent and highly advertised oils.

The body of **MonaMotorOil** holds up to a maximum under the operating conditions of your automobile, truck or tractor.

MonaMotorOil maintains a film upon all moving surfaces, which prevents wear. It forms a perfect seal for the pistons, which means more power.

Choose the oil that has the least break in body as temperatures go up—and you will use less oil, have more power, reduce repair bills, increase the resale value of your car.

Viscosity or Body Chart



263

K014

Return in Five Days to



MONARCH MFG. CO.
Council Bluffs, Ia.

DAVID F. THOMAS

PROCTORVILLE

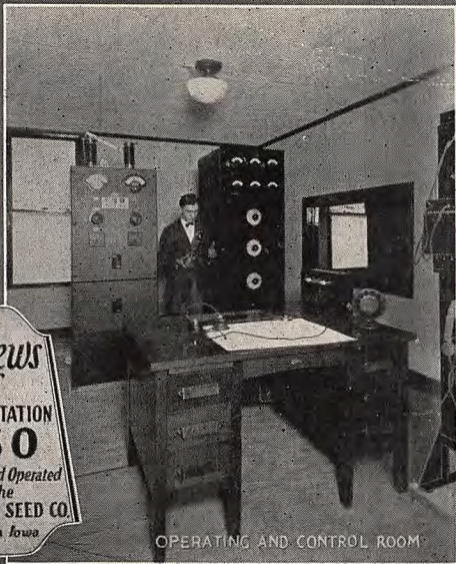
OHIO

451.





BROADCASTING STUDIO



OPERATING AND CONTROL ROOM



RECEPTION ROOM

Views
of
RADIO STATION
KSO
Owned and Operated
by the
A.A. BERRY SEED CO.
Clarinda, Iowa

323

Post-Card

511



CLARINDA, IOWA

Thanks for the compliments
 on "Oh How I miss you" love
 The letters we receive is our
 only pay for this work, so have
 your friends drop a line to
 me or to the station
 my regular time is Tuesday

7 to 7³⁰

Henry Anderson.

David S. Thomas

Proctorville

Ohio

P. S. YOU OUGHT TO SEE RADIO STATION
 KSO AT CLARINDA WAVE 242 METERS
 "IT'S THE BERRY'S"

TANGLEY ART SCHOOLS

Station "KTNT"
"The Home Folks
Station"

Station "KTNT"
The First New Tone
in 40 Years.



To our dear Listeners:-

Glad to receive your welcome letter and to know you have heard K-"TNT". This will verify your reception, and if you wish an "EKKO STAMP" for your album, we will supply same for 10¢.

If you or any of your friends wish to join our Correspondence Club, simply write a letter with all description such as age, weight, color of hair, habits, stating your talents and characteristics etc., and we will read same without calling your name. We will give a number for the name and the thousands hearing it can write us for the correct address which will be sent them. If you like to correspond and make friends, this is your opportunity.

Perhaps you or some friend would be interested in our "ART COURSE" Think of it! Anyone, without any artistic talents, old or young, can now learn to paint beautiful "Portraits in Oil", landscape and other pictures. Painting them with real oil paints same as any artist uses, still no mechanical process, acid, or transfer is used. NO BRUSHES USED--no dirt or mess around the home.

Thousands of homes would appreciate beautiful "Portraits in Oil" of their loved ones, and the class of work done by the TANGLEY METHOD OF PAINTING, is equal to the highclass Portrait work that is seen in the better class studios and homes, and should not be classed with the cheap, old fashioned "black and white" enlargements as sold by the Portrait agents. This work is "DONE IN OILS". Our Radio instructor actually paints the picture as he explains the method step by step over the RADIO. You can follow him easily, or paint during the day by the written instructions. PASS THIS ALONG TO A FRIEND.



NORMAN BAKER
OWNER "KTNT"

Complete outfit with paints, appliers, 10 sample photo lessons, 2 books instructions, separate instructions for each lesson will be sent you all complete and postage prepaid for only \$10.00. Order now so you can get in the next class which starts every 20 days. You will enjoy it--it's instructive and interesting.

Programs 8:30 to 10
nightly. 256 meters.

Yours truly,
TANGLEY ART SCHOOLS.

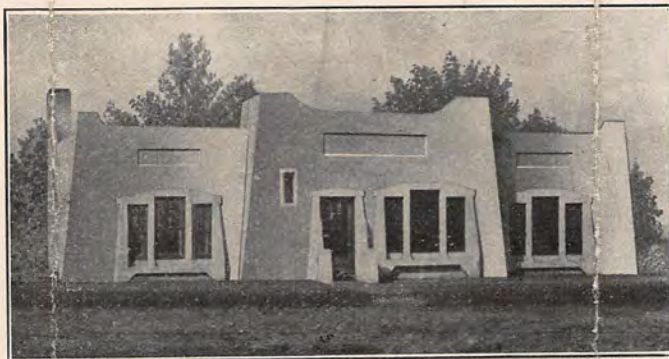
"The First Radio Station In The World To Teach Art."



Looking North from river's edge towards "KTNT" studio and West over Muscatine

First Studio to introduce Table Chats — Matrimonial Bureau — Calliaphone

"Prettiest
Located
Station in
America"



"Prettiest
Designed
Station in
America"

KTNT Studios— Egyptian—Moorish Design
9 Rooms--elaborately furnished inside

"The studio with a variety program"

K" TNT" - CALLIAPHONE STUDIO - K" TNT"
 KNOW THE NAKED TRUTH" MUSCATINE, IOWA "KNOW THE NAKED TRUTH"



View from High Bridge over Mississippi River looking North and East, showing Station high above on Hill.



The Calliaphone
 THE FIRST IN THE CALLIAPHONE

"First New Tone in 40 Years"
 Heard nightly from K" TNT"

View from roof of studio looking South across Mississippi River, also East and West



Tangley
Co. MUSCATINE.
IOWA.



KTNT

Dave F. Thomas,
Proctorsville, Ohio.

RADIOFONE BROADCASTING SCHEDULE STATION K-WCR

"The Voice of Cedar Rapids, Iowa"
Our Call Letters Stand for Watch Cedar Rapids

Iowa Mutual Liability Insurance Co.
Iowa Automobile Mutual Insurance Co.

CEDAR RAPIDS, IOWA

500 WATTS	1080 KILOCYCLES	278 METER WAVE
Monday	4:15 P. M. to 5:15 P. M.	9 P. M. to 10:30 P. M.
Wednesday	4:15 P. M. to 5:15 P. M.	9 P. M. to 10:30 P. M.
Friday	4:15 P. M. to 5:15 P. M.	9 P. M. to 10:30 P. M.
Sunday	St. Paul M. E. Church Services	11 A. M. to 12:15 P. M.
	Afternoon Special Program	5:15 P. M. to 6:15 P. M.
	"JENERAL JOYS JUBILEE AND FROLIC"	
Monday Night 10:30 P. M. to 12 P. M.		Thursday at Midnight
	Organ Recitals on the Mighty Wurlitzer by Helen Dessinger	

RADIO LOG

CITY	STATE	STATION CALL LETTERS	METER WAVE LENGTH	DIAL SETTINGS		
				1	2	3
CEDAR RAPIDS	IOWA	K. W. C. R.	278			

GET YOUR POLICY TODAY—DON'T WAIT

The Cost is only \$5.00 per year

\$1,000.00 Automobile Accident Policy

Pays \$25.00 weekly for total disability, \$12.50 partial disability
\$100.00 Emergency Expense

Covers injuries caused by automobiles, whether riding in, driving, operating, demonstrating, adjusting or cranking an automobile; or accidents resulting from being struck, run down or run over by an automobile; or by the burning or explosion of an automobile.

This policy is issued to any able-bodied white male or female person between the ages of 16 to 65. No Medical Examination is Required.

INSURE WITH US—IT COSTS LESS

Save 25 Per Cent on Your Dwelling and Household Goods Fire and Tornado Insurance

The "Iowa Mutuals" write "Class A1" risks at a cash saving of 25 per cent below the regular Bureau or Board rates for one, three or five year term policies, on Town Dwellings and Household Goods, covering the hazards of fire, lightning, tornado, cyclone and windstorm.

Automobile Insurance

We write all kinds of Automobile Insurance at special low rates. We provide you with sound insurance and give you REAL SERVICE—a service that you will like. Our past sixteen years of serving the public has established for us an "excellent loss paying record" that we are proud to make known.

Our facilities for the "prompt adjustment of claims" extends all over the United States. A letter or post card to us will bring you our rate quotation for insurance on your automobile.

RADIO LOG

CITY	STATE	STATION CALL LETTERS	METER WAVE LENGTH	DIAL SETTINGS		
				1	2	3
CEDAR RAPIDS	IOWA	K. W. C. R.	278			

We have faithfully served the public in their insurance needs for
 the Past Sixteen Years with
 Insurance that Insures—Service that Serves
Iowa Mutual Liability Insurance Co.
Iowa Automobile Mutual Insurance Co.
J. W. LOVELLETTE
 Secretary-General Manager
 HOME OFFICE, INSURANCE BUILDING
 Cedar Rapids, Iowa
 Legal Reserve Mutual Corporation—not a Mutual Assessment Association

28

AFTER 5 DAYS RETURN TO

IOWA MUTUAL LIABILITY INSURANCE COMPANY

INSURANCE BUILDING 512 SECOND AVE. EAST

CEDAR RAPIDS, IOWA

KWCR

KWCR



591.

Mr. David F. Thomas,
Proctorville,
Ohio

VERY IMPORTANT

RADIOCAST STATION
WEAU

Davidson Bros. Co.
SIOUX CITY, IOWA
The Heart of the Corn Belt

275 METERS—100 WATTS—1090 KILOCYCLES



THE BIG STORE

**SHOPPING
CENTER OF
THREE STATES**

Dear Broadcast Listener:

We wish to extend to you our hearty appreciation of the courtesy shown us by the report received from you

Thanking you and hoping to hear from you again, we are

Yours very truly,

Davidson Bros. Company

Schedule

Daily.

- 8:45 A. M.—Opening Grain Quotations,
DURING DAYLIGHT SAVING TIME
- 9:45 A. M.—Grain; Opening Live Stock; Weather.
- 10:45 A. M.—Grain Quotations
- 11:45 A. M.—Grain (Saturday Close); Close of Live
Stock.
- 12:45 P. M.—Close of Grain Market; Weather.
- 5:00 P. M.—Live Stock Summary; Scores.
- TUES. THURS. & SAT.**
- 7:30-8:30 P. M.—Special Entertainment.

COMPLIMENT
DAVIDSON E
RADIO DEPT. SK
STATION

170



[Faint handwritten scribbles]

David F.
Proc



Studio of WHAA

WHAA

Radio Broadcasting Station, State University of Iowa, Iowa City

Radio, latest and most popular of the applications of scientific knowledge, is in its prime essentials the product of university laboratories. The studies of Hertz, for example, in electromagnetic waves and of Richardson in electron emission from hot filaments represent pure scientific research, without which the invention of radio broadcasting would have been impossible.

That a great university should be supplied with adequate radio equipment is therefore both fitting and necessary. A university broadcasting station fulfills two functions. It affords suitable apparatus for the scientific study and investigation upon which future progress depends, and it furnishes another means by which the educational service of the university may be extended to a wider circle of the people.

The Station

The broadcasting station of the University of Iowa, licensed under call letters WHAA, is located in the main engineering building and is administered and operated by the College of Applied Science, the engineering college of the institution. Operating room, power room, general studio, lecture studio, and reception room form a compact group, which has been constructed in the attic space of the building, directly beneath the middle of the span of the antenna.

The general studio is a room approximately twenty-seven feet square, its walls and ceiling being lined with an inch-thick layer of flaxlinum overdraped with velour. Its floor is carpeted over a layer of insulite half an inch thick. A grand piano, a piano lamp, announcer's table, microphone stand, chairs, and davenport constitute the studio's furnishings. In the operating room the equipment is the latest improved Western Electric equipment with a 500-watt transmitter, through which the programs are broadcast on a wave-length of 484 meters. Reception and operating rooms are lighted by skylights in the daytime and artificial light in the evening; the two studios are lighted artificially. The heating and ventilating system consists of an electrically driven fan drawing fresh air from above the roof over a coil, heated when necessary, and blowing the air through the conduits into the several rooms, from which it escapes through registers properly placed in the side-walls.

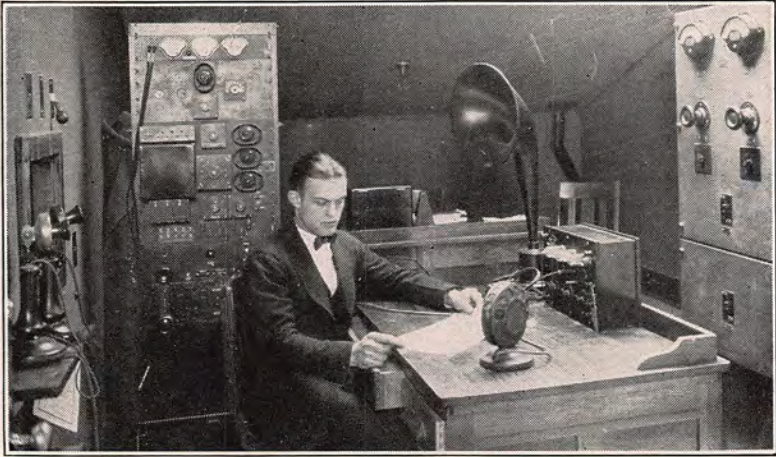
Antenna towers rise 140 feet above the level of the floor of the operating room and 125 feet above the roof of the building, their tops being about 200 feet from the ground. They were built by the United States Wind Engine and Pump Company of Batavia, Illinois, the upper 115 feet from their own designs, the lower framing and the anchorage to the building being from designs by the head of the department of civil engineering in the College.

The antenna is of the T-type, approximately 131 feet long between insulators, and the lead in is almost precisely as long as the antenna. Greatest pains were taken in the grounding work, with the result that the antenna system has a remarkably low resistance.

A special wire connection laid from the operating room to the base of the building extends through the heating tunnel to the auditorium of the Hall of Natural Science, where vesper services and the majority of the convocations and formal lectures of the year are held. There is also a wire connection with Old Capitol, one to the Methodist church, from which organ recitals are broadcast, one to the athletic field, and one to the armory, where the basketball games are played.

WHAA was formally opened on the evening of February 12, 1924. During its period of experimental broadcasting prior to that date it was heard in every state of the union, in every province of Canada, as far south as the Canal Zone, and on board of ships off both the east and west coasts of the United States.*

*The University also maintains a smaller station for experimental and instructional purposes, licensed as 9XAZ.



Operating room of WHAA
Programs

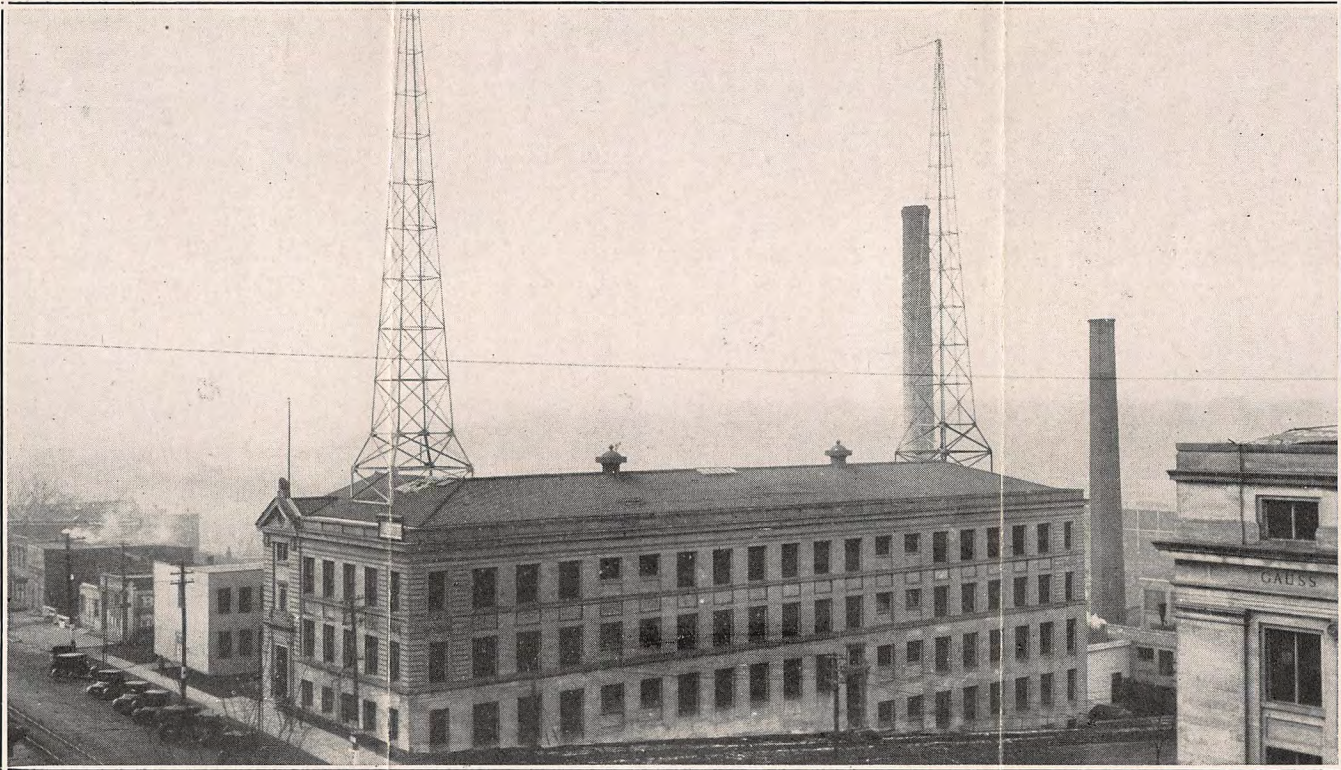
For the present, WHAA broadcasts on Sunday evenings, from 9 until 9:30 o'clock, a program of familiar hymns, and on Tuesday evening of each week from 8 until 9:30 o'clock a general program.

A half-hour noon day program of music and a brief address is broadcast daily, except Saturday and Sunday, at 12:30. Each Wednesday morning at 9 o'clock, a half-hour program suitable for high school assemblies is broadcast. Occasionally programs will be broadcast on Thursday and Saturday evenings at 7:30 o'clock. The results of the principal athletic events held on the home campus will be broadcast as they occur.

In general the programs of WHAA will be distinctively educational or inspirational. Almost all of them will include music, the better popular music which has stood the test of time, and pieces of a still higher grade not beyond the appreciation of the general lover of good music. There will be addresses intended to be interesting and instructive, readings from good literature, short plays both humorous and serious, and programs commemorating special occasions or furthering desirable movements. Plans for regular instruction through radio courses are under consideration and will be developed as rapidly as seems practicable.

Dedication

On the evening of the dedication of WHAA the President of the University used these words: "In the name of the University, I now dedicate this broadcasting station WHAA of the University of Iowa to the field of larger social service, richer educational opportunity, higher type of cultivated appreciation of the best things in the field of arts, sciences, and statecraft." It will be the constant ideal of those responsible for the programs from WHAA to achieve the high purpose to which the station was thus dedicated.



Engineering Building of the University of Iowa, showing radio towers

178

WHAA



David F. Thomas,

Proctorville, Ohio.

We wish to acknowledge receipt of your communication and want you to know that we highly appreciate hearing from you. The artists are anxious to please and a word from you is the only applause that reaches them.

We broadcast at 7:30 to 9:00 P.M. Standard Central time on a wave length of 526 meters every Monday, Wednesday and Friday.

The best form of encouragement is to name the artist and number that pleased you most.

WRITE US OFTEN

BANKERS LIFE RADIO STATION, W H O, DES MOINES.

WM. H. HEINZ,

Manager.

W-H-O



Vol. 1

Jan. 30, 1925

No. 15

Radiocasting PROGRAMS

Sunday, Feb. 1

to

Friday, Feb. 13

(Inclusive)

BANKERS LIFE COMPANY
DES MOINES, IOWA

W—H—O

PROGRAM

W-H-O, the Bankers Life Company, at Des Moines, Iowa. 522.3 Meters, C. S. T. Week of Sunday, February 1st, to Friday, February 6th.

Sunday, Feb. 1st—11 A. M.

Church Service
Sermon by Rev. C. S. Medbury at the University Church of Christ.

Monday Feb. 2nd—7:30-9:00 P. M.

7:30-8:00—Mrs. Robert Finch, Contralto.
Speech by Rev. Muriel Adams.
8:00-9:00—Classical Program, under direction of Dean Holmes Cowper of Drake University.
Organ Recital
11:15-Midnight—L. Carlos Meier at the Capitol Theatre, Des Moines.

Wednesday, Feb. 4th—6:30-9:45 P. M.

6:30-7:30—Reese-Hughes Orchestra at the Main Dining-room at the Hotel Fort Des Moines.
7:30-9:00—The Bankers Life Radio Orchestra, under direction of W. L. Marsh.
Don Merchant, Cornetist.
9:00-9:45—The Des Moines Theatre Symphonic Orchestra, under direction of Leon A. Dashoff.

Friday, Feb. 6th—7:30-9:00 P. M.

The Williamson Bros., Mandolin, Guitar and Banjo Artists.
Mr. J. W. Fletcher, Tenor Soloist.
The Emelie Ritchie Orchestra and Soloists.

W—H—O

PROGRAM

W-H-O, the Bankers Life Company, at Des Moines, Iowa. 522.3 Meters, C. S. T. Week of Sunday, February 8th, to Friday, February 13th.

Sunday, Feb. 8th, 11:00 A. M.

Church Service

Sermon by Dr. C. S. Medbury at the University Church of Christ.

4:00—Program, under direction of Dean Holmes Cowper of Drake University, also talk on "Why I believe in scouting" by Dr. C. S. Medbury.

Monday, Feb. 9th, 2:15 P. M.

Talk on "Why I believe in scouting" by Rabbi Mannheim.

7:30-8:00—Mr. G. W. Donaldson, Scotch Singer.
Miss Leone Simmons, Accompanist.
Miss Katherine Torey, Pianist.

8:00-9:00—Classical Program, under direction of Dean Holmes Cowper of Drake University.

11:15-12—Organ Recital by L. Carlos Meier of the Capitol Theater.

Tuesday, Feb. 10th, 2:15 P. M.

Pathe News.
Talk on "Why I believe in scouting" by Col. Olmstead.

Wednesday, Feb. 11th, 2:15 P. M.

Talk on "Why I believe in scouting" by Robert Finch.

6:30-7:30—Reese-Hughes Orchestra at the Hotel Fort Des Moines.

7:30-9:00—The Bankers Life Radio Orchestra, under direction of Wm. L. Marsh.

The Varsity Three—Personnel:
Mr. Neil Garber, Banjo.
Mr. Rollin Meredith, Bones.
Mr. Em Bowers, Harmonica.

9:00-9:45—The Des Moines Theater Symphonic Orchestra, under direction of Leon A. Dashoff.

Thursday, Feb. 12th, 2:15 P. M.

Pathe News, also speech on "Why I believe in scouting" by Mr. Bishop Brunn.

Friday, Feb. 13th, 2:15 P. M.

Speech on "Why I believe in scouting" by Rev. Mathieson.

7:30-9:00—The Williamson Bros., Banjo, Mandolin and Guitar artists.

Artists from Boone, Iowa.

Saturday, Feb. 14th, 12:00 Noon

Speech on "Why I believe in scouting" by a group of Boy Scouts.

W-H-O



Vol. 1

Jan. 23, 1925

No. 14

Radiocasting PROGRAMS

Sunday, Jan. 25

to

Friday, Feb. 6

(Inclusive)

BANKERS LIFE COMPANY
DES MOINES, IOWA

W—H—O

PROGRAM

W-H-O, the Bankers Life Company, at Des Moines, Iowa. 522.3 Meters, C. S. T. Week of Sunday, January 25th, to Friday, January 30th.

Sunday, Jan. 25th, 11:00 A. M.

Church Service
Sermon by Dr. C. S. Medbury at the University Church of Christ, Des Moines.

Monday, Jan. 26th, 7:30-9:00 P. M.

7:30-8:00—Stewart Watson.
8:00-9:00—Classical Program, under direction of Dean Holmes Cowper of Drake University.

Monday, Jan. 26th, 11:15-12:00 Midnight

Organ Recital
L. Carlos Meier, Master Organist at the Capitol Theater, Des Moines, Iowa.

Tuesday, Jan. 27th, 2:15 P. M.

Pathe News.

Wednesday, Jan. 28th, 6:30-9:45 P. M.

6:30-7:30—The Reese-Hughes Orchestra at the Hotel Fort Des Moines.
7:30-9:00—Bankers Life Radio Orchestra, under direction of Wm. L. Marsh.
Evelyn Fowler, Pianist.
Mr. P. J. Louberge, French Soloist.
9:00-9:45—The Des Moines Theater Symphony Orchestra, under direction of Prof. Leon A. Dashoff.

Thursday, Jan. 29th, 2:15 P. M.

Pathe News.

Friday, Jan. 30th, 7:30-9:00 P. M.

7:30-8:30—Classical Program, under direction of Dean Raymond N. Carr of Des Moines University.
8:30-9:00—The Williamson Bros., Mandolin, Guitar and Banjo Artists.

W—H—O

PROGRAM

W-H-O, the Bankers Life Company, at Des Moines, Iowa. 522.3 Meters, C. S. T. Week of Sunday, February 1st, to Friday, February 6th.

Sunday, Feb. 1st—11 A. M.

Church Service
Sermon by Rev. C. S. Medbury at the University Church of Christ.

Monday Feb. 2nd—7:30-9:00 P. M.

7:30-8:00—Mrs. Robert Finch, Contralto.
Speech by Rev. Muriel Adams.
8:00-9:00—Classical Program, under direction of Dean Holmes Cowper of Drake University.
Organ Recital
11:15-Midnight—L. Carlos Meier at the Capitol Theatre, Des Moines.

Wednesday, Feb. 4th—6:30-9:45 P. M.

6:30-7:30—Reese-Hughes Orchestra at the Main Dining-room at the Hotel Fort Des Moines.
7:30-9:00—The Bankers Life Radio Orchestra, under direction of W. L. Marsh.
Don Merchant, Cornetist.
9:00-9:45—The Des Moines Theatre Symphonic Orchestra, under direction of Leon A. Dashoff.

Friday, Feb. 6th—7:30-9:00 P. M.

The Williamson Bros., Mandolin, Guitar and Banjo Artists.
Mr. J. W. Fletcher, Tenor Soloist.
The Emelie Ritchie Orchestra and Soloists.

Bankers Life Company

Des Moines, Iowa

Please send me details of your method
of providing for:

(Put X opposite service desired)

1. Life Income for my wife.
2. Life Income for my children.
3. Life Income for my wife and children.
4. Life Income for myself in old age.
5. Payment of Income Tax for year preceding death.
6. Payment of Inheritance Taxes on my estate.
7. Personal Estate Building.
8. Partnership Protection.
9. Corporation Insurance.

Name.....

Address.....

Date of Birth.....

POST CARD

THIS SIDE OF CARD IS FOR ADDRESS ONLY

PLACE
ONE-CENT
STAMP
HERE

Bankers Life Company

Des Moines

Dept. D

Iowa

48

AFTER 5 DAYS RETURN TO
BANKERS LIFE COMPANY
DES MOINES, IOWA
RETURN POSTAGE GUARANTEED

236



Mr. David F. Thomas,
Proctorville,
Ohio.

Burlington, Iowa, 1/16 1925

This Radio Station WIAS

Burlington "On the Mississippi"

Acknowledging your much appreciated report of 1/14
on our program of 1/13

WIAS broadcasts on 360 meters— $833\frac{1}{3}$ kilocycles and is rated at 100 watts, with 4 to 5 amps. in the aerial. 830-1760 720

Our schedule is every Tuesday and Thursday at 8 p. m., C. S. T., and our programs are published in the Burlington Gazette.

Let us hear from you again in any of our future concerts.

Thanking you, we are,

THE HOME ELECTRIC COMPANY

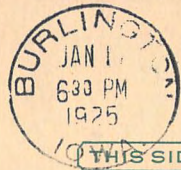
H. Waugh
Operator and Announcer WIAS

Sat 10:30 P.M. Special
Sun 10:30 AM special
A complete stock of Radio and Electrical Supplies. We solicit your Mail Order Business.

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208.



THIS SIDE OF CARD IS FOR ADDRESS

David J. Thomas
 Proctorville
 Ohio

WIAS

OWNED AND OPERATED BY

HOME ELECTRIC CO.

“EVERYTHING ELECTRICAL
EVERYTHING RADIO”

BURLINGTON, IOWA

“On the Mississippi”

HARRY H. WAUGH

“OP” AND ANNOUNCER

WAVE LENGTH—254 METERS

POWER—100 WATTS

NORMAL RADIATION—5 AMPS.

BROADCASTING SCHEDULE

CENTRAL TIME

Sunday Morning 10:30 A. M.
CHURCH

Tuesday Evening 8:00 P. M.
DANCE PROGRAM

Thursday Evening 7:00 P. M.
CONCERT

Saturday Night 10:30 P. M.
Late Organ Recital
PALACE THEATRE'S
“MIGHTY WURLITZER”



Post Card

Many thanks for your recent communication, and we want you to know that the artists and we highly appreciate it.

If you are saving proof of reception stamps kindly send us a dime and we will gladly mail one to you.

Please let us hear from you again. Yours for radio,

H. H. WAUGH, Announcer



David P. Thomas
Proctorville
Ohio.

BROADCASTING
STATION

WJAM

CEDAR RAPIDS
IOWA

*Evening Gazette
Iowa Railway & Light Corporation*

We wish to acknowledge receipt of your much valued report on our program

of *June 21, 1925*

Thank you

D. M. Johnson

Wavelength 268 Meters

We are on the air Tuesdays, Thursdays, Saturdays, 7 to 10 p. m.
Sunday afternoon at 3:50, Vespers from Coe College

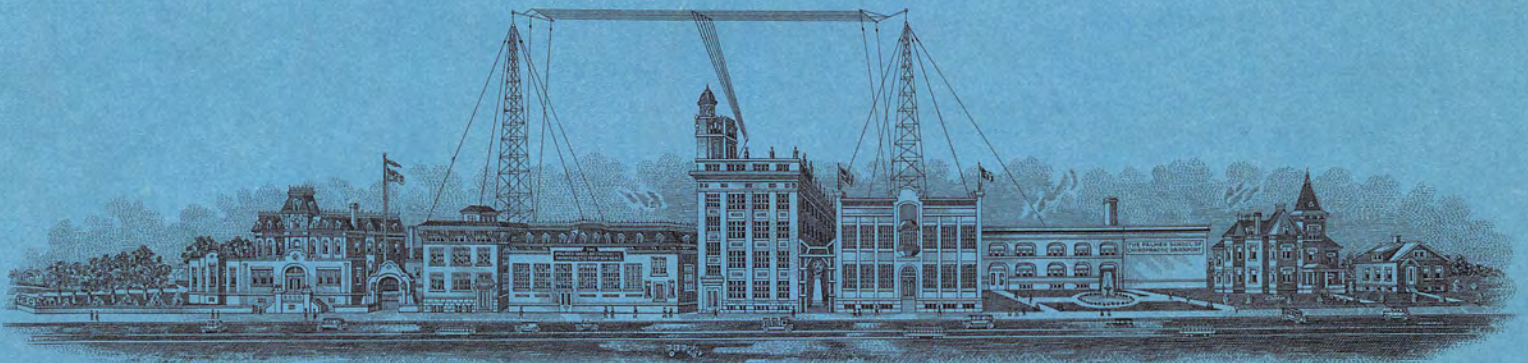
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THIS SIDE OF CARD IS FOR ADDRESS

David L. Thomas
Proctorville, Ohio



The Palmer School of Chiropractic

(CHIROPRACTIC FOUNTAIN-HEAD)

ADDRESS ALL CORRESPONDENCE
TO FIRM AND NOT INDIVIDUALS

DAVENPORT, IOWA, U.S.A.

Dear Radio Friends:-

This will verify your reception of Station WOC
on *March 2nd, 1935* - 3:44 P.M. C.S.T.

Station WOC has a power of 100 watts, and broad-
casts on a frequency of 1370 kilocycles.

We appreciate very much having reports from our
listeners, and hope, should you be able to tune
us in at a later date, that we may again hear
from you.

Sincerely,

STATION WOC

Morgan Sexton

Morgan Sexton,
Program Director.

acp

Helpful Hints
for
Happy Homes



PUBLISHED BY
The Palmer School of Chiropractic
Chiropractic Institute Bldg.
Davenport, Iowa, U.S.A.

**HAVE YOU A COPY OF THE
WOC COOK BOOK?**

This sixty-four page booklet, the first of its kind ever published, is made up of recipes and household hints selected from material which has been broadcast from WOC. It was placed in printed form to supply the demand of our listeners for a permanent record of their favorite Radio recipes, and we are pleased to offer the booklet to any of our listeners at the nominal price of Fifty Cents per copy, postpaid to any address.

Remittance may be made in stamps, money order, check or currency. (Paper money may be mailed with a reasonable degree of safety, but coins should be securely fastened between pieces of cardboard before mailing.)

USE ORDER BLANK ON REVERSE SIDE,
mailing same with your remittance to
RADIOPHONE STATION WOC
Davenport, Iowa, U.S.A.

(OVER)

ORDER BLANK

Radiophone Station WOC,
Davenport, Iowa.

I am enclosing Stamps Check to the amount of \$.....
 Money Order Currency

for copies of the WOC Cook Book. Please mail same, postage prepaid, to the following address:

(Please PRINT name and address)

Name

R.F.D. or Street No.

Post Office State.....

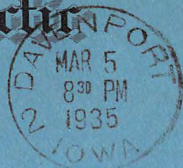
NOTE.—If your order includes copies for friends, we will mail same to your address unless otherwise directed. If you wish, we will mail direct to them with explanatory note, giving your name. In the latter case write friends' names and addresses on separate sheet of paper and enclose with this blank and your remittance.

(OVER)

1777
The Palmer School of Chiropractic

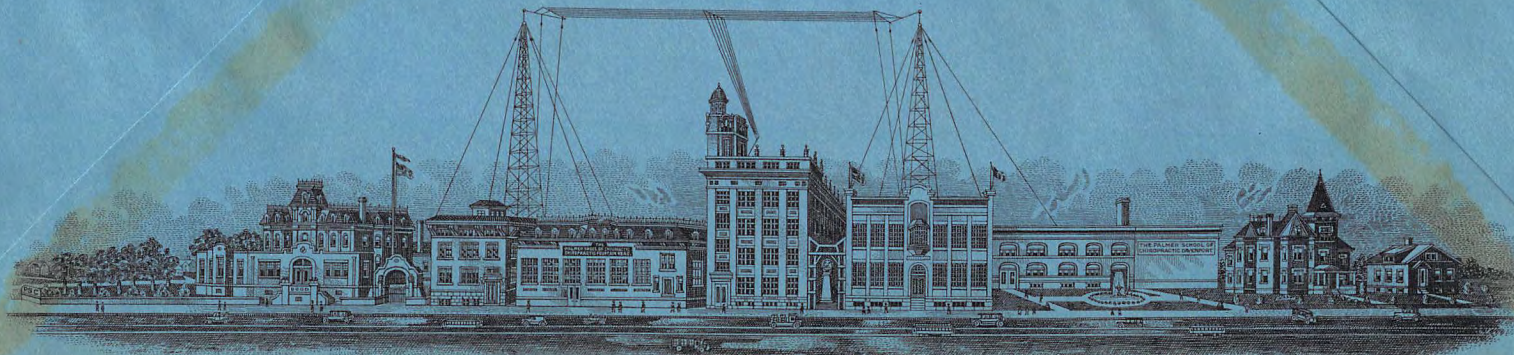
(CHIROPRACTIC FOUNTAIN-HEAD)

DAVENPORT, IOWA, U.S.A.



Mr. David F. Thomas,

Proctorville, Ohio



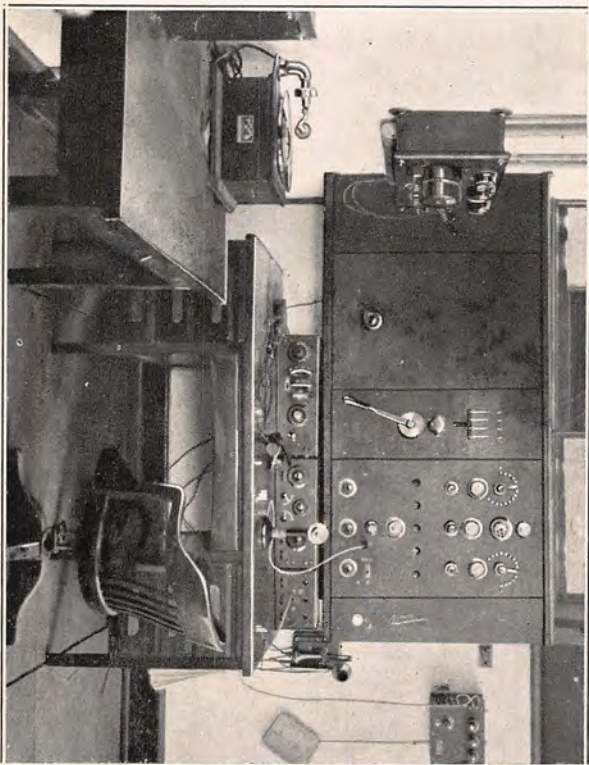
This card acknowledges your report of our signals.

Transmitter 500 watts—greatest range 2600 miles. Dependable range probably 200 miles.

Broadcasting schedule, 9:00 A. M., 9:30³⁰ A. M., ~~10:15 A. M.~~, 12:30 P. M. and 9:30 P. M. every day except Sunday, on 360 meter wavelength. Broadcasts consist of crop, weather and market information and occasionally music or educational talks.

Announcements of special programs are made at these hours a day or two in advance of the program.

ELECTRICAL ENGINEERING DEPARTMENT.

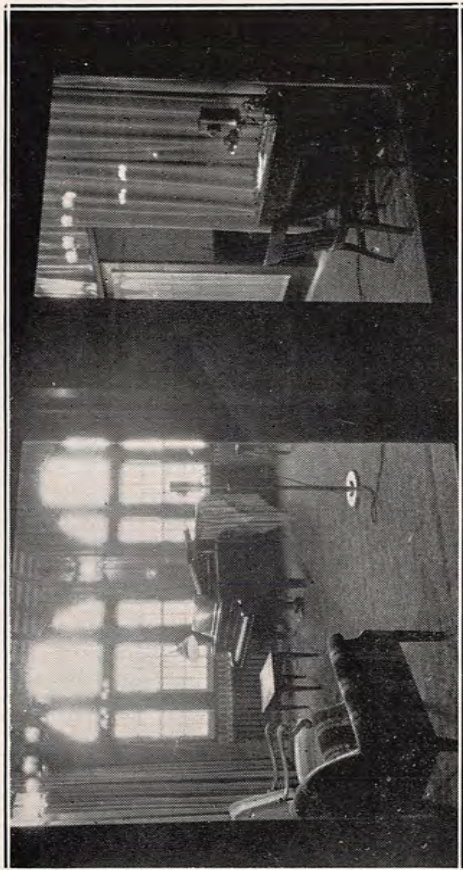


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David F. Thomas,
Proctorville,
Ohio.



WSUI Memorial Union Studio

WSUI

*THIS VERIFIES RECEPTION
OF PROGRAM*



FEB 17 1931

BROADCASTING STATION
OF THE
UNIVERSITY OF IOWA
IOWA CITY, IOWA

STATION WSUI

THE UNIVERSITY OF IOWA

acknowledges your comments on its program and thanks you for this courtesy.

The University of Iowa broadcast its first radio program during the year 1919 under the call letters 9YA. The call letters WSUI were assigned when broadcasting stations were licensed and improvements made in equipment until the present transmitter follows the latest engineering practice, incorporating direct crystal control of frequency with high percentage modulation and a power output of 500 watts. The newest type condenser microphones are used in both studio and remote control broadcasting.

The transmitting equipment and the Old Gold Studio occupy a suite of rooms on the third floor of the Engineering Building. The aerial towers which support the antenna two hundred feet above ground are also located on the Engineering Building. The Memorial Union Studio and Station Offices occupy a suite of rooms on the main floor of the Iowa Memorial Union and from this studio the majority of musical programs are broadcast. All university buildings as well as local hotels and theatres are equipped for broadcasting, also the Iowa Field and the new Field House where all important athletic events are held.

Station WSUI occupies a frequency channel of 880 kilocycles (340 meters).

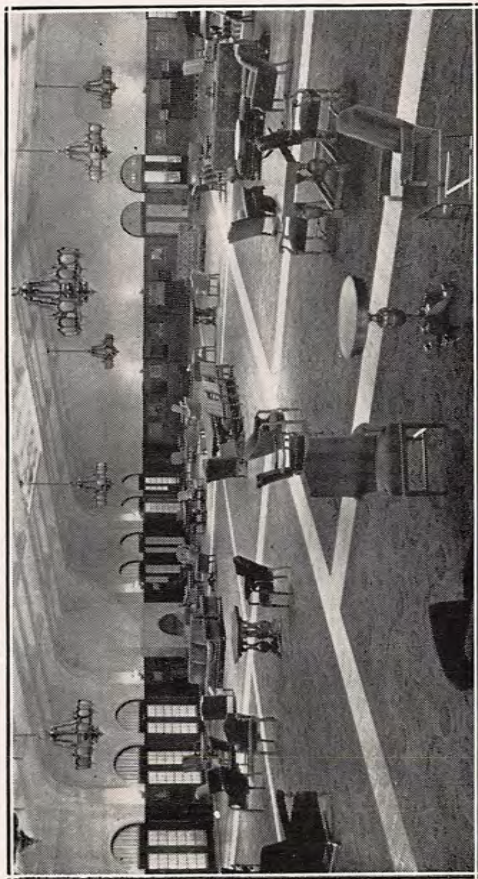
On the following pages pictures of the station are shown and the program schedule, subject to minor changes, is given. Visitors are always welcome at Station WSUI.



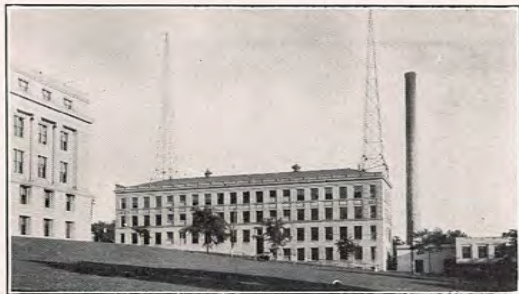
Carl Menzer, WSUI Announcer



WSUI Public Address System



WSUI Reception Hall, Iowa Memorial Union

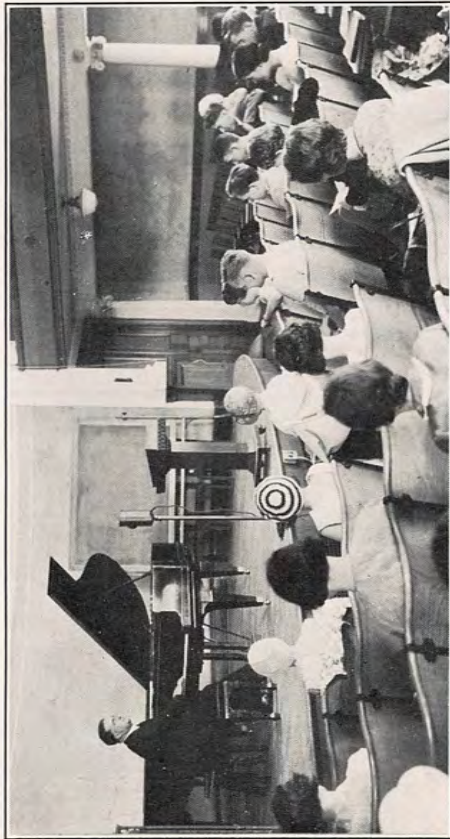


Engineering Building, Home of WSUI



Transmitting Equipment WSUI

WSUI PROGRAM SCHEDULE



WSUI Broadcasting from Classroom

9:00 to 10:00 A. M. Mon. Wed. Fri. Sat.
News Service, Markets, Weather Reports and
Forecast, Daily Smile, Music

9:00 to 10:00 A. M. Tues. & Thurs.
Class Room Broadcast

11:00 to 12:30 P. M. Friday
Theatre Organ Program

11:00 to 12:00 A. M. Tues. Thurs. Sat.
Class Room Broadcast

12:00 to 12:30 P. M. Daily except Sat. & Sun.
News Flashes and Luncheon Hour Program

2:00 to 3:00 P. M. Daily except Sat. & Sun.
Class Room Broadcast

3:00 to 4:00 P. M. Daily except Sat. & Sun.
WSUI Trio

6:00 to 7:00 P. M. Daily
Dinner Hour Concert, WSUI Trio

8:00 to 9:00 P. M. Daily except Sat. & Sun.
Musical Program

9:15 to 9:45 P. M. Sunday
Familiar Hymns

12:00 to 3:00 A. M. Tuesday
Musical Program

Vespers, Athletic events, Convocations, and special
events broadcast as they occur.

STATION WSUI
THE STATE UNIVERSITY OF IOWA
Iowa City, Iowa



Mr. David F. Thomas
Proctorville,
Ohio