

**Woodmen Radio**  
Broadcasting to  
Begin on Monday

Home Best Place to Hear Its  
Evening Program—Will  
Work Afternoons Too  
After First Day.

WOAW, Omaha's commercial radio station, constructed for the Woodmen of the World atop its skyscraper and will begin broadcasting at 9 Monday night.

"Listen in" at home with 50 of my friends," he said. "Even the crowd that gathers at the Chamber of Commerce meeting preceding the opening won't hear by radio. A wired transmitting device will take program results. 'Listen in' at home."

The thousand dollars has been spent in padding WOAW studio and a heavy curtain will be spread over its glass door. Not a sound will come out. Persons standing outside the door will hear nothing. While a Hawaiian listening in may pick up the complete program out in the Pacific ocean.

"It says it's wonderful," declared F. W. Cunningham, Western Electric company radio engineer, as he finished the installation. "It is the greatest 'nationalist' and 'social engineer' since the invention of the printing press. In a flash, two continents meet on common footing."

WOAW is a 500-watt station. The navy, the Radio Corporation, Western Electric and Westinghouse have big ones, but no American commercial station excels it, Mr. Cunningham said.

The operation will cost \$12,000 for the first year, Mr. Cunningham said. Broadcasting machinery itself cost \$18,000, antenna and towers \$4,500 and studio \$10,000 without furnishings. Total for first year, \$30,500.

The opening program will be broadcast at 9 and close at 10:30, hours that the station stands open every night in the week except one, which will be devoted by vote of fans and on which the apparatus will remain silent.

Sovereign Commander Fraser will direct the opening. Governor Bryan, Mayor Dahlman, Walter W. Head, president of the Chamber of Commerce, and W. B. T. Bell, president of the Northwestern Bell Telephone company, will make addresses. The Brandeis orchestra, the Scottish Rite quartet and Mrs. Margaret Burns will furnish music.

**Facts About WOAW**  
It is owned and controlled by the Woodmen of the World Life Insurance association, of which W. A. Fraser is sovereign commander. It was built at a cost of \$27,000. It is located in three specially constructed rooms on the 15th floor of the Woodmen of the World headquarters.

The studio in which entertainment is given for the outside world is reached completely when the single glass door is closed. No sound will emanate from the studio can be heard by any outside except via radio.

The engineer and operator are separated from the studio by especially installed glass window through which the operator may watch the entertainers every move, and a door through which he may enter the studio in case he came to.

The power generators are located in still another room separated from the operator and engineer's room by sound proof walls, and not a single reverberation caused by the generators in motion can be felt in any of the other rooms.

The reception room is separated from the studio by especially constructed walls and a huge glass door. The studio is so well soundproofed that one cannot hear an orchestra, playing in the studio, if the listener is in the reception room.

Arrangement of the station was dictated by F. W. Cunningham, expert radio engineer of the Western Electric company of New York, who supervised installation of the 500-watt broadcasting apparatus, to be the best of any large station in the country which he had visited.

Programs will be given nightly by the crews of local and traveling talent.

There are 10 persons with no two conflicting duties engaged in operation of the station from the engineer in charge to the first who serves refreshments to the artists of the program.

**"MORE-TONE"**  
RECEIVING SETS  
HEAD PHONES  
CONDENSERS  
High Quality  
Moderate Price.  
Ask Your Dealer.

**SPEAK THEMSELVES**

**MORE-TONE RADIO CO.**  
Manufacturers  
381 E. Ohio St. Chicago

# Woodmen of the World Opens One of the Largest Radio Stations in U.S.--WOAW

**Heard with A MU-RAD Receiver and a 2-Foot Loop Aerial**  
*The New Star in the Radio World*



## Why MU-RAD Excels

1. **Unequalled Sensitivity**—Exceeds the sensitivity of the average set many times. The above record demonstrates this.
2. **Fine Selectivity**—Permits differentiation of stations 1% off tune.
3. **Simple Operation**—All tuning can be done with one hand.
4. **1,500-Mile Reception**—Guarantee goes with every set. With 2-foot loop.
5. **Distinctive Appearance**—Solid mahogany cabinet, Radiol panel, highly polished.

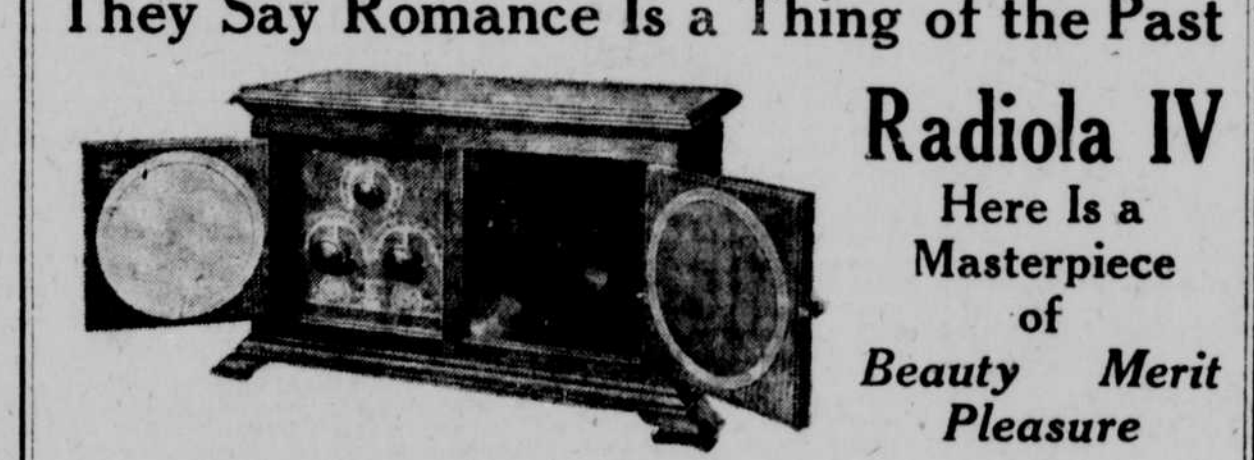
They copied all they could copy. But they could not copy our mind; But let them tearing and swearing A thousand miles behind.

**Special Notice---**  
We absolutely guarantee that this wonderful long distance receiver is more easily operated than any other receiver on the market. No unsightly outside aerial required.

**A. Hospe Co.**  
1513-15 DOUGLAS STREET  
Headquarters for High Grade Radio Apparatus

ZENITH MU-RAD AMROD

**THINK OF IT**  
Song and Story From the Skies  
and  
They Say Romance Is a Thing of the Past

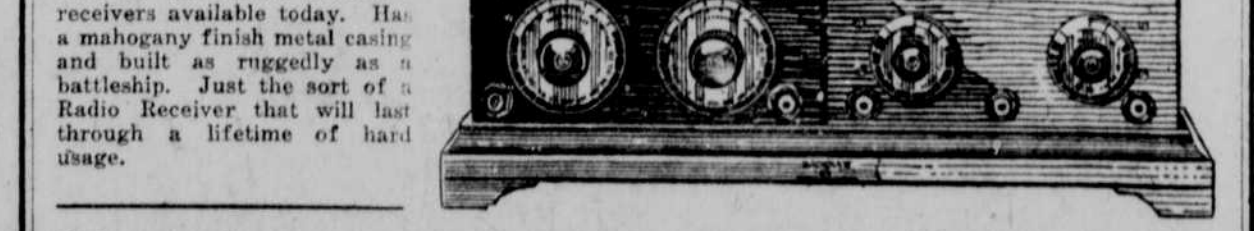


**Radiola IV**  
Here Is a Masterpiece of Beauty Merit Pleasure

From over the broad expanse of space to your own home, sitting comfortably by the fireside, comes the voice of famous singer and speaker, the latest music and news of the hour, through the medium of a Radio Receiving Set.

**YOU CANNOT AFFORD TO MISS THE WONDERFUL ENTERTAINMENTS THAT ARE NOW BEING PLANNED BY THE WORLD BROADCASTING STATION.**

There are Radio Receiving Sets for every purse. If you feel once the Thrill of the Distant Call, you will not be without one. They are easy to install and operate and inexpensive to maintain.



**Radiola V**  
One of the finest broadcast receivers available today. Has a mahogany finish metal casing and built as ruggedly as a battleship. Just the sort of Radio Receiver that will last through a lifetime of hard usage.

Order now from your nearest Authorized RCA Dealer. He will demonstrate to you Standard Receiving Sets of Quality.

**Mid-West WHOLESALE ONLY Mid-West**  
Omaha, Neb. Des Moines, Ia.  
Distributors for the Radio Corporation of America and Clapp-Eastman Company. The well-known products of the General Electric Company and Westinghouse are included in the R. C. A. line.  
**WRITE US FOR THE NAME OF YOUR NEAREST DEALER**

**The O-B Radio Co.**  
Welcomes WOAW

The O-B Radio Company appreciates this opportunity of publicly joining with all other radio dealers in congratulating Omaha on having a radio broadcasting station equal to any in the world.

The advertising value of such a station is incalculable. It will stimulate business not only in all radio accessories, but in all other lines as well. We are fortunate in having in our city such a progressive organization as the Woodmen of the World. We are fortunate in having as a citizen W. A. Fraser, a man with a vision broad enough to recognize the value of "keeping up with the times."

WOAW Broadcasting Station will advertise our city over a greater scope of territory than any other medium available. We wish to call your attention at this time to the Colin B. Kennedy Receiving Set. It is a wonderful piece of furniture as well as a musical instrument of rare quality. It stands alone in the radio world as the acme of radio engineering. We claim everything for the Kennedy and guarantee everything we claim.

**The O-B Radio Co.**  
**The Flatiron Building**  
1730 St. Mary's Avenue  
Expert Advice Omaha, Neb. Installations

In order to bring the programs of the new Woodmen of the World Station into the homes of all, we have purchased

Five Hundred  
**"Erecto Radio"**  
Receiving Sets

These we offer while they last at 98¢ complete. We have also a special offering in a single head set at \$1.78

**Petersen Radio Co.**  
Broadcasting Station WPAT  
Council Bluffs Store 213 South Main Street  
Omaha Store 2238 Farnam Street

**SP-A-R-K-S**  
From Radio Headquarters  
A Complete Line of Kellogg Equipment

- Radio Set, complete with Frost phones, aerial and insulators ..... \$11.95
- Schwarze 2,000 ohm phones ..... \$4.45
- 21-plate Condensers ..... \$1.75

- FOR CRYSTAL SETS**
- Slider Rods ..... 10¢
  - Mounted Galena ..... 20¢
  - Mounted Silicon ..... 20¢
  - Mounted Pyrite ..... 25¢
  - 77 777 Detector ..... \$1.75
  - Open Circuit Jacks ..... 50¢
  - Phone Condensers ..... 10¢
- FOR TUBE SETS**
- Kellish Audio Transformers ..... \$3.10
  - Condensite Sockets ..... 45¢
  - 3-inch Dial ..... 25¢
  - 3-inch Dial ..... 30¢
  - Two-Circuit Jacks ..... 45¢
  - 900 Condensers ..... 35¢

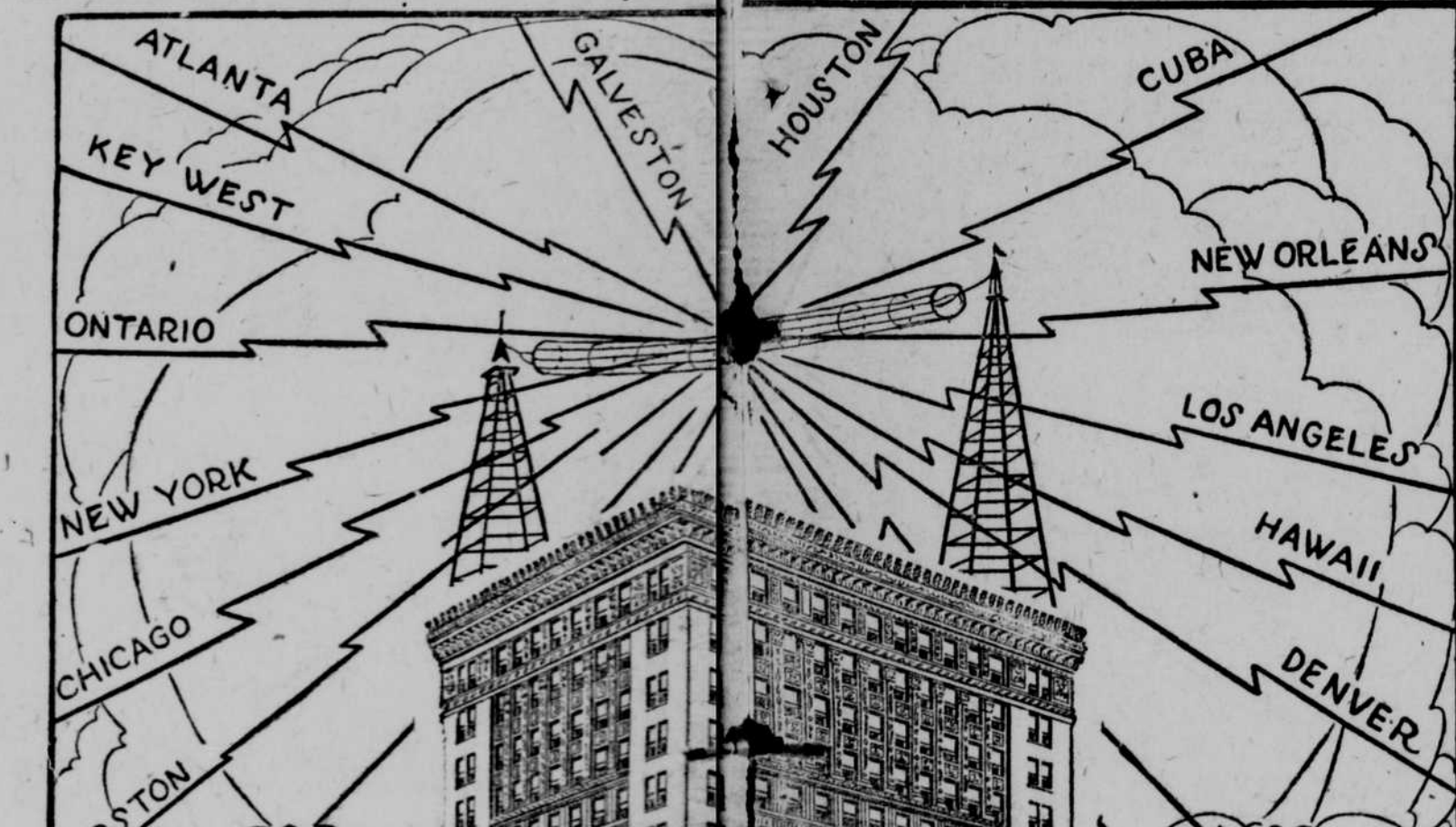
**FEDERAL RADIO COMPANY**  
19th and Harney

**We Welcome WOAW**  
The New Woodmen of the World Broadcasting Station

We also wish to call your attention to our complete line of Radio Receiving Sets—Sets with which you can listen in to this newest and finest of Broadcasting Stations, or to concerts from coast to coast.

The Radiola RC, the Radiola Grand, the Radiola IV—three of the finest sets built—are here. We will gladly show and demonstrate them for you.

Crystal Sets for Local Use, Also Parts and Supplies  
**RADIO APPARATUS**  
312 South 18th Street AT lantic 2424



**WOAW'S VOICE CAN BE HEARD 2,000 MILES AWAY—TWICE DAILY.**

WOAW, new \$55,000 radio broadcasting station of the Woodmen of the World, located on top of the Woodmen building at Fourteenth and Farnam streets, will begin regular operation April 2.

Antenna of the new station is 365 feet above the ground. According to Mr. Stiles, the station is the equal of any plant now broadcasting.

Appointment of Gene Rouse as studio announcer was made public yesterday. Range of WOAW will be 2,000 miles, and stations throughout the United States and Canada will be able to pick up its programs.

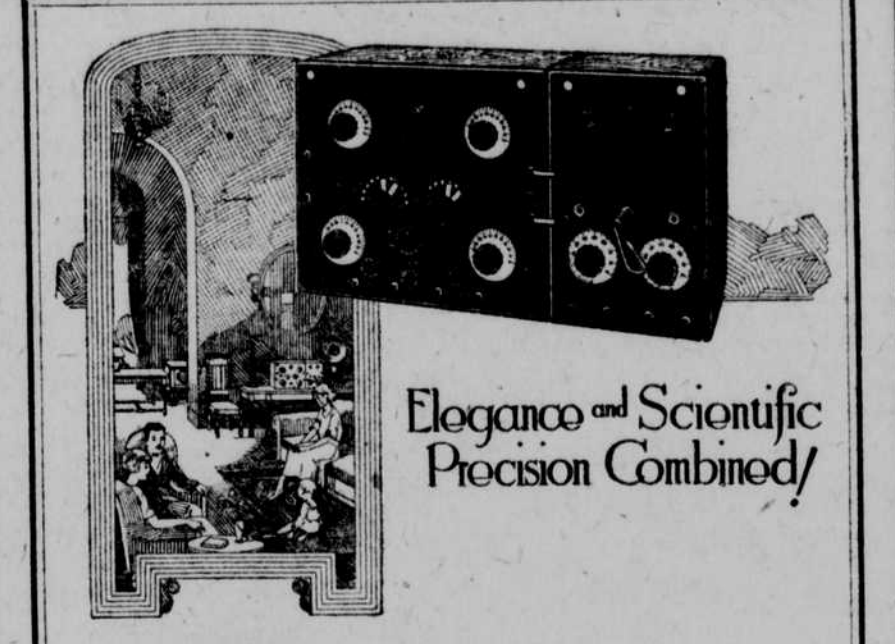
Programs Twice Daily. Broadcasting will take place twice daily every day of the week excepting one, which will be devoted by radio fans. Every program the opening two weeks will include a night of April 14.

**WOLFE ELECTRIC CO.**  
AT lantic 1414  
Omaha Neb.

**LISTEN-IN**  
on the Wonderful PROGRAMS Every Night

**Selectivity Purity Volume**

**Federal Equipment.**  
The DX-Type 58 Receiver is the latest development of the well known Federal Telephone & Telegraph Co. This set has one step of Radio Frequency, Detector or two steps of Audio Frequency. It is the best combination in the market, of great selectivity, purity of tone, and good volume. And the price is much less than many inferior sets, \$116.00.



**Westinghouse RC Receiving Set, the most popular Radio Receiving Set in America today—**  
Complete \$142.50

**KENNEDY "The Royalty of Radio"**  
YOU will welcome a COLIN B. KENNEDY RECEIVING SET in your home. Its distinguished appearance lends itself to the most refined surroundings and outwardly reflects the accuracy and precision exercised in its manufacture.

In a cabinet of beautifully finished hardwood and mounted behind a richly polished panel you will find a series of precision instruments—each correctly designed in itself and each exactly coordinated with the balance of the set.

Ease of control, long distance reception, elimination of interference and the utmost pleasure and satisfaction in its use are assured with a Kennedy receiver.

We will be glad to place the COLIN B. KENNEDY EQUIPMENT in your home for demonstration free of charge.

**OAKFORD MUSIC CO.**  
419 South 16th Street Omaha, Neb.

**DE FOREST RADIO EQUIPMENT**

**Who Do You Want to Hear Tonight?**

They all talk at once these nights! If you want what you want when you want it, you might as well stop struggling with single-circuit receivers.

Under present conditions, with several hundred powerful broadcasting stations operating on one narrow wave band, the single-circuit receiver is utterly inadequate to give you satisfactory results.

The De Forest Type D-7-A Reflex Receiver gives you the station you want when you want it—and no other. You can tune in accurately and get a clear, complete program without interruption or disturbance.

Omaha folks are getting remarkable results with their DeForest sets. Mrs. F. W. Fleming, 324 Florence Blvd., frequently receives Pittsburg and Los Angeles in the same evening with her Type D-7-A and two-foot loop aerial. Others report equally fine results.

Phone, call or write for a copy of our new catalog, just coming off the press.

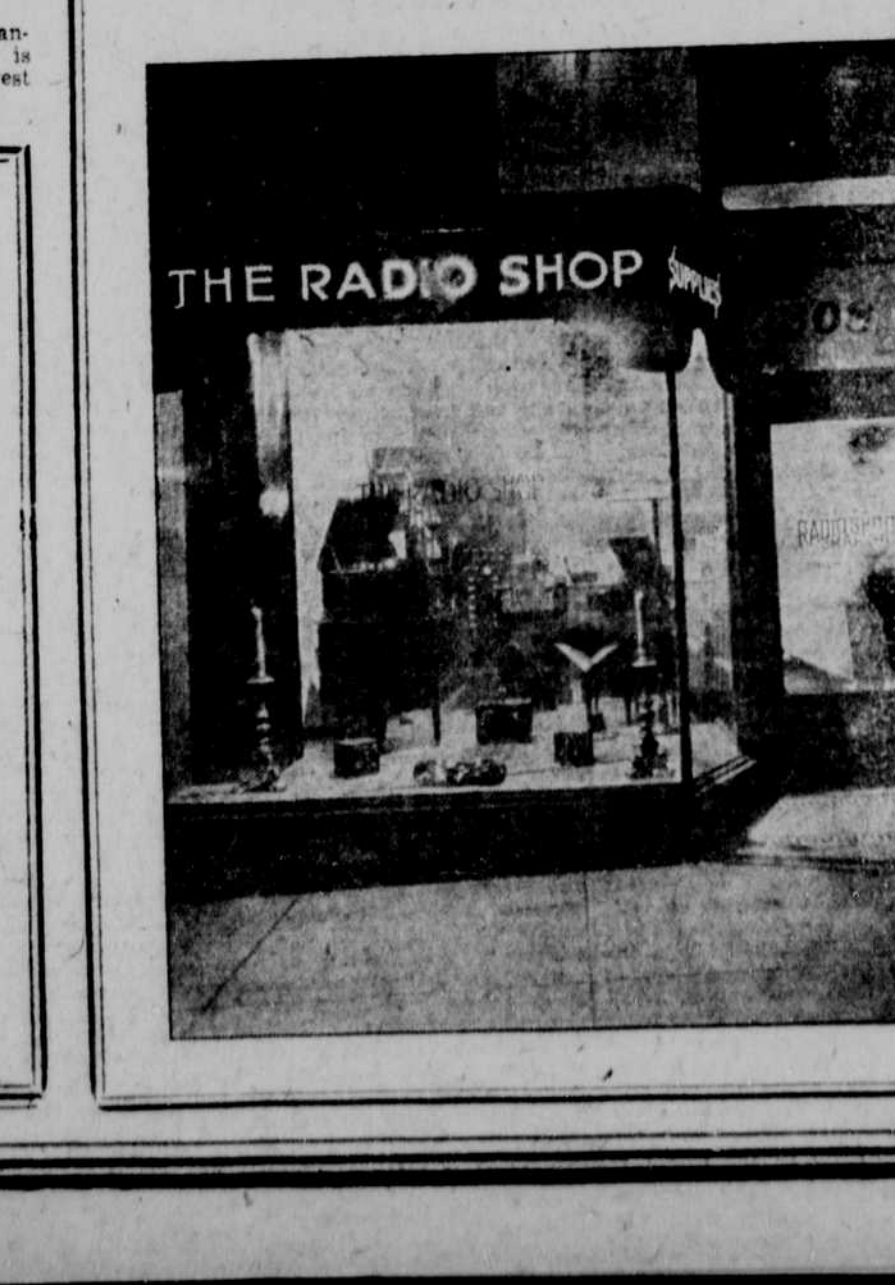
**DEALERS:** Be our authorized agent for DeForest Radio Equipment. Write today for our liberal dealer proposition.



**Auto Electric & Radio Corp.**  
2813 Harney Street Omaha, Neb.

**IN** keeping with the new Woodmen of the World Broadcasting Station which is the finest and one of the largest in the country

**Announcing--**  
**Omaha's Finest Radio Parlor**



where you can go and hear the best Radio Receiving Sets demonstrated. A complete line, from the small crystal sets to the finest of Console and Grand Designs are here on display.

We will welcome the opportunity to demonstrate these beauties to you—and of showing you the enjoyment and entertainment which is at your instant command with the modern Radio Receiving Set in your home.

**The Radio Shop**  
308 South 18th Street  
Jackson 1434 Omaha, Neb

**Here's Chance**  
for You to Obtain  
Radio Equipment

Twenty Prizes Will Be Given at Better Homes Show to Makers of Radio Sets.

Radio is doing more toward "keeping the home fire burning" than any other form of entertainment, educational or for pastime. The many dollars going over our heads at most every minute of the day are slight means for you and your family to enjoy. Here is your opportunity to obtain, without cost or expense to you, a portion of the equipment for that radio set which you are intending to build.

Twenty prizes will be given away by The Omaha Bee for the "Better Homes" show to be held at the Auditorium April 29 and May 5, inclusive. These prizes will be offered to persons making radio receiving sets during the month of April and awards will be made a little before the show. The prizes will consist of: 1. A complete radio set, including receiver, speaker, and antenna. 2. A complete radio set, including receiver, speaker, and antenna. 3. A complete radio set, including receiver, speaker, and antenna.

Radio contest coupon must be completed by May 1 so as to be put on display at the show. A card bearing the name and address of the radio fan who has won a prize, and a copy of the prize, will be mailed to the winner. A card bearing the name and address of the radio fan who has won a prize, and a copy of the prize, will be mailed to the winner.

Contestants may secure advice from others, but no actual work may be performed by anyone outside of the immediate family of the person entering the set. No member or employee of any firm selling radio equipment may enter the contest, nor shall any person do any actual work on any set entered in this contest, even though he be a member of the immediate family of a contestant. To give all an equal chance no sets will be entered which have been started prior to April 1.

**Prizes:**  
For the best crystal receiver built by boy or girl under 14 years of age. First Prize—Complete radio set, including receiver, speaker, and antenna. Second Prize—Complete radio set, including receiver, speaker, and antenna. Third Prize—Complete radio set, including receiver, speaker, and antenna.

For the best three-tube receiver, either regenerative or using one or more stages of radio frequency, built by boy or girl, including the older ones, up to 14 years of age. First Prize—\$10 magazine radio (the standard). Second Prize—\$5 magazine radio (the standard). Third Prize—\$3 magazine radio (the standard).

For the best three-tube receiver, either regenerative or using one or more stages of radio frequency, built by boy or girl, including the older ones, up to 14 years of age. First Prize—\$10 magazine radio (the standard). Second Prize—\$5 magazine radio (the standard). Third Prize—\$3 magazine radio (the standard).

Clip the following coupon and bring to the Auditorium May 3 in the envelope. Coupon must be filled out and properly signed. If you are under age 14, it must be countersigned by parent or guardian.

**Entrance Coupon**  
The Omaha Daily Bee  
Radio Contest  
I hereby apply to enter The Omaha Daily Bee Radio Receiving Set Construction Contest. The type of set I intend to enter will be: \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Date \_\_\_\_\_

**Exhibition Coupon**  
The Omaha Daily Bee  
Radio Contest  
This is a complete radio receiving set built by: \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Age \_\_\_\_\_ according to year of birth \_\_\_\_\_  
I have seen this set in the exhibition at the Auditorium.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Date \_\_\_\_\_