

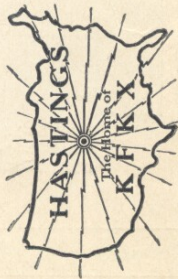
Radiogreetings

FROM

KFKX

Westinghouse Repeating Station

Hastings, Nebraska



WESTINGHOUSE
RADIO STATION

KFKX

PIONEER REPEATING STATION
OF THE WORLD

A GLIMPSE BEHIND
THE SCENES SHOW-
ING ITS LOCATION
AND APPARATUS;
ITS STUDIOS, OF-
FICES, ENGINEERS
AND ARTISTS.

HASTINGS
NEBRASKA

KFKX

WESTINGHOUSE REPEATING STATION
KFKX
HASTINGS, NEBRASKA

Dear Friend—

This folder is our acknowledgement 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 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.

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 WESTINGHOUSE STATIONS

KDKA—East Pittsburgh

KYW—Chicago

WBZ—Springfield, Mass.

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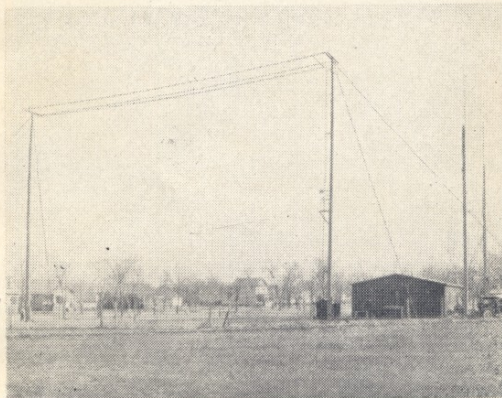
HASTINGS

KFKX

THE STATION

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

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.

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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.



Illustration shows interior of Station KFKX at Hastings

KFKX was the 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.

KFKX holds the record for mail received in first week of operation. Has received acknowledgement from every state in the Union, every province in Canada, Sweden, England, from Mexico, Costa Rica, Island of Cuba, Guatemala, Brazil, Guinea, Alaska, Hawaii, China, Holland, Uruguay, Island of Samoa, Australia, New Zealand, France, South Africa, Arctic Circle, and from many ships at sea.

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KFKX BROADCASTING SCHEDULE (Central Standard Time)

Wave length—288.3 meters (1040 kilocycles), 5,000 watts.

Evening Musical Programs from Hastings—9:00 to 11:00 p. m. on Monday and Friday evenings; by remote control over the lines of the Lincoln Telephone and Telegraph Company from Lincoln—9:00 to 11:00 p. m. on Thursday.

Day Musical Programs from Hastings—at 12:40 p. m. on Monday, Tuesday and Wednesday.

Relay KDKA Programs from Pittsburgh—Daily (except Sunday) 5:15 to 6:15 p. m.

Market Reports—Daily (except Saturday afternoon and Sunday) 9:30 and 10:30 a. m., 12:15, 2:00 and 7:00 p. m.



Hastings Municipal Electric Light and Power Plant, which furnishes power for KFKX

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HASTINGS

KFKX



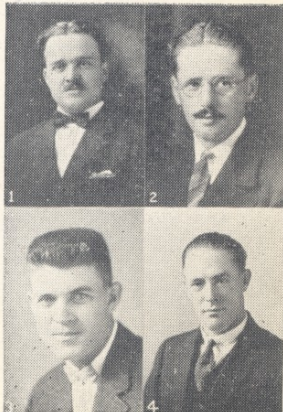
"THE FATHER OF RADIO BROADCASTING"

Harry Phillips Davis, Vice-President of the Westinghouse Electric & Manufacturing Co.

Mr. Davis was instrumental in establishing Station KDKA at East Pittsburgh as the first station to broadcast regular programs. He also established KFKX, the Pioneer Repeating Station of the World.

THE MEN BEHIND THE SCENES AT KFKX

1. Harold Roess, Engineer in Charge.
2. Frank P. Falkner, Radio Engineer of Pittsburgh and Hastings.
3. L. A. Barber, Technician.
4. E. (Doc) McCracken, Technician.



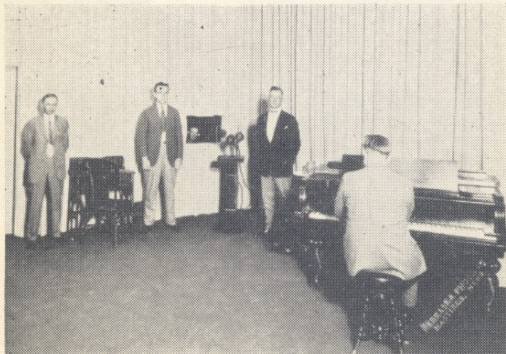
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HASTINGS

KFKX



Interior view of Studio of Westinghouse Station KDKA at East Pittsburgh. Programs from KDKA are relayed over KFKX at regular periods.



A corner of the KFKX Studio at the Hotel Clarke, Hastings. Regular musical programs are broadcast from this studio.

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KFKX



KFKX Studio at Hastings Chamber of Commerce. United States Government market reports are broadcast from this studio, as well as educational articles and features. Hobb Turner is shown at the microphone, and the Government telegrapher appears in the foreground.



Hastings Municipal Auditorium, from which important speeches, convention programs and musical programs are broadcast by remote control.

HASTINGS

KFKX

KFKX ANNOUNCERS



Left—Harry Russell, Friday Evening Program Announcer, (Vice-President Clarke-Buchanan Co.)
Center—Hobb Turner, Market Editor and Announcer, (Radio Editor of the Nebraska Farmer).
Right—Dean Shaffer, Monday Evening Program Announcer, (Professor of Journalism, Hastings College).



Left—Theodore Diers, Announcer for Programs from Lincoln.
Center—Herbert McCulla, Commercial Engineer and Assistant Commercial Supt. Lincoln Telephone & Telegraph Co., Announcer for Remote Control Programs from Lincoln, Nebraska.
Right—Lem Martin, Special Program Announcer at Hastings, and KFKX Staff Artist.

HASTINGS

KFKX



A busy room in the Publicity Department of KFKX, located at Chamber of Commerce Headquarters in the Stitt Building. An average of about one thousand pieces each of incoming and outgoing mail are handled here each working day.

MEMBERS OF THE OFFICE STAFF OF KFKX



Center—Mrs. Dorothea Elliott Riggert, Assistant Secretary of the Hastings Chamber of Commerce.
Right—Miss Sylvia Hankins, Assistant to Station Director.
Left—Miss Florence Butzirus, Assistant Program Director.

HASTINGS

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Left—J. C. Gilbert, head of the Division of Radio Broadcasting, United States Department of Agriculture, Washington, D. C. Broadcasting of Govt. Market Reports is under his supervision.
Center—Wm. S. Watson, City Light and Water Commissioner of Hastings. Power from the City Light Plant is used to operate KFKX.

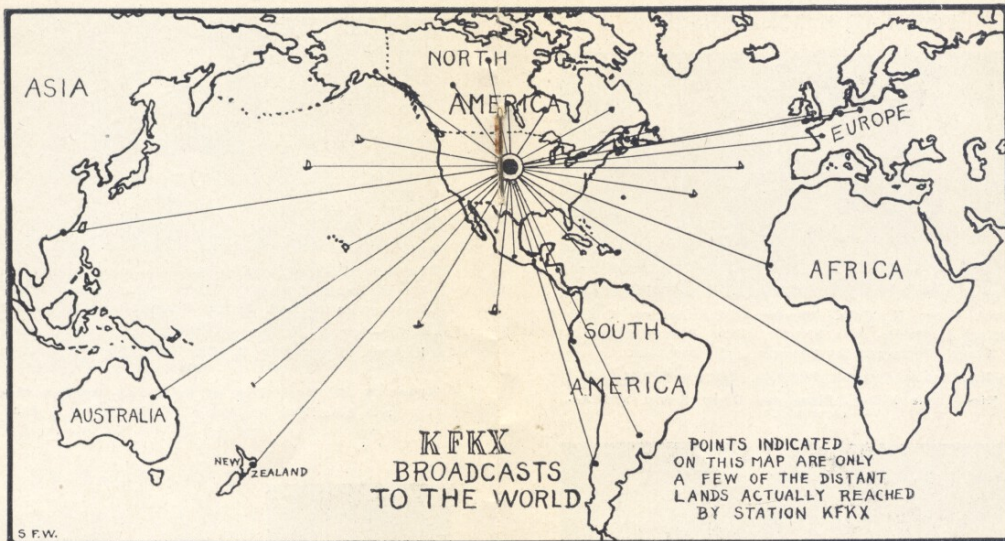
Right—S. F. Woodbridge, of the KFKX Publicity Department, and Advertising Manager of W. M. Dutton & Sons Co.



LLOYD C. THOMAS, Station Director of KFKX, Secretary of the Hastings Chamber of Commerce, and Manager of the Hastings Municipal Auditorium.

On his shoulders fall many responsibilities of the station. Interpreting the policies of the station; supervising the announcing; arranging programs; censoring speeches and announcements; directing the handling of mail and publicity work; these are but a few of his duties in connection with KFKX.

HASTINGS



With the receipt of letters of acknowledgment from the Arctic circle, Westinghouse radio station KFKX at Hastings, completes the record of having been heard in every part of the world except the south pole territory.

During last winter, three four-hour programs were broadcast by the station especially for members of the Royal Northwest Mounted Police, missionaries and fur traders within the Arctic circle, and the most distant point receiving the program was within 12 degrees of the north pole.

One of the letters was from North Baffin Island from E. Tutin, constable of the Pangnirtung detachment of the Royal Canadian Mounted Police, and another was from Inspector C. E. Wilcox of the

Mounted Police, commanding the Ellesmere sub-district.

The letters were written to KFKX in May and were brought by the supply ship, Boethic, which returned in September.

Constable Tutin tells of how a polar blizzard was raging when one of the programs came in.

Inspector Wilson is postmaster of what is known as the "North Pole Postoffice."

This is one of the greatest feats ever accomplished by radio, for the messages covered immense frozen wastes of the boreal region and brought good cheer to men cut off and isolated in their frozen world.

The map above shows some of the other distant lands reached by this powerful station.

POPULAR KFKX ARTISTS



Left—Prof. Hayes M. Fuhr, Director of the Hastings College Conservatory of Music. Also Director of the First Presbyterian Church Choir and the Hastings Lyric Glee Club.

Center—Mrs. Louise Brommer Philbrick, Soprano Soloist.

Right—Miss Lucile Hillers, Piano and Organ Soloist and Accompanist.



Left—Mayor Wm. M. Nelson, of Hastings, heard frequently over KFKX.

Center—Dr. Archie B. Hopper, Special Announcer and Baritone Soloist.

Right—R. J. Myers, Chairman Radio Committee of Hastings Chamber of Commerce.

POPULAR KFKX ARTISTS



Left—Prof. Frank E. Noyes, Violinist and Cellist, Hastings College Conservatory of Music.

Center—Miss Edith Mays, Soprano Soloist, Director of First Methodist Church Choir.

Right—Mrs. Gertrude Davis Winroth, Piano Soloist and Accompanist.



Console of the Hillgreen-Lane Pipe Organ at the Strand Theatre, Hastings. This organ has become very popular over KFKX.

KFKX



One of the large manufacturing aisles at the Main Works of the Westinghouse Company at East Pittsburgh. Most of the heavier apparatus is made in this aisle. It is loaded onto the freight cars shown at the right and shipped directly from the works.

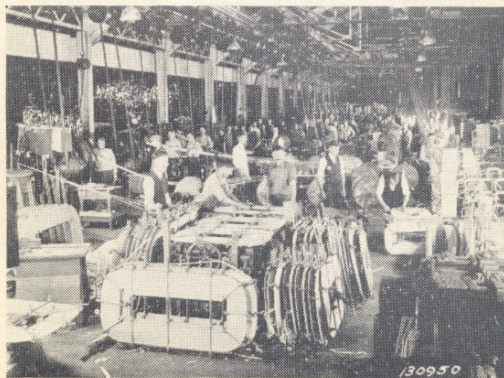


View of the Electric Locomotive aisle at the Main Works of the Westinghouse Electric & Mfg. Co.

KFKX

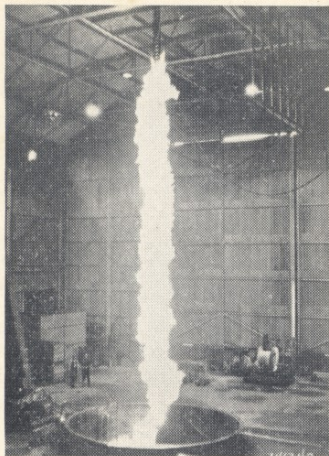


Interior view of Main Works, Westinghouse Electric & Mfg. Co., East Pittsburgh, where Truck Type Switchboards are assembled.



Winding huge coils, Main Works of Westinghouse Electric & Manufacturing Co.

KFKX



AT LEFT—The World's Largest Controlled Electric Arc.

A 42-foot arc from the one-million volt transformer at the High Voltage Laboratory of the Westinghouse Electric & Mfg. Co. at Trafford City, Pa.

AT RIGHT—Six story office and main warehouse of W. M. Dutton & Sons Co.

Dutton & Sons Co. are manufacturers and wholesalers of hardware, harness, auto supplies, and radio equipment, at Hastings, Nebraska. Their programs have been frequently heard over KFKX.



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KFKX

HASTINGS

THREE NEW BUILDINGS IN HASTINGS BUSINESS SECTION



ABOVE—The Stitt Building, with Chamber of Commerce and KFKX Studios on Second Floor.
CENTER—Swift & Company Produce Plant, just completed.
BELOW—The Smith Machinery Company Building.

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FIFTY FACTS ABOUT HASTINGS

"Home of Station K F K X"

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 mills.
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 United States.
15. Has largest luggage carrier factory in the United States.
16. Has four brickyards, making seventy per cent of all brick made in Nebraska.
17. Home of one of the 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, two 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 and large produce plant.
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. Has rapidly growing stock sales yard.
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 Nebraska.
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 owns an auto and nine out of ten families have radios.
44. Home of Westinghouse Radio Station KFCKX, 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 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 army 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.

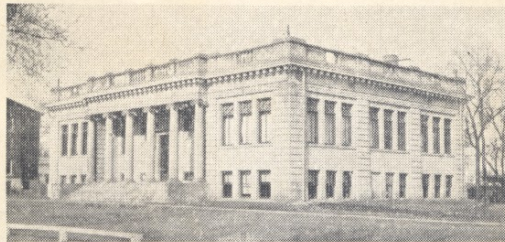
HASTINGS



ABOVE—Looking East on Second Street, Hastings.
 CENTER—Hastings Post Office and Federal Building.
 BELOW—Hotel Clarke.

Home of KFKX

HASTINGS



ABOVE—Library of Science, Hastings College.
 CENTER—Junior High School.
 BELOW—Madgett Block, in business district.

Home of KFKX