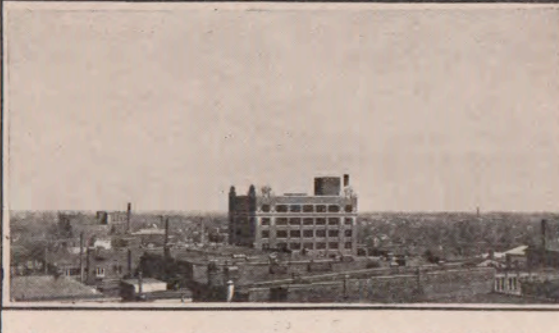


HASTINGS, NEBRASKA, U. S. A., ♣ ♣ ♣ QUEEN CITY OF THE WEST



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

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

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

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

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

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

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

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



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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

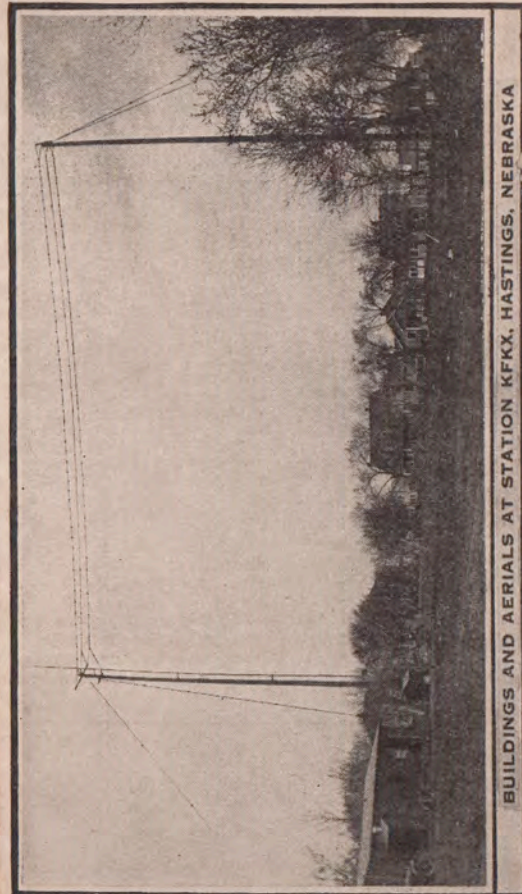
A constantly increasing number of conventions are being held in Hastings each year, and we are making a name for ourselves as a convention city.



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

WESTINGHOUSE REPEATING STATION
KFKX
HASTINGS, NEBRASKA
EXTENDS GREETINGS

David E. Thomas,
Proctorville, Ohio.



BUILDINGS AND AERIALS AT STATION KFKX, HASTINGS, NEBRASKA

KFKX

KFKX



WESTINGHOUSE REPEATING STATION
KFKX
HASTINGS, NEBRASKA

To the Recipient of This Booklet:

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

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

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

Sincerely yours,
KFKX

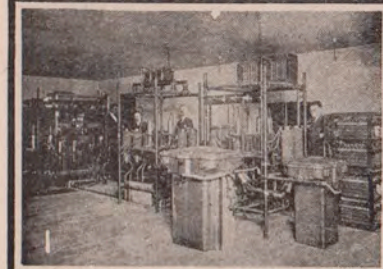
THE WESTINGHOUSE ELECTRIC &
MANUFACTURING COMPANY

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

RADIO STATION KFKX



EMPRESS OF THE AIR



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

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

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

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

FACTS ABOUT KFKX

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

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

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



EXPLANATION OF PHOTOS

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

KFKX BROADCASTING SCHEDULE

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

