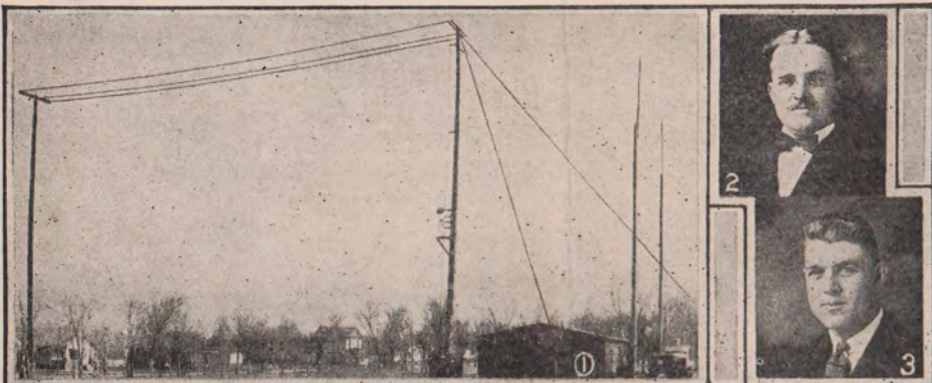


Westinghouse Radio Station

KFKX

Pioneer Repeating Station of the World



**WESTINGHOUSE REPEATING STATION
KFKX
HASTINGS, NEBRASKA**

Dear Friend:

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

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

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,

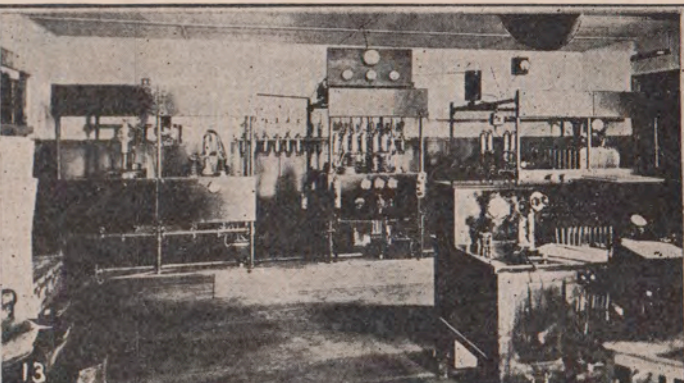
Sincerely yours,
KFKX

THE WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

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

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

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



EXPLANATION OF PHOTOS

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

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.

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

FACTS ABOUT KFKX

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

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

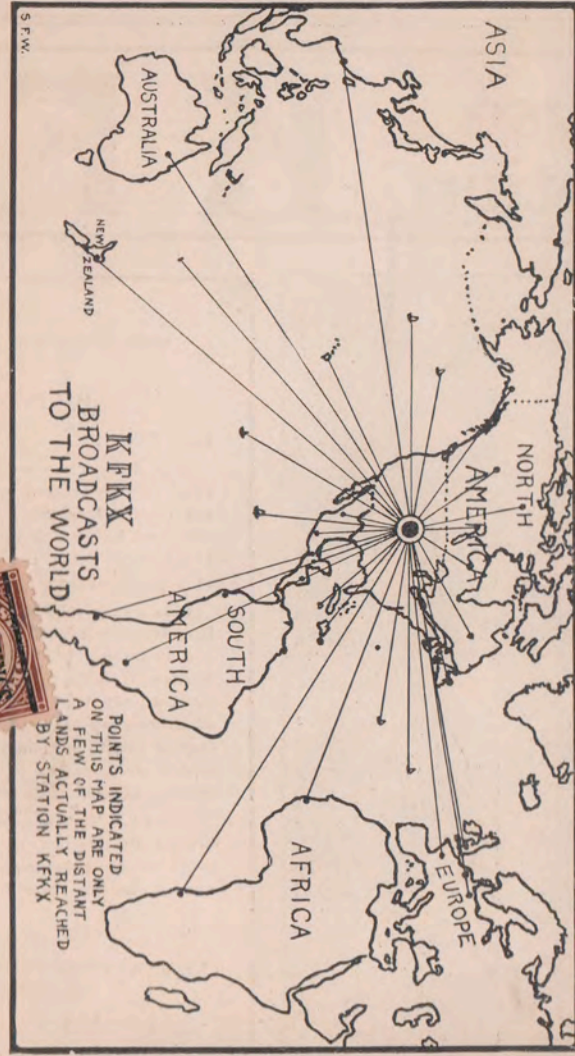


Fifty Facts about Hastings, Nebraska

"Home of Station KFKX"

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

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



27. Radiogreetings
from KFKX

Westinghouse Repeating Station
Hastings, Nebraska



Dave F. Thomas,
Proctorville, Ohio.

Scenes about Hastings

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