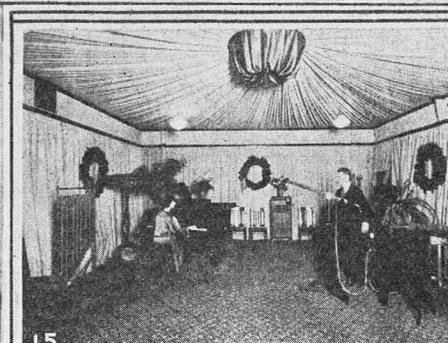
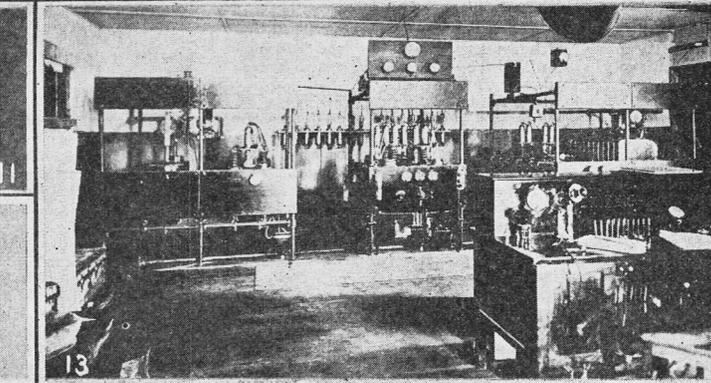
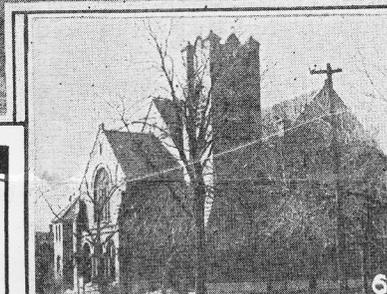
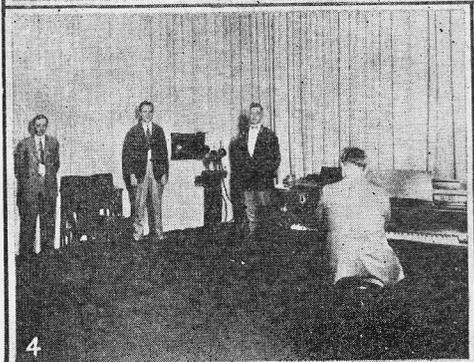
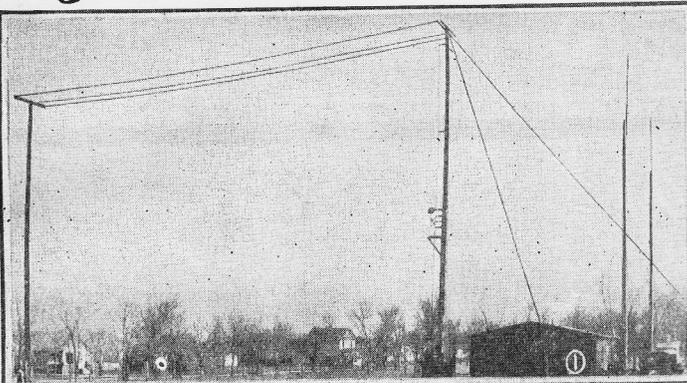


# Westinghouse Radio Station

# K F K X

# 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.

### 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.



### EXPLANATION OF PHOTOS

1. Building and Aerials at Station KFKX.
2. Harold Roess, Engineer in Charge.
3. L. A. Barber, Technician.
4. A corner of the Hotel Clarke Studio.
5. The farm house where short wave set receives broadcasts from East Pittsburgh.
6. First Presbyterian Church, from which pipe organ music is broadcast by KFKX.
7. Friday evening program announcer Harry Russell.
8. Monday evening program announcer Herman Schroeder.
9. Home of Hastings Daily Tribune which furnishes news service, election returns and other features for KFKX.
10. Hastings Municipal Auditorium, from which programs are broadcast by remote control.
11. Frank P. Falknor, Radio Engineer of Pittsburgh and Hastings.
12. E. ("Doc") McCracken, Technician.
13. Interior of Station KFKX at Hastings.
14. 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.
15. Interior view of studio of KDKA at East Pittsburgh.
16. Hastings Municipal Electric Light and Power Plant, which furnishes power for KFKX.
17. "The Father of Radio Broadcasting"—Harry Phillips Davis, vice president of the Westinghouse Electric & Manufacturing Co.
18. Wm. S. Watson, City Light and Water Commissioner.
19. Noon and special program announcer Dean Shaffer.