

RADIO BROADCASTING NEWS

The title 'RADIO BROADCASTING NEWS' is centered at the top in a large, bold, serif font. The word 'NEWS' is significantly larger than 'RADIO BROADCASTING'. On either side of the word 'NEWS' is a circular logo containing a stylized 'W' and the call letters 'KDKA' below it. The background features two tall radio towers with power lines stretching across the top, and smaller buildings at their bases.

Sixty-third Week Broadcasting

March 5, 1922

KDKA Edition. Vol. I. No. 10



These Popular Pittsburgh Artists Recently Sang from KDKA.

IDA HEATLEY CLAUDY, Contralto
Third Presbyterian Church
Pittsburgh

REBECCA HEPNER, Soprano
Rodef Shalom Synagogue
Pittsburgh



Published Weekly by the
Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa.,
to increase interest and enjoyment in Radio Broadcasting

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A BOON TO THE SICK

The radio telephone has been welcomed in hospitals and sick-rooms. In a Tuberculosis Hospital in Pittsburgh the patients have head sets at their beds, and thus the long days are made pleasant by the various concerts, talks, and church services from KDKA. Some of the churches have organized Radio Clubs who install receiving sets temporarily in the rooms of those who are sick.

A few days ago the following letter was received from a man who appreciated Radio Broadcasting when he was confined to the sick-room.

Four days last week
On my back I lay
Trying to drive the Flu away.
My bones they ached,
My head did too,
And I was very, very blue.
Until—
My lad had a happy thought,
And a long extension
For his Radio bought.
He hooked it up,
To my room it came,
And then—
The trial was not the same,
For Westinghouse
Put the blues to shame.
We thank you
For Uncle Wiggily
And all the rest,
And appreciate your talent,
The very best.

C. E. Cronenwett, Butler, Pa.

PROGRAM FOR THE WEEK

This program is prepared some time in advance of these dates, and is subject to change. Programs in detail are published daily in all Pittsburgh papers.

Sunday, March 5, 1922.

- 10:45 A.M. Services of the First Presbyterian Church, Sixth Avenue, Pittsburgh, Pa., Dr. Maitland Alexander, Minister.
- 3:00 P.M. Radio Chapel at Station KDKA conducted by Rev. L. Walter Mason, Pastor First Unitarian Church, Pittsburgh, Pa.
- 7:30 P.M. Services of the Calvary Episcopal Church, Shady Avenue, Pittsburgh, Pa., Rev. E. J. Van Etten, Rector.

Monday, March 6, 1922.

- 8:00 P.M. "Automobile Insurance," by John Dalzell, Commonwealth Building, Pittsburgh, Pa. Letter from E. A. Pilgram Pittsburgh representative of Roger W. Babson, economist and business authority.
- 8:30 P.M. Vocal and instrumental selections by the Male Chorus of the Pittsburgh Theological Seminary, North Side, Pittsburgh, Pa.

Tuesday, March 7, 1922.

- 8:00 P.M. "Molière," by Dr. Thomas S. Baker, Acting President, Carnegie Institute of Technology. (This is the three hundredth anniversary of the birth of Molière who is the most important of all the French Dramatists, and has created figures and types that are known wherever theatrical representations are given.)
Weekly Talk on Dress.
- 8:30 P. M. Vocal and instrumental selections by the Elizabeth Orchestra. Also several readings from James Whitcomb Riley by John Weaver.

Wednesday, March 8, 1922.

- 8:00 P.M. "Questionable Stocks," by A. L. Gillespie, Department of Public Safety, Pittsburgh, Pa. Message from National Safety Council.
- 8:30 P.M. A selection of vocal classics consisting of solos, duets and quintets, also several readings. Entire program by the Mozart Quintet of Avalon, Pa.

Thursday, March 9, 1922.

- 8:00 P.M. "Own Your Home," by C. C. Stotler of the Title Guaranty Company, Pittsburgh, Pa.
- 8:30 P.M. Artists from the Pittsburgh Musical Institute. Mary S. Merker, soprano; Oskar E. Browne, violinist; Marie G. Vierheller, pianist.

Friday, March 10, 1922.

- 8:00 P.M. "Lending the Bank's Money," by Robert O. Fulton, Assistant Cashier of the City Deposit Bank, East End, Pittsburgh, Pa.
- 8:30 P.M. Varied program of instrumental and vocal selections. Mrs. Cappel, soprano and Earl S. Renner, tenor of the First English Evangelical Lutheran Church, Pittsburgh; Miss Jeanne Wessner, cellist of the Pittsburgh Trio and Miss C. M. Gray, pianist.

(Program Continued on Page 3)

KDKA Appreciates the Services of Such Artists As These



Left to right—Top—Mrs. Anne H. Woestehoff, contralto with Schubert's Ladies' Trio; Wm. Hess, banjo and mandolin with Hitchens' Trio; Gizella Pallos, pianist. Center—Florence Warren, pianist; Bottom—James Maynard Robertson, boy alto; The Lincoln Trio, consisting of Walter Schmucker, Josephine Ott, and Joseph Ott; Earl S. Renner, tenor of First Evangelical Church of Pittsburgh.

PROGRAM FOR THE WEEK

(Continued from Page 2)

Saturday, March 11, 1922.

- 3:00 P.M. Popular concert by the Collegiate Six.
- 8:00 P.M. "American Legion Auxiliary," by Mrs. G. P. Rose, State President, Pennsylvania Department.
- 8:30 P.M. Program will be furnished by solists from Mrs. James Stephen Martin's Studio and Mrs. Norval Daugherty, reader, Miss Gladys Cain and Miss Zelfhia Cain, violinists.

Sunday, March 12, 1922.

- 10:45 A.M. Services of the First Presbyterian Church, Sixth Avenue, Pittsburgh, Pa., Dr. Maitland Alexander, Minister.
- 3:00 P.M. Radio Chapel at Station KDKA conducted by Rev. Burr R. McKnight, Pastor, Mifflin Avenue, Methodist Episcopal Church, Wilkinsburg, Pa.
- 7:30 P.M. Services of the Calvary Episcopal Church, Shady Avenue, Pittsburgh, Pa.

TALKS AT 8:00 P. M. ARE GIVEN FROM THE
PITTSBURGH POST STUDIO.

Westinghouse Radio Sets are best to receive Westinghouse Broadcasting

KEEP ACTIVE IN YOUR CHURCH WORK



Rev. L. Walter Mason, First Unitarian Church of Pittsburgh, Pa.

It has been suggested that the radio broadcasting of religious services might have a tendency to keep people away from their regular places of worship, and yet during the period of time in which services have been broadcasted, church attendance in general has increased

This increase in church attendance may have been due to other causes, but it is reasonable to presume that hearing the services over the radio telephone may have brought the thought of things religious more prominently to the minds of some who had given it little attention before, and in this way may have stimulated attendance at regular church services.

However perfectly the radio telephone may reproduce church services and give satisfaction and comfort to invalids and shut-ins, it cannot fully take the place of that instinctive desire of the people to "assemble themselves" together and actively participate in religious worship. Nor was it ever intended that radio broadcasting should take such a place in our religious life.

For those who are habitual in their church attendance, Radio Chapel affords a means of listening to the ministers and choirs of other churches without neglecting the services of their own, and the broadcasting of regular church services not only makes them available for members unable to attend, but reaches many who would otherwise take no interest in religious activities.

KDKA'S Week Day Schedule

- 10:00 to 10:15 A. M. Music
- 12:30 to 1:00 P. M. Music
- *2:00 to 2:20 P. M. Music
- *4:00 to 4:20 P. M. Music

*On Saturdays special concert from 3:00 to 4:00 P. M.

- 7:30 P. M. Uncle Wiggily Bedtime Story from the Pittsburgh Sun and Music for the Kiddies, and Grown-ups who still enjoy them.
- 7:45 P. M. Special News, Government Market Reports, Summary of New York Stock Exchange, Weather Report
- 8:30 to 9:00 P. M. Musical Program
- 9:00 to 9:05 P. M. News (United Press Service)
- 9:05 to 9:30 P. M. Musical Program
- 9:55 to 10:00 P. M. Arlington Time Signals

KDKA'S Sister Stations

- KYW—360 meters—Chicago, Ill.**
 - 2:15—Market and Weather Reports.
 - 4:15—Market Reports
 - 6:00—Final Market and Financial Report.
 - 8:00—9:00—Musical Program
 - 9:00—Local and International News and Weather Reports.
- WJZ—360 meters—Newark New Jersey.**
 - Hourly concert on the hour from 11:00 A.M. to 8:00 P.M. Government weather forecast, Daily 11:00 A.M., 12:00 M., 5:00 P.M. and 10:01 P.M.
 - Shipping News—Weekdays except Sat. at 2:05 P.M.
 - Children's Hour—Tuesday at 7:00 P. M.
 - Arlington Time—Daily at 9:52 P.M.
 - Music—Tuesday, Thursday, Saturday and Sunday, 8:20 P.M. until 10:00 P.M.
 - Radio Chapel—Sunday at 3:00 P.M.
- WBZ—360 meters—Springfield, Mass.**
 - 8:00—Monday, Wednesday, Friday
 - Musical Program—General News
 - Information for the farmer supplied by Farm & Home
 - 7:00—Sunday, Church Services, Springfield Church

Is KDKA
Popular
With
the
Children?
Look at
this
Picture
and
Then
Tell Us.

