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# RADIO BROADCASTING NEWS



Sixty-First Week Broadcasting

February 19, 1922

KDKA Edition. Vol. I. No. 8



Artists Who Will Appear in Unique Recital on Friday

George L. Kirk, Baritone

Eleanor Shaw, Pianist

H. H. Fler, Pianist



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

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### WHAT KIND OF AUDIENCE.

At KDKA we receive many letters, in fact hundreds arrive with every mail. Almost all of these letters laud our programs and tell us about our fine entertainments. Some of the letters are not so laudatory and a few writers are very critical.

Although nothing has been said about it, the majority of our correspondents seem to realize that in commenting on the programs, their own tastes must not prevail.

Artists must be selected without any regard to personal opinions. The audience is composed of persons in all walks of life, all having varied tastes. Some like ragtime music, some popular music and some, the most classical. And we must please all. Our problem is not like that of the theater manager, the concert manager, or the director of an opera company. People who attend either of these kind of entertainments only go to those places that have the music that they enjoy. It is not the same with the radio because there is only one show for all.

Those of you who listen in may say that we have too much classical music and to some extent you may be right. We have felt that the majority of persons are interested in good music and that if radio broadcasting were to continue and not be a passing novelty, only good music should be broadcasted. This policy might be justified in likening it to music in general. The old time ballads, the original operas and the work of the old masters still live while popular music comes and goes. The song hit of today is a memory tomorrow.

We hope that broadcasting by radio will not be a memory tomorrow, but with a high standard of entertainment continue to live in the hearts of all and educate everyone to a higher appreciation of the better things in music.

### 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, February 19, 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. F. R. Elder, pastor of the First United Presbyterian Church of Wilkinsburg, Pa.
- 7:30 P. M. Services of the Calvary Episcopal Church, Shady Avenue, Pittsburgh, Pa. Rev. E. J. Van Etten, Rector.

#### Monday, February 20, 1922.

- 7:15 P. M. Frank McGlynn, who is starring in "Abraham Lincoln" at the Nixon Theater, Pittsburgh, Pa., this week will talk.
- 8:00 P. M. Letter from Roger Babson, economist and business authority.
- 8:00 P. M. "Art in Pittsburgh", by John L. Porter, founder of the Friends of Pittsburgh Art.
- 8:30 P. M. A pleasing selection of string music by the University of Pittsburgh Mandolin Orchestra.

#### Tuesday, February 21, 1922.

- 8:00 P. M. "Personality", by Herbert Lytle, President Pittsburgh Academy.  
Weekly talk on dress.
- 8:00 P. M. "Pittsburgh Big Art School" by E. R. Bossange, Dean, College of Fine Arts, Carnegie Institute of Technology. "Women and the Public's Health", by Miss Mary Marshall, Nursing Secretary of National Tuberculosis Association.
- 8:30 P. M. Varied program of instrumental and vocal selections. Collins Smith, concert pianist; Kathrine Louise King, soprano, accompanied by Miss Sallie Galliger Fulton; Mrs. Josephine Hepp Blume, contralto, accompanied by Mrs. Mary Kesiter Kerr.

#### Wednesday, February 22, 1922

- 8:00 P. M. "George Washington", by W. S. Diggs of Hoover and Diggs, Chairman of the Four Minute Men of Pittsburgh, during the war.  
"Industrial Art", by Clara Davidson, Faculty, College of Fine Arts, Carnegie Institute of Technology.  
Message from the National Safety Council.
- 8:30 P. M. Instrumental and vocal program by Ida Mae Claudy, contralto and Phyllis Geraldine Gray, pianist.

#### Thursday, February 23, 1922

- 8:00 P. M. "What Pittsburgh Means to European Artists." Homer Saint Gaudens, Asst. Director, Dept. of Fine Arts, Carnegie Institute of Technology.
- 8:00 P. M. "The Key to Our Troubles" by Mrs. J. E. Webster, League of Women Voters.
- 8:30 P. M. Program of instrumental music selections, by the Carnegie Tech Stringers. Also, readings and vocal solos.

#### Friday, February 24, 1922.

- 8:00 P. M. "Better Architecture", by Henry Hornbostel, Professor of Architecture, College of Fine Art, Carnegie Institute of Technology.
- 8:30 P. M. Eleanor Shaw, pianist; G. L. Kirk, baritone, accompanied by H. H. Fler of C. C. Mellor Company. Miss Shaw will play several solos, alternately with the Steinway Duo-Art Reproducing Piano.

EACH NIGHT ARTISTS TRAVEL SEVERAL MILES TO KDKA FOR YOU



Top Row:—Phyllis Geraldine Gray, pianist; Joseph A. Rogers, baritone; Gertrude Sykes King, soprano; John A. Wilson, teacher of instrumental music; Ruth M. Seaman, contralto.

Bottom Row:—Rachel Macdermott, accompanist; Collins Smith, pianist; Mary Louise Robinson, nine year old pianist; Joseph S. Doyle, president Silver Star Orchestra; Mariah Macdermott, violinist; George W. Vetter, pianist; Lillian Richards Rogers, soprano.

STARS OF KEITH VAUDEVILLE CIRCUIT



Top Row:—Will Cressy (Hello Dad), Mrs. Sydney Drew, Jack Norworth.

Bottom Row:—Harry Carroll & Company, (The Bennett Twins).

Mr. Eugene L. Connelly, Manager, Davis Theater, Pittsburgh, is to be thanked for our entertainment from these people.

DO YOU GET THE DETAILS OF OUR  
DAILY PROGRAM?

Radio Broadcasting News goes to press so far in advance of its program date that it is not possible to include all of the details of our daily programs. For this reason the newspapers of Pittsburgh and of many other cities are publishing each day, a list of the selections to be rendered that night together with the names of the artists and prominent speakers. KDKA is furnishing these programs to the newspapers whenever they are desired. Many requests are received each day from newspapers that realize that there are many radio enthusiasts in the district to whom this information is valuable.

If you think that the newspapers in your town would like to publish the radio programs if they knew there was a demand for them, write the editors a letter and let them know that we will supply the programs.

Inform them that they can receive detailed daily programs sufficiently in advance by writing to the Editor, Radio Broadcasting News, Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.

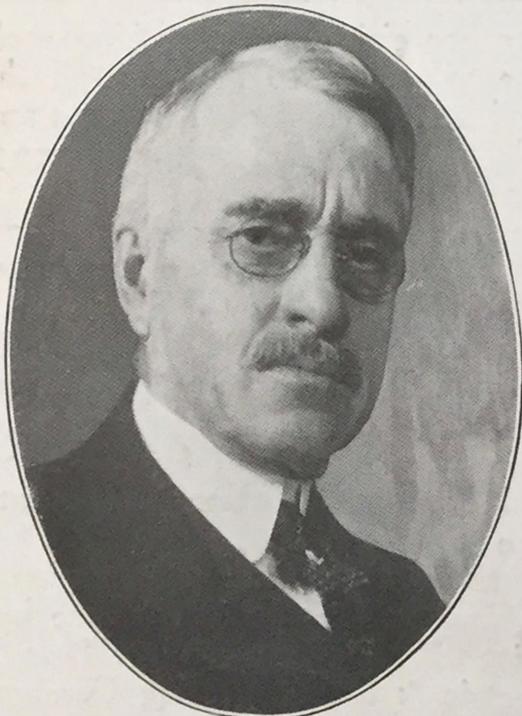
ALL DENOMINATIONS



Rev. F. R. Elder, Pastor First U. P. Church, Wilkinsburg, Pa.

At Radio Chapel almost every denomination has been or will have been, in the near future, represented by one of its ministers. One week there is a Methodist minister, the next a Presbyterian, etc. Each gives the service in his own way. Even so, many thousands listen to all of the services, and, strange to say, enjoy them. This would seem to eliminate prejudice, for after all we usually have antipathy to things that we do not understand.

PLEADS FOR BOY SCOUTS BY RADIO



Hon. Joseph Buffington, Judge, U. S. Circuit Court of Appeals

PROGRAM FOR THE WEEK  
(Continued from Page 2)

Saturday, February 25, 1922.

- 3:00 P. M. Entertainment by Evans' Orchestra under the management of Preston Evans.
- 8:00 P. M. "Pittsburgh's Unique Drama", by Thomas Wood Stevens, Carnegie Institute of Technology.
- 8:30 P. M. Girls Orchestra of North Side, Pittsburgh, Pa.
- Sunday, February 26, 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 Statio KDKA, conducted by W. Wofford T. Duncan, Pastor Emory Methodist Episcopal Church, Pittsburgh, Pa.
- 7:30 P. M. Services from the Calvary Episcopal Church, Shady Avenue, Pittsburgh, Pa. Rev. E. J. Van Etten, Rector.

ENTERTAINMENTS AT 7:15 AND 8:00 P. M. ARE GIVEN FROM THE PITTSBURGH POST STUDIO.

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.
- 8:00 P. M. Special Speakers and vaudeville acts as announced.
- 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 Saturday 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.