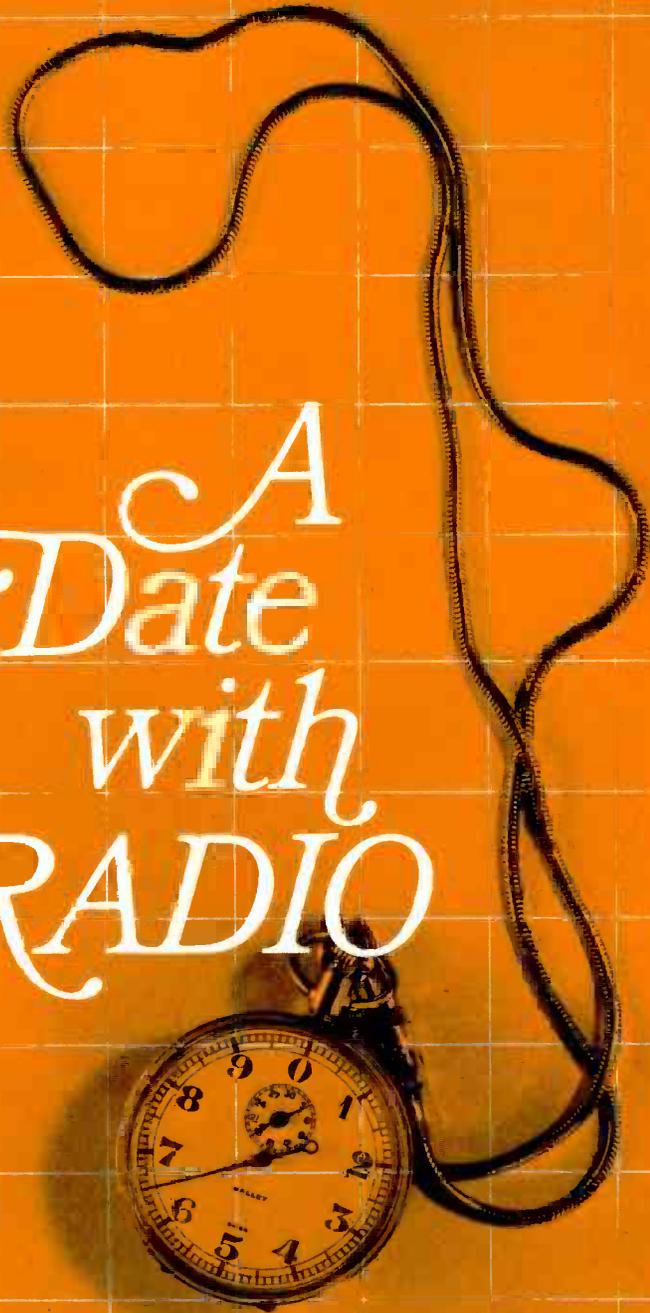
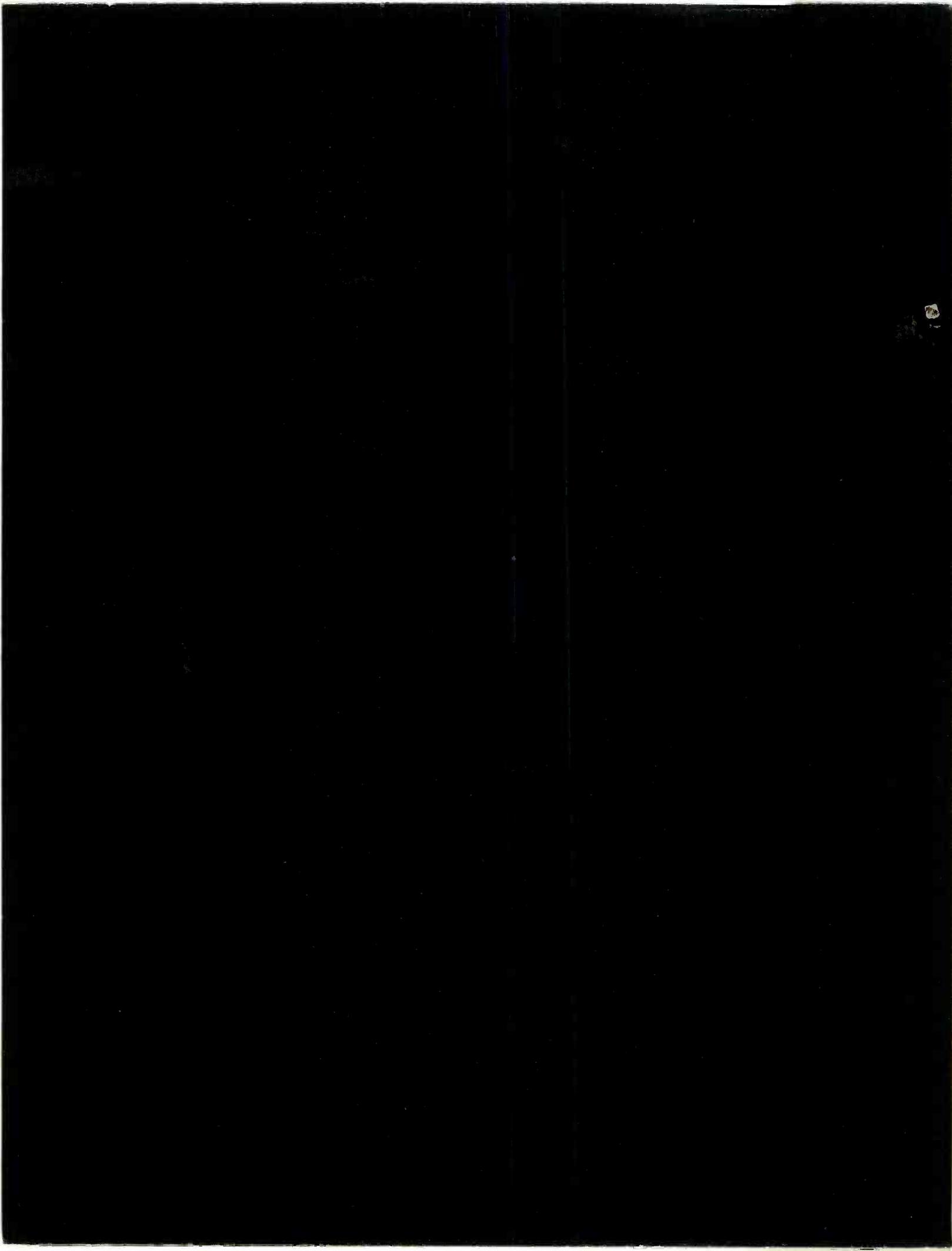
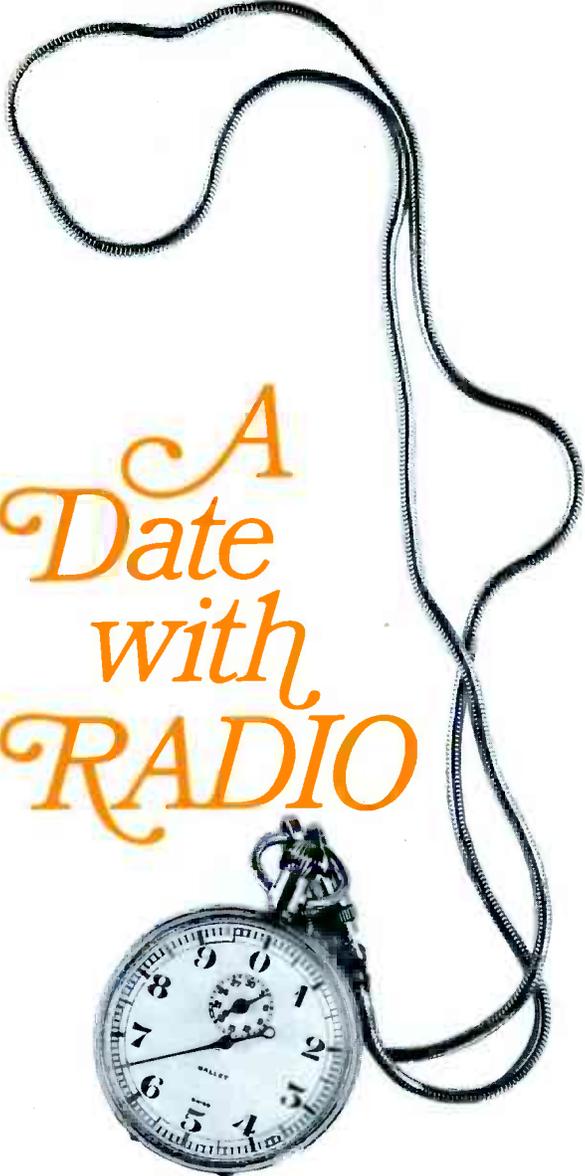


*A
Date
with
RADIO*



an  public relations aid





*A
Date
with
RADIO*

Prepared by the
Public Relations Department

of the

NATIONAL ASSOCIATION OF BROADCASTERS

1771 N Street, N.W., Washington, D.C. 20036



foreword

Here is "A Date With Radio," a spot announcement series prepared exclusively for NAB members.

Like the widely used "Almanac of American Heritage" series, "A Date With Radio" is in almanac style. It traces high points in the development of commercial radio in America and fits any programming format from classical music to all talk.

Source material was culled from a wide range of books, magazines, newspapers, letters and historical documents. A detailed, up-to-date history of radio has never been written and many events that took place in the early days of radio still are in dispute. Because of this, no attempt was made to include many famous "firsts," and the main concern has been to make certain the events actually happened on the dates listed.

Station call letters and network affiliations have been deleted to make "A Date With Radio" applicable nationwide.

“A Date With Radio” can be a valuable commercial feature; or it can be used strictly to promote your own station, tying in with NAB’s “Build Radio With Radio” campaign. It also points the way to a variety of novel programs and community relations projects. Here’s how it can work for *your* station:

- The nature of the series lends itself to commercial sponsorship. Some examples: Radio-TV repair shops, radio set and hi-fi dealers, electrical and home improvement contractors, background music systems, electronic equipment manufacturers, public utility companies.
- The series tells the story of our industry and you might want to rewrite some of the spots to tie in local color. Station help during an emergency could be mentioned at the end of the many spots on this subject. If your programs are similar to those mentioned, add a line urging listeners to tune in. You can easily include your call letters in all of the spots.
- The series also can be used to adapt some of the programs or projects described. Graduation ceremonies at schools in your area could be substituted for the April 2 spot on rural schools. A “Mr. Fixit” show could be adapted from the July 23 spot.

Please Remember: “A Date With Radio” is not perishable. All of the continuity can be used on recurring dates in future years. You can copy each day’s spot as it is used and preserve the booklet for use in the years to come.

january index

1. First coast-to-coast broadcast
2. Church service over Pittsburgh station
3. Roosevelt addresses joint session of Congress
4. "The Dodge Victory Hour"
5. "Mile O' Dimes" campaign
6. Radio helps avert flood
7. The "Boatmen's Program"
8. Radio in the classroom
9. Special program for the blind
10. Car radios introduced
11. Programs of local news
12. Health problems discussed
13. Radio aids flood victims
14. Five-minute news on the hour
15. Herbert Hoover's first broadcast
16. U. S. backs "Consumer Tips" program
17. Fred Waring makes radio debut
18. Rudy Vallee begins radio career
19. "Save-A-Life" highway safety campaign
20. Barn dance broadcast
21. The death of King George V
22. Atwater Kent Radio Hour
23. Farm news from Michigan State College
24. Radio SOS saves ship at sea
25. Broadcast from an airplane
26. "The Official Gallup Poll"
27. "Voice of America" authorized
28. Reports from flood scene
29. Ben Bernie broadcast
30. Swimming marathon
31. Program on women's fashions

january 1

announcer: Here's a fact from the Almanac of American Radio. The first coast-to-coast radio program . . . of a football game . . . was broadcast on this date in 1927. The Rose Bowl Game was heard from Pasadena, California, over a hookup 4,000 miles long. Today's fans still count on radio for complete sports coverage.

january 2

announcer: Here's a milestone from the radio almanac. A pioneer radio station in Pittsburgh, Pennsylvania, broadcast a religious service from Calvary Church on this day in 1921. The program was so well received that it became a regular feature. Radio today continues to provide religious programming for its listeners.

january 3

announcer: Here's another milestone in the history of radio. President Roosevelt addressed a joint session of Congress on this day in 1936. The meeting was held at night so Americans could listen by radio in their homes. Today, radio goes with you everywhere . . . to keep you informed day or night.

january 4

announcer: Here's a fact from the radio almanac. On this day in 1928, "The Dodge Victory Hour" was first heard over a nationwide radio hookup. You're always in tune with the stars, today as yesterday, when you listen to radio.

january 5

announcer: Here's a fact from the Almanac of American Radio. On this day in 1938, a radio station in Washington, D. C., was sponsoring the "Mile O' Dimes" campaign which led the fight against infantile paralysis. Now, as then, radio truly is America's solid citizen.

january 6

announcer: Here's a fact from the Almanac of American Radio. A levee threatened to break near Jonesboro, Arkansas, in 1938. But an appeal over the town's radio station brought 500 volunteers to reinforce it in time to avoid a catastrophe. When disaster threatens, you can count on radio.

january 7

announcer: Here's a fact from the Almanac of American Radio. On this day in 1930, commercial fishermen in the Gulf of Mexico tuned their radios to a station in Gulfport, Mississippi, to get news from home on the "Boatmen's Program." One of radio's true virtues is the many little services it performs day-in and day-out.

january 8

announcer: Here's a fact from the Almanac of American Radio. On this day in 1942, "This Changing World," a daily fifteen-minute radio program for school children, was being heard in many Los Angeles classrooms. With classrooms becoming more crowded every day, radio's ability to educate holds great promise for the future.

january 9

announcer: Here's a fact from the Almanac of American Radio. On this day in 1940, Miss Ethel Parker was broadcasting a radio program by and for the blind on a station in Lawrence, Massachusetts. Helping the handicapped continues to be a vital part of radio's role in American life today.

january 10

announcer: Here's a fact from the Almanac of American Radio. Radio sets for automobiles were first introduced in 1927. Sales of car radios since that time have increased steadily, and radios today are the auto accessory requested most often. Radio is America's mobile medium.

january 11

announcer: Here's a fact from the radio almanac. On this day in 1939, a radio station in Spokane, Washington, was broadcasting a series of programs from fifty communities in its listening area which featured local musical groups and civic leaders. Building better community relations is one of the many ways in which radio serves America.

january 12

announcer: Here's another milestone from the Almanac of American Radio. On this day in 1928, a major radio network was broadcasting a half-hour health program four days a week. Advice about modern health problems and news of medical advances is still readily available on radio.

january 13

announcer: Here's a fact from the radio almanac. When floods swamped the area around Nashville, Tennessee, in 1937, a local radio station cancelled all commercial programming for six consecutive days to direct a fleet of trucks to listeners who offered food and clothing for flood victims. Service in the public interest is a hallmark of modern radio.

january 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1957, the first five-minute news program broadcast hourly was aired on a nationwide radio network. Now, as then, radio keeps you abreast of the news with bulletins of fast-breaking stories and in-depth reporting at regular intervals.

january 15

announcer: Here's another milestone in the history of radio. On this day in 1921, Herbert Hoover spoke on "European Relief" from the Duquesne Club in Pittsburgh, Pennsylvania. It was the late President's first radio broadcast. You're in tune with the great men of our times when you listen to radio.

january 16

announcer: Here's a fact from the Almanac of American Radio. On this day in 1933, the United States Department of Agriculture agreed to cooperate with a major network's "Consumer Tips" program. For shopping information you can use, stay tuned to radio.

january 17

announcer: Here's a fact from the Almanac of American Radio. Fred Waring and his Pennsylvanians made their radio debut on this day in 1936. Beautiful music from the Pennsylvanians and other great artists of our times comes to you on radio.

january 18

announcer: Here's a fact from the Almanac of American Radio. Rudy Vallee, "The Vagabond Lover," began his career in radio on this day in 1929. The best in listening pleasure is always yours on radio—your constant companion.

january 19

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, the "Save-A-Life" highway safety campaign had become an established program of a radio station in Oklahoma City. The city's safety commissioner credited the broadcasts with saving a life each week. Radio plays a leading role in traffic safety because it cares about you.

january 20

announcer: Here's a fact from the radio almanac. A radio station in Pittsburgh, Pennsylvania, was one of the first to broadcast a barn dance. Whatever your musical taste is, you'll hear all your favorites on radio—America's sound habit.

january 21

announcer: Here's a fact from the radio almanac. On this day in 1936, news of the death of England's King George V was flashed around the world by radio to the mournful tolling of London's bells. Lightning events demand lightning reporting—and you get it through radio.

january 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1925, the Atwater Kent Radio Hour originated from a radio station in New York City. Now, as then, you're tuned to the best in listening pleasure on radio—America's sound habit.

january 23

announcer: Here's another milestone from the Almanac of Radio. Michigan State College on this day in 1925 had begun broadcasting a college-of-the-air program to give farmers news of agricultural advances. Many radio stations today beam special farm information to rural listeners as part of their regular programming. Radio serves America.

january 24

announcer: Here's a fact from the Almanac of American Radio. On this day in 1926, the steamship Antiope lost her steering gear and was helpless in a fierce storm at sea. Tracing an SOS from the stricken ship, another vessel located the Antiope and rescued most of the crew. Modern ships couldn't operate without radio—neither should modern homes.

january 25

announcer: Here's another milestone in the history of radio. On this day in 1925, a radio station in Minneapolis, Minnesota, sent an announcer aloft in an airplane to broadcast a description of a solar eclipse. Modern radio, too, takes you where the action is for a fast, firsthand account of the news.

january 26

announcer: Here's another milestone from the radio almanac. On this day in 1944, a station in Rochester, New York, began broadcasting "The Official Gallup Poll." Now, as then, radio tells you what people are thinking about key issues of our times. To keep informed, stay tuned to radio.

january 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1948, President Truman signed a bill giving statutory authority to the "Voice of America." Now, as then, radio has a powerful role in the Free World's battle for the minds of men.

january 28

announcer: Here's a fact from the radio almanac. On this day in 1937, a radio station in St. Louis, Missouri, broadcast reports on a flood in the southeastern corner of the state. Newsmen on the scene relayed reports on the evacuation and suffering of 5,000 sharecroppers and of dramatic rooftop rescues. Modern radio provides valuable service to listeners ever year when such disasters occur.

january 29

announcer: Here's a fact from the Almanac of American Radio. "Ben Bernie and His Hotel Roosevelt Orchestra" was heard on a New York City radio station on this day in 1925. Now, as then, no matter what your musical taste, you'll find the sounds you like on radio.

january 30

announcer: Here's a fact from the Almanac of American Radio. On this day in 1927, a radio station in Los Angeles, California, aired a stroke-by-stroke broadcast of a marathon swim between the mainland and Catalina Island. You can stay in the mainstream of all sports activities by staying tuned to radio . . . where the action is.

january 31

announcer: Here's another milestone in the history of radio. On this day in 1921, a program on women's fashions was being heard over a radio station in Pittsburgh, Pennsylvania. For facts about today's fashions, stay tuned to radio.



february index

1. Shipping news
2. "University of Chicago Round Table"
3. Fifteen-minute news broadcast
4. Radio station starts youth center
5. University broadcasts educational programs
6. "The People's Radio Vespers"
7. Debate on prohibition aired
8. Radio restores communications in tornado
9. Radio signals start of maple sap harvest
10. Frost warnings to fruit growers
11. Marconi establishes wireless communications
12. Pope Pius XI inaugurates Vatican Radio
13. Radio saves lives in floods
14. Broadcast for a missing person
15. Radio recruits farmhands during war
16. Admiral Byrd flies over South Pole
17. U. S. broadcasts beamed to Russia
18. Radio programs exchanged across country
19. Live audience hears broadcast
20. Hitler broadcasts "steel and blood" speech
21. Weather forecasts, time checks start
22. Broadcast from Mount Vernon
23. Mystery story serialized on radio
24. Basketball game broadcast
25. "The State Department Speaks"
26. "Apache" covers invasion of Philippines
27. President Coolidge addresses Congress
28. Radio raises money for tornado victims
29. Music appreciation program broadcast

february 1

announcer: Here's a fact from the radio almanac. A radio station in New York City began regular broadcasts of shipping news on this day in 1922. The best way to get the news you need is to listen to radio—America's sound habit.

february 2

announcer: Here's a fact from the Almanac of American Radio. On this day in 1931, a radio station had begun broadcasting the "University of Chicago Round Table" . . . a program designed to stimulate thinking. The series was so well received that it was later broadcast nationwide over a major network. Stay tuned to radio . . . it's always in tune with you.

february 3

announcer: Here's a fact from the Almanac of American Radio. A news résumé of 15 minutes was broadcast from a New York City radio station on this day in 1923. For news you can depend on—fast, firsthand, and factual—stay tuned to radio.

february 4

announcer: Here's a fact from the Almanac of American Radio. A youth center called "The Spider Web" was well established on this day in 1944 in Burlington, Iowa. A radio station there started the center in Burlington to combat juvenile delinquency. Radio is always a vital part of the civic scene.

february 5

announcer: Here's a fact from the radio almanac. On this day in 1919, the University of Wisconsin had started broadcasting a regularly scheduled service of programs in education. Today's radio continues to beam education across the land to help build a better America.

february 6

announcer: Here's another milestone from the Almanac of American Radio. On this day in 1927, a program called "The People's Radio Vespers" had become an established weekly feature on a national network. Nowadays, religious programs are broadcast regularly by most radio stations across the nation.

february 7

announcer: Here's a fact from the Almanac of American Radio. In 1925, a radio station in Chicago, Illinois, attracted two leading exponents of the wet and dry issue, Clarence Darrow and Wayne B. Wheeler, to its studios for a debate on prohibition. To keep fully informed on the vital issues facing you today, stay tuned to radio.

february 8

announcer: Here's a fact from the Almanac of American Radio. After a tornado struck Illinois in 1938, rescue operations were hampered by lack of communications. A radio station in Peoria quickly moved short-wave equipment to the scene to direct rescue and relief work. Radio always stands ready to serve the public wherever there's a need.

february 9

announcer: Here's a fact from the Almanac of American Radio. On this day in 1943, special weather forecasts were broadcast in Michigan to tell farmers the exact day it would be warm enough to start harvesting sap from maple trees. Such information has become a regular feature of the station—another of the many ways radio serves America.

february 10

announcer: Here's another milestone from the Almanac of American Radio. On this date in 1929, broadcasts of frost warnings to growers in the San Joaquin Valley had become a regular service of a radio station in Fresno, California. For news you need when you need it, stay tuned to radio.

february 11

announcer: Here's a fact from the Almanac of American Radio. Guglielmo Marconi, father of radio, on this day in 1901 established wireless communications between Niton, Isle of Wight, and Lizard Station, 196 miles away. Modern radio now keeps you in touch with all points on the globe for the latest in news and important happenings.

february 12

announcer: Here's an interesting fact from the Almanac of American Radio. Pope Pius XI spoke to the world on this day in 1931 in a broadcast inaugurating the Vatican City radio station. It was the first time the Pope's voice was heard on American radio. For more milestones, keep tuned to modern radio.

february 13

announcer: Here's a fact from the Almanac of American Radio. On this day in 1937, disastrous floods swept Ohio and Mississippi. Radio's service in rescue and relief broadcasts were credited with reducing the toll of life and won the plaudits of President Roosevelt, the Red Cross, and the nation's listeners. When disaster strikes, America depends on radio.

february 14

announcer: Here's another milestone from the Almanac of American Radio. One of the first broadcasts for a missing person was heard over a Detroit, Michigan, radio station on this day in 1922. Many radio stations today feature missing person reports as a regular part of their programming. This is one of many ways in which radio serves America.

february 15

announcer: Here's a fact from the Almanac of American Radio. Because many men were away at war on this day in 1944, a Des Moines, Iowa, radio station launched a campaign to get extra help for short-handed farmers. The station offered more than \$1,600 in cash and War Bonds and attracted 4,000 workers who put in more than 165,000 hours of farm work. Public service, both on and off the air, is the essence of radio.

february 16

announcer: Here's a fact from the radio almanac. On this day in 1947 Rear Admiral Richard E. Byrd flew over the South Pole and dropped flags of the United Nations. News of the event was flashed from Little America by radio. Listeners always hear historical happenings first on radio.

february 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1947, the U. S. Department of State began broadcasts beamed directly at Russia. Radio is one of the Free World's most effective means of getting the truth to millions of captive peoples.

february 18

announcer: Here's a fact from the Almanac of American Radio. The first exchange of radio programs across the nation were broadcast on this day in 1923 between New York and Los Angeles. Present day radio uses this technique as one of many ways of getting news and special programs to you direct from the scene of action.

february 19

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, a radio station in New York broadcast a stage show, "The Perfect Fool," with a live studio audience. There's plenty of lively entertainment on radio. And it's varied for your every mood. Stay tuned to radio—it's always in tune with you.

february 20

announcer: Here's a fact from the radio almanac. On this day in 1938, Adolf Hitler, in his three-hour "steel and blood" broadcast, reviewed Germany's past and issued a "hands-off" warning to other nations. For the sounds of history in the making, stay tuned to radio.

february 21

announcer: Here's a fact from the Almanac of American Radio. Weather forecasts and time checks were first broadcast by a radio station in New York City as a novel experiment on this day in 1922. Modern radio provides these and many other services each day as a standard part of programming.

february 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1932, a radio station in Washington, D. C., broadcast a program from Mount Vernon on the birthday of George Washington. Radio still takes you to interesting places . . . near and far. Stay tuned to radio . . . your constant companion.

february 23

announcer: Here's a fact from the Almanac of American Radio. A station in Boston, Massachusetts, started broadcasting an original mystery serial on this day in 1926. For the best in entertainment, music and news, stay tuned to radio.

february 24

announcer: Here's a fact from the Almanac of American Radio. One of the first broadcasts of a basketball game—in Montana—occurred on this day in 1927. Today's sports fans depend on radio for play-by-play accounts of their favorite games, plus recaps and scores of all major athletic events.

february 25

announcer: Here's a fact from the Almanac of American Radio. In 1944, the U. S. Department of State chose radio as the best medium for bringing foreign policy issues regularly and systematically to the American people. Its program, "The State Department Speaks," was heard over a national network. Today's leaders recognize more than ever that radio is the best way to reach more people most often.

february 26

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, the radio ship "Apache" took part in the invasion of Luzon and relayed network broadcasts back to the United States from the Philippines. For complete coverage of events when and where they happen, stay with radio.

february 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1927, Calvin Coolidge addressed a joint session of Congress to become the first President ever heard on a coast-to-coast broadcast. Modern America depends on radio for full news coverage of major political developments. Listen to the latest—listen to radio.

february 28

announcer: Here's a fact from the Almanac of American Radio. On this day in 1928, appeals from a radio station in Chicago had brought in \$4,800 for the relief of tornado victims in Florida. Similar appeals for a variety of causes are heard almost daily on radio—America's sound citizen.

february 29

announcer: Here's another milestone from the Almanac of American Radio. In 1920 the University of Minnesota began broadcasting a music appreciation program. For many of the finer things in life, stay tuned to radio.



march index

1. Commercial transatlantic radio circuits open
2. Election of Pope Pius XII
3. Giant radio transmitting tube revealed
4. Harding's inaugural address
5. Sea-going radio station launched
6. Blind airplane landings made by radio
7. Request program started
8. Two-way car radio installed
9. Rodeo broadcast live
10. Radio lighthouse built off Scotland
11. Radio covers California earthquake
12. President Roosevelt's first "fireside chat"
13. News of Hitler's election broadcast
14. "Health and Efficiency"
15. Hitler occupies Czechoslovakia
16. Radio stations share same frequencies
17. Wheatstone invents the microphone
18. Experimental FM stations authorized
19. Harding's cabinet on radio
20. Full-time radio announcer hired
21. French lessons broadcast
22. Long-playing records introduced
23. "Junior Town Meeting"
24. Vaughn De Leath starts "crooning"
25. Broadcast heard from a ship at sea
26. Sound effects used
27. Marconi's wireless links France, England
28. Newspaper funnies read on the air
29. Chant of tobacco auctioneer
30. Breakfast club show starts
31. Battle of Gettysburg recreated

march 1

announcer: Here's another way radio serves America. On this day in 1920, commercial transatlantic radio circuits were opened and first messages were sent between New York and London. Today, news from around the world is as close to you as your radio. More people receive news from radio than from any other mass medium. Stay tuned for action.

march 2

announcer: Here's another milestone from the radio almanac. On this day in 1939, the election of a new Pope, Pius the Twelfth, was first announced on radio. Modern radio is constantly in touch with the Vatican . . . and everywhere else news is in the making.

march 3

announcer: Here's a fact from the radio almanac. A gigantic radio transmitting tube, with a rated continuous output of 500,000 watts, was revealed on this day in 1950 by RCA. Radio grows bigger to serve you better.

march 4

announcer: Here's another fact from the Almanac of American Radio. On this day in 1921, a radio announcer read Warren G. Harding's inaugural address at the same time it was delivered. Radio now brings you the color and excitement of presidential inaugurations through live broadcasts from the scene.

march 5

announcer: Here's a fact from the Almanac of American Radio. The first sea-going radio broadcasting station was operating on this day in 1952. The Coast Guard cutter "Courier" was commissioned by President Truman to beam "Voice of America" programs to Eurasian areas.

march 6

announcer: Here's another way radio serves America. In 1939, the rhumbatron tube which projects a radio beam "as straight as a sunbeam," was invented. The beam is used today as a means for aircraft to make blind instrument landings. You, too, will be on the beam if you listen to radio—the sound of year-round pleasure.

march 7

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, listeners asked a New York City radio station to play "Auld Lang Syne" and started the request programs still popular today.

march 8

announcer: Here's another milestone from the Almanac of American Radio. The first two-way radio was installed in a car in 1910. The devices are now considered vital equipment in police cars, fire trucks and ambulances. Pleasure-car owners think highly of radio, too. The most requested accessory in an automobile is a radio. People on the go naturally choose radio.

march 9

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a radio station in Fort Worth, Texas, broadcast the sounds and color of a rodeo. If you're looking for adventure and excitement, stay tuned to radio—it's where the action is.

march 10

announcer: Here's another way radio serves you. A radio "lighthouse" was built on an island off Scotland in 1924. Ships in a 100-mile area could detect radio signals from the lighthouse and determine their positions in the fog. You'll never be in the dark if you listen to radio. It's America's sound habit.

march 11

announcer: Here's another way radio serves America. On this day in 1933, a radio station in Los Angeles had cancelled all commercials to cover exclusively the California earthquake. Working with the Red Cross, the station aided in locating and rescuing 237 persons. When danger threatens, you can always depend on radio.

march 12

announcer: Here's a fact from the radio almanac. President Franklin Roosevelt delivered his first "fireside chat" on this day in 1933. Because of his frequent use of the airwaves to go directly to the people, Roosevelt became known as the "radio President."

march 13

announcer: Here's a fact from the Almanac of American Radio. Returns from Germany's presidential election, in which Paul von Hindenburg opposed Adolf Hitler, were re-broadcast in America on this day in 1932. For up-to-the-minute news from around the world, stay tuned to radio.

march 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, a radio station in New York began a series of talks by a doctor on "Health and Efficiency." Today, radio still brings you a wealth of practical information that you need to know. Stay tuned to radio . . . it's always in tune with you.

march 15

announcer: Here's a fact from the radio almanac. Adolf Hitler led his troops into the battered Republic of Czechoslovakia on this day in 1939. He announced on radio that Germany would also occupy Bohemia and Moravia. Lightning events demand lightning coverage—over radio.

march 16

announcer: Here's a fact from the Almanac of American Radio. On this day in 1931, two radio stations in New York City and one each in Baltimore, Maryland, and Hartford, Connecticut, began broadcasting on the same frequencies. They used a method, new to radio then, to overcome the shortage of broadcast channels.

march 17

announcer: Here's a fact from the Almanac of American Radio. In 1827, Sir Charles Wheatstone invented an acoustical device to amplify weak sounds and named it a "microphone." His instrument is but one of many scientific discoveries that make modern radio possible.

march 18

announcer: Here's a fact from the Almanac of American Radio. On this day in 1940, the Federal Communications Commission authorized twenty-two experimental FM radio stations. Today, more than 1,000 FM stations operate across America.

march 19

announcer: Here's another milestone from the radio almanac. On this day in 1921, three members of President Harding's cabinet made their first radio broadcasts over station KDKA, Pittsburgh. Today, government leaders still turn to radio when they want to reach the people. Radio is unrivaled in communicating with Americans.

march 20

announcer: Here's a fact from the Almanac of American Radio. Pioneer station KDKA in Pittsburgh, Pennsylvania, hired its first full-time announcer in 1921. Today the radio industry employs some 50,000 persons in many capacities to bring you the sounds of quality radio.

march 21

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a radio station in New York City began broadcasting French lessons. Radio since has become one of the most powerful educational forces in America.

march 22

announcer: Here's a fact from the Almanac of American Radio. The Edison Phonograph Company introduced "long playing records" in 1926. It greatly enhanced radio's ability to program music and entertainment which is so enjoyable today.

march 23

announcer: Here's a fact from the Almanac of American Radio. On this day in 1942, a radio station in Toledo, Ohio, started broadcasting a program called "Junior Town Meeting." The series was based on a high school forum. Radio likes to encourage and give a voice to thinking and creativity. Radio serves America.

march 24

announcer: Here's a fact from the Almanac of American Radio. Vaughn De Leath started "crooning" on radio in 1920. She found that high soprano notes often broke sensitive tubes in the radio transmitter panel. The equipment has been vastly improved since then. Whether you like crooning or the classics, high notes included, you'll hear it on radio.

march 25

announcer: Here's a fact from the Almanac of American Radio. A broadcast from a ship at sea was heard on this day in 1930 through rebroadcasts by two coastal radio stations. Wherever news happens, you'll hear about it first on radio.

march 26

announcer: Here's a fact from the Almanac of American Radio. Sound effects were used on radio as early as 1922. In that year, a station in New York slapped two pieces of wood together to reproduce the sound of a door closing. Radio still is America's sound habit.

march 27

announcer: Here's another milestone from the Almanac of American Radio. On this date in 1899, Marconi sent a wireless message across the English channel, giving France and England their first linkup through instantaneous communications. Today, radio links millions of listeners to points around the globe for complete coverage of news in the making.

march 28

announcer: Here's a fact from the Almanac of American Radio. In 1924, a radio station in Chicago gave a light touch to its programming by reading "the funnies" on the air. When you're in the mood for a chuckle, listen to comedy stars on radio.

march 29

announcer: Here's a fact from the Almanac of American Radio. The chant of a tobacco auctioneer from a market in South Carolina was an extra bonus for radio listeners in 1933. Today, you can hear all the sounds of America in action on radio.

march 30

announcer: Here's a fact from the radio almanac. "The Early Birds," a breakfast club show, had its start on a radio station in Dallas, Texas on this day in 1930. Whether you're an early bird or a late riser, radio fills your listening needs all day long.

march 31

announcer: Here's a fact from the Almanac of American Radio. On this day in 1926, a Cleveland, Ohio radio station broadcast a special program, "The Battle of Gettysburg," in which horses, artillery and sound effects were used. Radio still is the theater of your mind.



april index

1. Radio aids Michigan newspapers
2. Iowa rural school radio graduation program
3. Radio's clinic on juvenile delinquency
4. Sarnoff's "Freedom to Listen" proposal
5. War Department launches "The Army Hour"
6. Easter services from the "Garden of the Gods"
7. "A Job For Joe" program begins
8. "Lost and Found" service
9. Handel's "Messiah"
10. Congressional debate
11. First boxing match on radio
12. News of President Roosevelt's death
13. Variety program originated
14. Radio appeals for relief funds
15. Baseball scores
16. Radio debut of Fibber McGee and Molly
17. Radio helps in Massachusetts hurricane
18. News flash of first bombing of Tokyo
19. "National Barn Dance" begins
20. Long-distance address by radio
21. Coverage of Ohio penitentiary fire
22. Intercontinental student broadcasts
23. Live broadcast from Anzio beachhead
24. Beginning of daily "radio farm" reports
25. "Homemakers Club" goes on the air
26. Beginning of regular weather reports
27. Radio covers UN conference
28. The "Dinnerbell Hour"
29. Radio programs for Slavic listeners
30. Radio station installs news bureau

april 1

announcer: Here's a fact from the Almanac of American Radio. Newspapers in Michigan were able to continue publishing on this day in 1922 by using stories from a Detroit radio station after a sleet storm halted normal news flow over telephone and telegraph lines. Radio is America's sound citizen.

april 2

announcer: Here's another way radio serves America. In 1939 a radio station in Iowa started its "Iowa Rural School Radio Graduation Programs." The idea was to give students in country schools as impressive a graduation ceremony as those provided in city schools.

april 3

announcer: Here's a fact from the Almanac of American Radio. In 1939, a radio station in Uniontown, Pennsylvania, set up a clinic to help analyze and solve some of the problems of juvenile delinquency. Always community conscious, radio is America's sound citizen.

april 4

announcer: Here's a fact from the Almanac of American Radio. David Sarnoff, Chairman of RCA, proposed on this day in 1946 that the principle of "Freedom to Listen" be established world-wide and that the United Nations conduct a system of international broadcasting, free from censorship.

april 5

announcer: Here's another way radio serves America. On this day in 1942, the War Department launched "The Army Hour" program over a major radio network to keep the American public informed about the course of events in World War II.

april 6

announcer: Here's another way radio serves America. Easter services were broadcast over a national network in 1938 from the "Garden of the Gods," a natural amphitheatre near Colorado Springs, Colorado. Modern radio continues to bring you similar services from equally inspiring places.

april 7

announcer: Here's a fact from the Almanac of American Radio. "A Job for Joe," a weekly feature of a radio station in St. Louis, began on this day in 1945 to tell homecoming servicemen of their legal rights and benefits. Continuing the good work, modern radio gives several million dollars a year in free time to keep veterans informed.

april 8

announcer: Here's another way radio serves America. In 1929, a radio station in Montana started a "Lost and Found" program. During one year, an estimated \$27,000 in merchandise was returned to owners at a cost to them of \$345 in rewards.

april 9

announcer: Here's another way radio serves America. A radio station in Kansas City began its annual Easter broadcasts of Handel's "Messiah" in 1927. It featured the choir of the Reorganized Church of Jesus Christ of Latter Day Saints.

april 10

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a Congressional debate over the controversial Volstead, or Prohibition Act, was broadcast over a radio station in Washington, D. C. To keep on top of current issues, stay tuned to radio.

april 11

announcer: Here's a fact from the Almanac of American Radio. One of the first boxing matches to be broadcast was heard on this day in 1921 over a station in Pittsburgh. The bout featured Johnny Ray versus Johnny Dundee. Today's sports fans still depend on radio for all the action.

april 12

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, news of President Roosevelt's death at his home in Warm Springs, Georgia, was flashed around the world by radio. The U. S. networks cancelled all commercial programming to provide continuous coverage.

april 13

announcer: Here's a fact from the radio almanac. On this day in 1922, a station in Los Angeles began a variety program of music, talk and comedy. You'll find that your favorite listening is still on radio.

april 14

announcer: Here's another way radio serves America. On this day in 1930, when a tornado hit a small town in Oklahoma, a radio station in Oklahoma City cancelled commercial time to appeal for relief funds. The station raised \$34,000 to help the town recover. Radio is truly America's sound citizen.

april 15

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a radio station in New York City began broadcasting baseball scores on the quarter hour during the afternoon. Radio today brings you live coverage of many games, as well as a complete wrap-up of scores.

april 16

announcer: Here's a fact from the Almanac of American Radio. "Fibber McGee and Molly" launched a long-running radio series on this day in 1935. If you need a touch of humor to add spice to your day, stay tuned to radio.

april 17

announcer: Here's another way radio serves America. In 1938, a disastrous hurricane hit Worcester, Massachusetts. With other lines of communications failing, the town's radio station broadcast a continuous stream of bulletins, announcements, and personal messages to separated families. Now, as then, radio is there when you need it most.

april 18

announcer: Here's another fact from the radio almanac. On this day in 1942, monitoring stations in San Francisco relayed news of the first American bombing of Tokyo. Keeping you informed about latest news developments is a regular service of radio.

april 19

announcer: Here's a fact from the Almanac of American Radio, The "National Barn Dance" first made its appearance on radio from a Chicago station on this day in 1924. Country and western music still is a favorite of millions of listeners, and you hear it on radio.

april 20

announcer: Here's another way radio serves America. The first address to an organization over radio was made on this day in 1920 by a college president to a Rotary Club meeting twenty-five miles away. Modern radio addresses organizations, towns and cities, the nation—and the world.

april 21

announcer: Here's a fact from the Almanac of American Radio. Eyewitness reports of the Ohio State Penitentiary fire which killed 318 men were broadcast on this day in 1930. When disaster strikes, radio is on the scene with fast, factual reports.

april 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, a radio station in Cincinnati featured a two-way broadcast between students in that city and in London, England, on its "Junior Town Meeting" program. Promoting knowledge and good will is a major part of radio's service to America.

april 23

announcer: Here's a fact from the radio almanac. Radio broadcast direct from the Anzio beachhead on this day in 1944. It was described as the "first time in history that a broadcasting station has been erected and put into service this close to the front line." You're always where the action is on radio.

april 24

announcer: Here's another way radio serves America. Daily reports from the farm began on this day in 1941. A radio station in Cincinnati bought a farm and operated it on a sharecrop basis to learn firsthand the problems facing practical farmers in its listening area.

april 25

announcer: Here's another milestone from the Almanac of American Radio. A woman's program called the "Homemakers Club" went on the air over a Philadelphia radio station in 1923. Today's homemakers still turn to radio for household hints and good listening every day.

april 26

announcer: Here's another way radio serves you. Regular programming of weather reports was begun on this day in 1921 by a radio station in St. Louis, Missouri. Want to know about the weather? Tune in on radio.

april 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, a Hollywood radio station began broadcasting the entire United Nations Conference at San Francisco. Today, you hear radio highlights of what's happening at the UN. Listen to the latest—listen to radio.

april 28

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a radio station in Chicago began broadcasting the "Dinnerbell Hour," a noontime program of news and information for farmers. Now, as then, radio provides specialized information on a variety of topics. Stay tuned to radio.

april 29

announcer: Here's another way radio serves America. In 1927, a radio station in Chicago began a program for Slavic-speaking peoples which included folk music and talks in the native languages. Many of today's radio stations still feature foreign language programs. Is it any wonder that more than 80 per cent of U. S. adults spend more daytime hours with radio than with any other medium?

april 30

announcer: Here's another milestone from the radio almanac. A radio station in Montana installed one of the first news bureaus in broadcasting in 1929. Today, virtually every radio station has facilities designed to keep you abreast of all the news.



may index

1. National Radio Month
2. Jack Benny makes radio debut
3. Number of radio stations in America
4. Broadcast of midget auto race
5. Summer radio listening
6. The Hindenburg disaster
7. News of Germany's surrender
8. V-E Day celebrations broadcast
9. Jimmy Durante makes radio debut
10. News of German invasion of low countries
11. First wireless message sent over water.
12. Coronation coverage of King George VI
13. Editorializing starts on radio
14. News during Mexican revolution
15. Conversation with a flagpole sitter
16. Mobile radio transmitter used in rescue
17. Live cat mewling is program theme
18. "Blues Chasers" program begins
19. Opera "Martha" broadcast in entirety
20. FCC gives green light to FM broadcasting
21. All-classical music station
22. Cow bell used as station identification
23. Radio debate heard
24. Child care program
25. Speedboat-train race
26. "Night School of the Air"
27. President proclaims national emergency
28. "Operation Crossroads"—the A-bomb story
29. Indianapolis 500 auto race
30. "America's Town Meeting of the Air"
31. Radio's public service contributions

may 1

announcer: Here's a fact from the Almanac of American Radio. National Radio Month begins today. Sponsored by (CALL LETTERS) and the National Association of Broadcasters, it's been celebrated each May since 1946. Its purpose is "to acquaint the listening public on a station level with the many and varied services radio provides."

may 2

announcer: Here's a fact from the Almanac of American Radio. Jack Benny made the first of many appearances on radio on this day in 1932. Like Benny, radio never grows old.

may 3

announcer: Here's a fact from the Almanac of American Radio. On this date in 1922, there were only 80 radio stations operating in the United States. Today, there are more than 5,500 radio stations from coast-to-coast broadcasting music, news, sports and special programs to enrich our lives. Wherever you are, stay tuned to radio—your constant companion.

may 4

announcer: Here's a fact from the Almanac of American Radio. In 1936, a radio station in St. Louis broadcast a race featuring midget automobiles. But there's nothing undersized about the scope of modern radio's sports coverage. It's sky-high and America-wide. Stay tuned for action.

may 5

announcer: Here's a fact from the Almanac of American Radio. People spend nearly ten per cent more time listening to radio during the summer months. Whether you're relaxing on the patio, sunning by the pool or camping out, take along a portable radio. It adds a new dimension in pleasure to your leisure hours.

may 6

announcer: Here's an interesting fact from the Almanac of American Radio. The dirigible "Hindenburg" crashed and burned at Lakehurst, New Jersey, on this date in 1937. Eyewitness accounts by two radio newsmen have become radio classics. For firsthand reports of what's going on around the world, listen to radio.

may 7

announcer: Here's a fact from the Almanac of American Radio. News of Germany's unconditional surrender was flashed over radio on this day in 1945 from General Eisenhower's headquarters in France. For news while it's still news, stay tuned to radio.

may 8

announcer: Here's a fact from the radio almanac. On this day in 1945, President Truman, King George, General Eisenhower and Prime Minister Churchill took part in international broadcasts celebrating the Allied victory in Europe. All the color and excitement of special events are yours on radio.

may 9

announcer: Here's a fact from the Almanac of American Radio. Jimmy Durante's radio debut was on this date in 1933. Durante's wit and personal charm have made him a perennial favorite with millions of listeners. He's one more reason why people make radio their constant companion.

may 10

announcer: Here's a fact from the Almanac of American Radio. Germany's invasion of Belgium, Holland, and Luxembourg was reported to the free world on radio this day in 1940. Lightning events demand lightning reporting—on radio.

may 11

announcer: Here's a fact from America's Radio Almanac. On this day in 1897, the first wireless messages were exchanged over water by Guglielmo Marconi and George Kemp. Their messages were transmitted 3½ miles across the Bristol channel from the Island of Flat Holm to the southern coast of Wales. Modern radio is heard round the world . . . and even on the moon.

may 12

announcer: Here's a fact from the Almanac of American Radio. On this day in 1937, Americans heard the first direct broadcast of a coronation, the ceremonies in which George VI and Elizabeth became King and Queen of England. Today's radio takes you wherever there's a coronation, an inauguration, or other important news event you should hear.

may 13

announcer: Here's another way radio serves America. "The Editor Speaks," a digest of editorial opinion from newspapers, was first heard on a New York radio station in 1937. Today, many radio stations take their own stands on issues and make known their views on the air. Working for community betterment is one reason why radio is America's sound citizen.

may 14

announcer: Here's a fact from the radio almanac. In 1922, news received by a radio station in Dallas, Texas, was the only direct communication with Mexico City during the Mexican revolution. To stay abreast of what's going on in this restless, rapidly changing world, listen to radio.

may 15

announcer: Here's a fact from the Almanac of American Radio. In 1926, a radio station in Pittsburgh, Pennsylvania, broadcast a conversation with a girl flagpole sitter atop a hotel. Today's radio still goes where unusual things are happening. Stay tuned to radio . . . it's always in tune with you.

may 16

announcer: Here's a fact from the radio almanac. In 1935, power from a radio station's mobile transmitter was used to guide rescue workers to the scene of a mine disaster from which one miner was saved. Radio . . . the sound citizen . . . serves America.

may 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, a radio station in Alabama used the mewling of a live cat as a theme for its "Hep Cats Program." For the sounds you want to hear—live and lively—you can't beat radio.

may 18

announcer: Here's a fact from the Almanac of American Radio. In 1923, a radio station in Pittsburgh began a morning program of music and comedy called the "Blues Chasers." When your spirits need a lift, dial yourself a new lease on life with radio.

may 19

announcer: Here's a fact from the Almanac of American Radio. "Martha," the first opera to be broadcast in its entirety, was heard on this day in 1921 from Denver, Colorado. You can still hear opera and other beautiful music of any variety on radio.

may 20

announcer: Here's a milestone from the Almanac of American Radio. On this day in 1940, the Federal Communications Commission gave the 'go ahead' to FM broadcasting. Today there are more than 38 million FM-only radios in American homes and more than 200,000 FM car radios bringing listeners a wide variety of good sounds.

may 21

announcer: Here's a fact from the Almanac of American Radio. On this day in 1936, a station in New York began broadcasting a complete schedule of classical music. Many radio stations now have all-classical programming, bringing good music to millions of Americans.

may 22

announcer: Here's a fact from the Almanac of American Radio. In 1922, a radio station in Fort Worth, Texas, used a cow bell as its sound identification. Today, radio is more lively than ever. It's still America's sound habit.

may 23

announcer: Here's another milestone from the Almanac of American Radio. On this day in 1922, the first debate on the merits of daylight saving time was broadcast on radio. Whether you're listening to a debate or a disc jockey, radio always merits your attention.

may 24

announcer: Here's a fact from the Almanac of American Radio. By this date in 1929, a program of child care and health was an established feature on a radio station in Washington, D. C. Modern radio still provides timely tips on how to rear junior. Stay tuned to radio . . . it's always in tune with you.

may 25

announcer: Here's another milestone from the Almanac of American Radio. On this day in 1925, a radio station in Schenectady, New York, broadcast from an airplane a description of a race between a speedboat and a railroad train. Radio keeps you up to date with a world in high speed because radio is the mobile medium.

may 26

announcer: Here's another way radio helps America. On this date in 1945, a radio station had started regular broadcasts of "Night School of the Air" from Purdue University. Helping listeners achieve a better life is one reason radio has become a great American institution.

may 27

announcer: Here's a fact from the Almanac of American Radio. In his sixteenth "fireside chat," broadcast on this day in 1941, President Roosevelt proclaimed an unlimited national emergency because of the war in Europe. In times of crisis, people naturally turn first to radio for latest news and official reports.

may 28

announcer: Here's a fact from the Almanac of American Radio. On this day in 1946, a major radio network broadcast a program called "Operation Crossroads" to explain the story and meaning of the atomic bomb. Interpreting the complexities of a rapidly changing world is one way in which radio serves America.

may 29

announcer: Here's another milestone from the Almanac of American Radio. Live coverage of the 500-mile Indianapolis automobile race was first heard in 1924. If you like the thrills and spills of auto racing, you'll hear the running of the famous race tomorrow on radio.

may 30

announcer: Here's a fact from the Almanac of American Radio. This day in 1935 saw the beginning of "America's Town Meeting of the Air" radio series. Radio still covers the local scene, broadcasting everything from Little League sports to community news. That's why radio is always in tune with you.

may 31

announcer: Here's another way radio serves America. Radio stations and networks donate about 350 million dollars a year in free air time to public service projects for churches, scouting, and thousands of other civic and charitable organizations. Service to the community is the life-blood of radio.

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june index

1. Home baseball games
2. "Labor-Management Forum"
3. Radio survey
4. The American Army in Rome
5. \$22 million spent for radio advertising
6. Allied invasion of Europe
7. Description of a robin hatching
8. The longest eclipse of the sun
9. College graduate gets degree by radio
10. 1924 Republican Convention
11. Celebration of Lindbergh's return from Paris
12. "Lapel mikes" introduced
13. "Little Brown Church of the Air"
14. German occupation of Paris
15. Nature sketches
16. Musical jingles introduced
17. "Shadows and Sunbeams"
18. "Navy Send-off Breakfast"
19. Talking cockatoo bird
20. Radio averts panic in bombardment
21. Doctors counter polio
22. Louis-Schmeling fight
23. Radio's "Garages for Grain"
24. National political convention
25. Scouts broadcast from remote area
26. Geography of call letters
27. Radio network quotes prices for commercials
28. Broadcast from a dirigible
29. Transistor is demonstrated
30. First round-the-world broadcast

June 1

announcer: Here's a fact from the Almanac of American Radio. On this day in 1925, radio stations in Chicago and Los Angeles announced they would broadcast all home baseball games through the season. Today, radio gives you play-by-play descriptions of your favorite teams, plus a rundown of scores.

June 2

announcer: Here's another way radio serves America. In 1943, the "Labor Management Forum" was started by a radio station in Boston to get labor and management together regularly to discuss disagreements. Being a good neighbor is part of radio's service to you.

June 3

announcer: Here's a fact from the Almanac of American Radio. On this day in 1935, a regional radio network was conducting a survey of homes with radio to determine who was listening. Today, more than 80 million adults listen every day to radio . . . America's sound habit.

June 4

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, radio flashed the news that the American 5th Army had entered Rome. The ability to make on-the-spot broadcasts and beam them around the world at the speed of light is one of the reasons radio is preferred for following news developments.

June 5

announcer: Here's a fact from the Almanac of American Radio. In 1944, a giant soap company spent nearly \$22 million for radio time and talent. In America, advertising helps everybody. It helps businesses sell goods and services and tells consumers where to get the best products for the least money.

June 6

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, news of the Allied invasion of Europe was flashed over radio. In the days that followed, radio kept an anxious America informed of major developments, often broadcasting firsthand reports direct from battlefields.

June 7

announcer: Here's a fact from the Almanac of American Radio. A radio station in Laconia, New Hampshire, took its microphone into a robin's nest on this day in 1943 for a peck-by-peck description of a hatching. Wherever dramatic things happen you'll find radio—it's where the action is.

June 8

announcer: Here's a fact from the Almanac of American Radio. On this day in 1937, radio listeners heard a description of the longest total eclipse of the sun in 1,200 years. There's nothing under the sun that can match the appeal of radio.

June 9

announcer: Here's a fact from the radio almanac. On this day in 1925, the State University of Iowa bestowed a degree by radio. A student was forced to leave school by illness—he finished his courses through special radio broadcasts. Radio is America's sound citizen.

June 10

announcer: Here's another way radio serves America. Radio has been covering national political conventions since this date in 1924, when the Republican Convention was broadcast from Cleveland, Ohio. Between conventions, radio keeps you informed of day-to-day political developments at all levels of government.

June 11

announcer: Here's a fact from the Almanac of American Radio. Charles A. Lindbergh's return to Washington after his historic ocean-spanning flight to Paris, was broadcast on this day in 1927 over a coast-to-coast radio network. You can hear history in the making if you stay tuned to radio.

June 12

announcer: Here's a fact from the Almanac of American Radio. "Lapel mikes" were introduced on this date in 1936 at the Democratic National Convention. Used for interviewing and for picking up voting results from the floor, they added a new dimension to the immediacy of radio.

June 13

announcer: Here's another way radio serves America. The "Little Brown Church of the Air," a forty-five minute regular church service, started Sunday broadcasts from Chicago in 1925. You still hear church services each Sunday over modern radio.

June 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1940, radio told the world that the German army had taken Paris. More people receive their news from radio than from any other form of mass communication.

June 15

announcer: Here's a fact from the Almanac of American Radio. On this day in 1938, a radio station in Denver, Colorado, began a program called "Nature Sketches" from the Rocky Mountain National Park. Learn more about the world you live in—listen to radio.

June 16

announcer: Here's a fact from the Almanac of American Radio. Musical jingles and spot announcements with sound effects were introduced to radio in 1932. Modern radio still uses such devices to add zest and interest to commercials, public service announcements, and other features. Stay tuned to radio—the best sound around.

June 17

announcer: Here's another way radio helps America. In 1930, a radio station in Miami, Florida, started a program called "Shadows and Sunbeams." As a result, the city's needy received nearly \$75,000, many jobs, and clothing, food and other necessities. Now as then, radio cares about the community it serves.

June 18

announcer: Here's a fact from the Almanac of American Radio. On this day in 1942, a radio station in Toledo, Ohio, launched a "Navy Send-Off Breakfast" to honor volunteers leaving for the service. Radio serves America in many ways both on and off the air.

June 19

announcer: Here's a fact from the Almanac of American Radio. Polywinkle, a talking cockatoo bird, made a guest appearance on a children's radio program on this day in 1923. You may not find a talking bird on radio today, but you will discover a vast array of music, news, sports and special programs to fit your every mood.

June 20

announcer: Here's a fact from the Almanac of American Radio. Panic was averted and many lives saved in Grand Junction, Colorado, in 1943, when a radio station broadcast rescue procedures during a three-and-a-half hour bombardment of the city caused when cars of ammunition exploded. Radio serves America.

June 21

announcer: Here's another way radio serves America. A radio station in Dallas, Texas, gave doctors in that city air time in 1945 to advise people in a spreading polio epidemic how to prevent and treat the disease. Radio indeed is America's friend in need.

June 22

announcer: Here's a fact from the Almanac of American Radio. Boxing fans heard the Louis-Schmeling fight broadcast from New York's Yankee Stadium on this day in 1938. Special coverage of sporting events long ago emerged from the novelty stage and now is a regular feature of radio.

June 23

announcer: Here's another way radio serves America. When wheat farmers in Fargo, North Dakota, produced a bumper crop in 1943, the local radio station started a "Garages for Grain" campaign that produced vital extra storage space. Radio is America's sound citizen.

June 24

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, radio began its extensive coverage of a national political convention in New York's Madison Square Garden. Today, you hear the speeches, demonstrations, interviews and background hubbub of both major political conventions on radio. Stay tuned to radio—it's always in tune with you.

June 25

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, a Boy Scout expedition in the Flathead primitive area of Montana was broadcast on a radio station in Missoula. In planning your vacation this summer, don't forget to include a portable radio. It will double your fun.

June 26

announcer: Here's a fact from the Almanac of American Radio. The call letters of radio stations east of the Mississippi River generally begin with the letter "W," while those in the west begin with the letter "K." But no matter where you're listening in this big land, all radio stations have one thing in common—the best sound around.

June 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1932, a major radio network gave price quotations for commercial time. Today, radio is America's best advertising buy—providing outstanding reach, consistency, frequency, and economy.

June 28

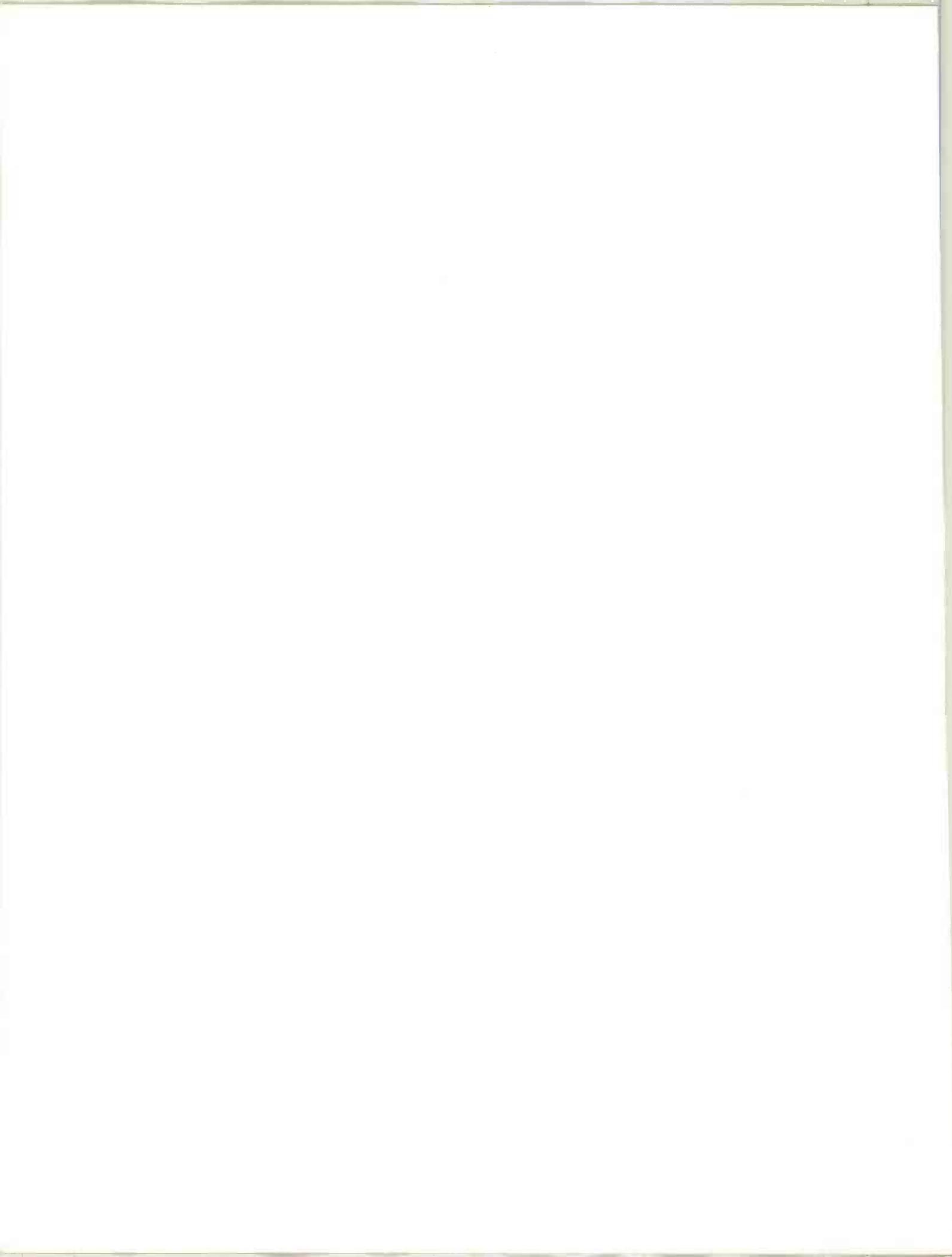
announcer: Here's a fact from the radio almanac. On this day in 1923, a radio station in St. Louis made a broadcast from a dirigible in flight. You can still hear unusual programs on radio, but people listen mainly for information and entertainment. That's why radio is America's sound habit.

June 29

announcer: Here's a fact from the Almanac of American Radio. The transistor was demonstrated in 1948 for use in place of conventional electron tubes in radio sets. The tiny device made possible smaller portable radios, which have put sound in palms, pockets, buses and on handlebars. Radio is the mobile medium.

June 30

announcer: Another milestone in the history of radio. The first round-the-world broadcast was heard on this date in 1930. Originating in Schenectady, New York, the program was relayed to Holland, Java, Australia, and back to New York in less than one second. The speed of radio is one reason why it has become America's first source of news.



july index

1. Drama broadcast from a ship at sea
2. Dempsey-Carpentier prize fight
3. Sound of the Liberty Bell
4. Wilson is first president on radio
5. Coverage of International Balloon race
6. Radio helps after circus tent fire
7. Radio compass used in a seaplane
8. Commercials used in early program
9. Home radio receiving sets introduced
10. NAB adopts code of self-regulation
11. Organ recitals
12. Condition of hospital patients broadcast
13. Marconi awarded U. S. patent on wireless
14. Broadcasting declared essential wartime activity
15. First sponsored international broadcast
16. Children's stories
17. An oil well is "brought in" on radio
18. Rebel yell used to identify station
19. First dramatic sign-off on radio
20. Marconi dies in Rome
21. Radio's in the swim
22. Station offers facilities to police
23. "Mr. Fixit" helps homeowners
24. Bow and arrow hunt
25. Lectures on astronomy
26. Death of Chancellor Dollfuss
27. Radio reports from a bomber over Tokyo
28. "Lux Radio Theatre" begins
29. Broadcast from interior of coal mine
30. 82.8 per cent of homes had radio in 1942
31. Radio helps sell bumper peach crop

july 1

announcer: Here's a fact from the Almanac of American Radio. A drama broadcast from a ship at sea was heard on a radio network on this day in 1933. Radio searches the globe to bring you the finest listening enjoyment.

july 2

announcer: Here's a fact from the Almanac of American Radio. The first heavyweight championship prize fight to be broadcast was aired on this day in 1921. Jack Dempsey knocked down Georges Carpentier in the fourth round. Keep tuned to radio for the best from the world of sports.

july 3

announcer: Here's a fact from the Almanac of American Radio. On this day in 1926, a radio station in Philadelphia picked up and rebroadcast the sound of the Liberty Bell from Independence Hall. Radio continues to serve America because it enjoys one of our basic rights—the freedom of speech.

july 4

announcer: Here's a fact from the radio almanac. Woodrow Wilson was the first American president to be heard on radio. Returning from the Paris Peace Conference aboard the U.S.S. George Washington, he addressed the crew on this date in 1919. His voice was heard in a broadcast to shore. Radio still reaches more people in the United States than any other medium.

July 5

announcer: Here's a fact from the Almanac of American Radio. On this day in 1923, an account of the International Balloon race was heard on radio. Balloon races are pretty rare these days. But if you like baseball, football, golf, tennis, or almost any other sport, you can hear play-by-play descriptions and the latest scores right here on radio.

July 6

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, 163 persons were killed when fire destroyed a circus tent in Hartford, Connecticut. A radio station in Hartford turned over its facilities to the Red Cross, police, fire officials and relief agencies. When disaster strikes, you can depend on radio.

July 7

announcer: Here's another way radio serves America. A radio compass was first used on this day in 1920 to guide a Navy seaplane from Norfolk, Virginia, to a battleship ninety-five miles at sea and back again. Radio is also your guide to good listening. The finest music and entertainment is yours for the listening on radio.

July 8

announcer: Here's a fact from the Almanac of American Radio. "Happy Hollow," a program of music and drama interspersed with commercials, was being broadcast on this date in 1929 by a Kansas City radio station. Advertising still is a vital part of broadcasting. By motivating you to try new products and services, it helps keep America's standard of living the highest in the world.

july 9

announcer: Here's a fact from the Almanac of American Radio. Home radio receiving sets using alternating current or ordinary house wiring were introduced by RCA on this day in 1926. Today there are 250 million radios in America, and virtually every home has at least one set.

july 10

announcer: Here's another way radio serves America. On this date in 1939, the National Association of Broadcasters adopted a code of self-regulation. The code recommends what should and should not be put on the air and is a guidepost for broadcasters who respect the rights and tastes of their audiences.

july 11

announcer: Here's a fact from the Almanac of American Radio. On this day in 1923, a radio station in Los Angeles was broadcasting organ recitals from the First Methodist Church of that city. Arthur Blakely, a famous organist, was at the console. You can still hear organ music on radio. No matter what your musical mood demands, it's only a dial away on radio.

july 12

announcer: Here's another way radio serves America. On this date in 1923, a radio station in Pierre, South Dakota, began broadcasting brief reports on the state of each patient in the local hospital. One of the great things about radio is the many small services it provides every day.

july 13

announcer: Here's a fact from the radio almanac. On this date in 1897, Guglielmo Marconi was awarded an American patent on wireless telegraphy. Marconi sent and received his first wireless signals near Bologna, Italy, in 1895. Wireless was the forerunner of our present system of commercial radio.

july 14

announcer: Here's another way radio serves America. On this day in 1942, the broadcasting industry was cited as one of 34 essential wartime activities. In peace, as in war, radio helps keep the nation alert and financially vigorous. Radio is the heartbeat of main street.

july 15

announcer: Here's a fact from the radio almanac. On this day in 1934, the first regularly sponsored series of international broadcasts was heard. Today, radio's reach around the world is a vital service in keeping you informed of minute-to-minute happenings in distant corners of the globe.

july 16

announcer: Here's a fact from the Almanac of American Radio. By this date in 1922, a New York radio station was broadcasting weekly a program of children's stories. Radio still appeals to the young . . . and to the young at heart. Radio is America's sound habit.

July 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1935, a radio station in Shreveport, Louisiana, broadcast the sounds of an oil well being "brought in" at a nearby town. For all the sounds of America on the move, stay tuned to radio.

July 18

announcer: Here's a fact from the Almanac of American Radio. An authentic rebel yell was heard on a radio station in Charlotte, North Carolina, on this day in 1936. Nearly all radio stations now have their own identifying sounds to help you keep tuned to the best in listening pleasure.

July 19

announcer: Here's a fact from the Almanac of American Radio. The first dramatic sign-off was heard over a radio station in New York on this day in 1937. It used a prayer set to music. Many commercial radio stations now follow the practice to help you end your day in a spirit of reverence.

July 20

announcer: Here's a fact from the Almanac of American Radio. Guglielmo Marconi died in Rome on this day in 1937. His invention, the wireless, led directly to the development of commercial radio as we know it today.

july 21

announcer: Here's another way radio serves America. On this day in 1944, a radio station in Fort Dodge, Iowa, was in the midst of a giant goodwill project. Renting the city's only outdoor swimming pool, the station sponsored free swimming lessons through the Red Cross, staged two water carnivals and conducted a bathing beauty contest. Service to the community . . . on and off the air . . . is one reason why radio is America's sound citizen.

july 22

announcer: Here's a fact from the Almanac of American Radio. A pioneer station in Pittsburgh offered its facilities to the police on this day in 1921 to help apprehend a gang of thieves. Modern radio still practices the "Good Neighbor" policy. That's why it's the daytime favorite of more people than any other medium.

july 23

announcer: Here's another way radio helps its listeners. A radio station in Columbus, Ohio, had started a "Mr. Fixit" program for homeowners on this day in 1937. Radio continues to serve America. It's only natural that 80 per cent of American adults spend more daytime hours with radio than with any other medium.

july 24

announcer: Here's a fact from the Almanac of American Radio. A bow and arrow hunt for wild boar and bear in the forests of Tennessee was broadcast over a station in Nashville on this day in 1940. No matter what's going on around the world, you'll hear about it on radio.

july 25

announcer: Here's a fact from the Almanac of American Radio. By this day in 1923, a radio station in Los Angeles, California, had started a series of lectures on astronomy by a leading educator. Today, radio still brings you fresh, informative discussions of science, the arts and humanities and other fields of inquiry. Radio serves America.

july 26

announcer: Here's a fact from the Almanac of American Radio. On this day in 1934, radio flashed word from Vienna that Austrian Chancellor Dollfuss had been shot. The event triggered World War II. Today, more people receive news by radio than from any other mass medium.

july 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, at the close of World War II, a radio newsman reported first hand how it felt to be in a bomber over Tokyo. To keep in touch with news in the making, stay tuned to radio.

july 28

announcer: Here's a fact from the Almanac of American Radio. On this day in 1935, the "Lux Radio Theatre" began a long-running series of hour-long adaptations from the movies. Now, as then, listeners find that radio presents the greatest drama of all time in the theatre of the mind.

july 29

announcer: Here's a fact from the American Almanac of Radio. On this day in 1937, many listeners heard a radio broadcast from inside a coal mine at Bluefield, West Virginia. No matter where it originates, the latest news is always close at hand on radio. That's why more than 80 per cent of U. S. adults spend more daytime hours with radio than with any other medium.

july 30

announcer: Here's a fact from the Almanac of American Radio. On this day in 1942, the Census Bureau reported that 82.8 per cent of all occupied dwellings in America were equipped with radios. Today, nearly every home in the United States has at least one radio set in operation. People find it a warm, friendly, lively companion all the time.

july 31

announcer: Here's a fact from the Almanac of American Radio. When Illinois and Indiana had their largest peach crop in history, a radio station in Chicago promoted Peach Week. The program, underway on this day in 1929, helped sell hundreds of thousands of bushels of the perishable fruit. Radio serves America.



august index

1. Radio broadcast from a ski course
2. Memorial to President Harding
3. Radio alerts listeners to flood
4. Davis Cup tournament broadcast
5. First play-by-play baseball game
6. Atomic bomb dropped on Hiroshima
7. Advertising supports "Newspaper of the Air"
8. Radio helps combat danger of forest fire
9. First exclusive meteorological service
10. Radio station sends youngsters to the fair
11. Memorial service for President Harding
12. Fox hunt broadcast from Kentucky
13. Radio tells story of atomic energy
14. President Truman announces Japan's surrender
15. Announcer begins one-man War Bond campaign
16. "Kiddies Hour" sponsored
17. Balloon trip into the stratosphere
18. First construction permit for FM station
19. Roar of Niagara Falls heard on radio
20. Bridge game played on radio
21. Vienna Philharmonic premieres on radio
22. Olympic games from Berlin
23. Orchestra heard over remote pick-up
24. Services broadcast from Trinity Church
25. Paris radio liberated
26. "Children's Hour" from Los Angeles
27. Debut of Wheeling Gospel Tabernacle
28. First radio commercial broadcast
29. Radio entertains at Army camps
30. David Sarnoff proposes "radio music boxes"
31. First election returns heard

august 1

announcer: Here's a fact from the Almanac of American Radio. On this day in 1932 a radio announcer reported from a mountain west of Denver the sensations he felt while travelling down a ski course. The best way to take your mind off the summer's heat is to listen to radio. It has the cool sounds.

august 2

announcer: Here's a fact from the Almanac of American Radio. Thirty minutes after the news of President Harding's death was flashed on the air an announcer began a twenty minute extemporaneous talk on the President's life. Now, as in 1923, you can depend on radio to move fast to bring you news and its interpretation.

august 3

announcer: Here's a fact from the Almanac of American Radio. On this day in 1938, broadcasts by a radio station in New Bedford, Massachusetts, saved hundreds from a flood even though its transmitter was under water and its aerial was blown down. People naturally turn to radio whenever danger threatens.

august 4

announcer: Here's a fact from the Almanac of American Radio. On this day in 1921, a Davis Cup tournament between Australia and Great Britain was broadcast by radio. It was the first tennis match ever put on the air. For play-by-play accounts of your favorite sport, stay tuned to radio.

august 5

announcer: Here's a fact from the Almanac of American Radio. The first baseball game broadcast with a play-by-play description was aired this day in 1921. Pittsburgh beat Philadelphia 8 to 5. Today's baseball fans get all the action on radio.

august 6

announcer: Here's a fact from the Almanac of American Radio. The White House announced on this day in 1944 that the United States had dropped an atomic bomb on Hiroshima. To hear news as it happens, stay tuned to radio.

august 7

announcer: Here's a fact from the Almanac of American Radio. "Newspaper of the Air," a program of news, music and advertising, was an established feature of a radio station in Portland, Oregon, on this day in 1925. Today, radio advertisers spend about one billion dollars each year to bring you the best in news, music and entertainment.

august 8

announcer: Here's another way radio serves America. On this day in 1944, when danger from forest fires was at its peak, a radio station in Portland, Oregon, turned over all station-break time to the Forest Service to urge citizens to help prevent fires. Radio stations and networks today donate about 350 million dollars in time annually to hundreds of worthwhile public service projects.

august 9

announcer: Here's another way radio serves America. On this day in 1925, a radio station in Boston, Massachusetts, started an exclusive meteorological service. Today, radio keeps you constantly up-to-date on weather conditions through frequent reports and forecasts. For news you can use, stay tuned to radio.

august 10

announcer: Here's a fact from the Almanac of American Radio. On this day in 1934, a Chicago radio station was well along in a campaign for funds to pay for a day at the World's Fair for orphans and underprivileged children. Some 9,177 youngsters caught a gleam of sunlight because a radio station cared. Radio provides many little extra services day by day.

august 11

announcer: Here's a fact from the Almanac of American Radio. A memorial service for President Warren G. Harding, who died in office, was broadcast on this day in 1923 over a radio station in Washington, D. C. No matter what the occasion, you can depend on radio for firsthand reports of significant news events.

august 12

announcer: Here's a fact from the Almanac of American Radio. A fox hunt from Bowling Green, Kentucky, was heard on a station in Nashville, Tennessee, on this day in 1941. Radio always takes you where the action is for a close-up, colorful look at everything from aardvarks to zithers. Stay tuned for adventure.

august 13

announcer: Here's a fact from the Almanac of American Radio. When the war was ending in Japan, the secret of nuclear power began to be unmasked. On this day in 1945, radio started telling the story of atomic energy. For skillful analysis and interpretation of major news, you can depend on radio.

august 14

announcer: Here's a fact from the Almanac of American Radio. At 7 p.m. on this date in 1945, President Truman announced that Japan had surrendered, bringing World War II to a close. Then, as now, the nation gets its news first on radio.

august 15

announcer: Here's another way radio serves America. A radio announcer in Cleveland, Ohio, began a one-man War Bond campaign on this day in 1942. Before the war was over, he had sold more than \$11,130,000 in bonds. Radio has always supported the sale of Savings Bonds — one of the many ways it helps build a strong America.

august 16

announcer: Here's a fact from the Almanac of American Radio. The "Kiddies Hour," one of the first programs to be sponsored on radio, had become a regular feature of a radio station in La Crosse, Wisconsin, by this date in 1926. Today's radio, still the best advertising buy, provides the ideal combination of reach, frequency, consistency and economy.

august 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1932, Professor Auguste Piccard was heard on radio before and after his 10-mile, record-breaking balloon trip into the stratosphere. Now as then, you hear the adventures of space explorers on radio.

august 18

announcer: Here's a fact from the Almanac of American Radio. The first construction permit for an FM radio station was issued on this day in 1937. Today, more than 1,500 FM stations are on the air with good listening in static-free, natural sound.

august 19

announcer: Here's a fact from the Almanac of American Radio. On this day in 1925, a radio station in Buffalo, New York, broadcast the awesome roar of the mighty cataract at Niagara Falls. Modern radio brings you listening pleasure around the clock every day.

august 20

announcer: Here's a fact from the Almanac of American Radio. On this day in 1925, a bridge game between a couple in Schenectady, New York, and a team in Buenos Aires, was conducted on radio. Today modern radio attracts listeners with good music, the latest news and other timely features.

august 21

announcer: Here's a fact from the Almanac of American Radio. The Vienna Philharmonic was first heard on American radio on this day in 1931. Today, the world's greatest orchestras still bring you fine music on radio—the sound of year-round pleasure.

august 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1936, the Olympic Games in Berlin were being broadcast to listeners in America by shortwave through a 40-nation hookup. Radio goes to extra lengths to bring you programs you want to hear. That's why there are more radios in America than people.

august 23

announcer: Here's a fact from the Almanac of American Radio. The remote pick-up of a dance orchestra by a radio station in Philadelphia was an unusual happening on this day in 1922. Today's radio takes you where the action is in entertainment, news and sports. Stay tuned to radio.

august 24

announcer: Here's a fact from the Almanac of American Radio. One of the earliest church services broadcast on radio was heard on this day in 1919 from Trinity Church in Washington, D. C. Today, religious services are a basic part of the programming provided by radio.

august 25

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, patriots in Paris took over the radio station and announced that the city had been liberated from the Nazis. Resumption of radio contact with Paris allowed Americans to follow closely the course of the war in Europe.

august 26

announcer: Here's a fact from the Almanac of American Radio. Young people listening to a radio station in Los Angeles on this day in 1922 heard Uncle John Daggett on the popular "Children's Hour." More than 90 per cent of America's teenagers still listen to radio every day.

august 27

announcer: Here's a fact from the Almanac of American Radio. The Wheeling Gospel Tabernacle began weekly broadcasts on this day in 1932 over a station in West Virginia. Today, nearly every major religious faith and denomination is heard on radio.

august 28

announcer: Here's a fact from the radio almanac. The first radio commercial was broadcast on this day in 1922 for a New York City realty company. Radio still is the best way to advertise . . . the ideal combination of reach, frequency, consistency and economy.

august 29

announcer: Here's a fact from the Almanac of American Radio. A radio station in Boston was providing entertainment to Army camps in its area on this day in 1941. The station started the voluntary service long before USO shows existed. Today, many radio programs are rebroadcast over the Armed Forces Network to servicemen around the world.

august 30

announcer: Here's a fact from the Almanac of American Radio. In 1915, young David Sarnoff, now Board Chairman of the Radio Corporation of America, proposed a "radio music box" for American homes. Today there is a "radio music box" in virtually every home in America.

august 31

announcer: Here's another way radio serves America. The broadcast of election returns was heard on this day in 1920 when a station in Detroit, Michigan, gave the results of county and congressional primaries. For the fastest, most accurate election coverage, stay tuned to radio.



september index

1. First daily news program
2. KDKA starts in a tent
3. England, France declare war on Germany
4. Mormon Tabernacle choir debuts on radio
5. Radio goes to school
6. First prize fight
7. "Overseas Special" beamed to servicemen
8. Eisenhower announces Italy's surrender
9. "Rochester Medical Broadcast"
10. "Church of the Air" on a network
11. Broadcasting employees—then and now
12. Hitler's Nuremberg speech
13. Mahatma Gandhi talks to America
14. Station goes on "fire alert"
15. Saturday roundup of football scores
16. Mexico-U.S. good neighbor talks
17. Employee newspaper goes on air
18. "Fraud, Inc." exposes swindlers
19. "Going to College"
20. Radio supplements school instruction
21. Radio serves after hurricane
22. Regional weather reports
23. Byrd hears radio in Little America
24. Louis-Baer fight
25. Station advises farmers
26. Radio entertains recuperating servicemen
27. Chamberlain says Britain will fight
28. Bank robbers captured by radio
29. Radio course in advertising
30. Chamberlain announces "peace for our time"

september 1

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, the first daily news program was heard over a radio station in New York City. Today, you can hear news around the clock on radio at regular, frequent intervals.

september 2

announcer: Here's a fact from the Almanac of American Radio. Like the true pioneer it was, Pittsburgh's station KDKA began life in a tent. It was broadcasting from the make-shift studio on this day in 1921 because the fabric walls improved the quality of the sound. Technology has eliminated the need for canvas. Today, radio is the best sound around.

september 3

announcer: Here's a fact from the radio almanac. England and France declared war on Germany on this day in 1939. Prime Minister Chamberlain broadcast the declaration and King George VI spoke to the Empire. Now, as then, hear the events that shape the world—as they happen—on radio.

september 4

announcer: Here's a fact from the Almanac of American Radio. On this day in 1932, the Mormon Tabernacle choir and organ made its debut in a broadcast from Salt Lake City. The program is still heard over many stations. Radio serves America.

september 5

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, a radio station in Utica, New York, took its microphones into classrooms from kindergarten to the sixth grade to show the changes underway in education. Now, as then, radio is America's sound citizen.

september 6

announcer: Here's a fact from the Almanac of American Radio. On this day in 1920, a radio station in Detroit, Michigan, carried the first prize fight broadcast. Jack Dempsey knocked out Billy Miske in the third round. Fight fans today still find the air full of flying fists by listening to radio.

september 7

announcer: Here's a fact from the Almanac of American Radio. On this day in 1943, a radio station in St. Paul, Minnesota, was broadcasting "Overseas Special" from 11:30 p.m. to 5 a.m. nightly. The program kept overseas servicemen in touch with the news from home. Many of today's programs are rebroadcast overseas through the Armed Forces radio network.

september 8

announcer: Here's a fact from the Almanac of American Radio. On this day in 1943, radio broadcast one of the biggest news events of World War II. General Eisenhower announced over the air the unconditional surrender of Italy. Now, as then, lightning events demand lightning coverage—you get it on radio.

september 9

announcer: Here's a fact from the Almanac of American Radio. On this day in 1930, "Rochester's Medical Broadcast" began a long-running series as a weekly program on a New York station. You still get advice today on common medical problems on many radio stations. Stay tuned to radio—it's always in tune with you.

september 10

announcer: Here's another way radio serves America. On this day in 1931, a major radio network had started the "Church of the Air." The program gave a radio pulpit to representatives of every major faith. Religious and inspirational programs still are a vital part of radio.

september 11

announcer: Here's a fact from the Almanac of American Radio. On this day in 1940 there were nearly 20,000 full-time employees in broadcasting, according to a Federal Communications Commission survey. Today, more than 60,000 persons are employed full-time in radio throughout the United States to bring you the finest music, news and entertainment.

september 12

announcer: Here's a fact from the Almanac of American Radio. On this day in 1938, Americans heard Hitler's speech at Nuremberg before his troops marched into Czechoslovakia. Radio is still unrivaled as America's number one news medium.

september 13

announcer: Here's a fact from the radio almanac. On this day in 1931, Mahatma Gandhi, "India's Man of Destiny," told America in a rebroadcast from London, of the political and economic plight of his country. Today's world leaders are only a dial away—on radio.

september 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, a storm knocked fire alarm boxes out of order in two sections of New York City. A radio station remained on the air most of the night to coordinate police and fire units in case of an emergency. Being a good neighbor is just one of the ways radio serves America.

september 15

announcer: Here's a fact from the Almanac of American Radio. On this date in 1923, a New York radio station had started broadcasting each Saturday football scores from across the nation. Modern sports fans still count on radio for the most complete wrap-up of sports results.

september 16

announcer: Here's another way radio serves America. On this day in 1943, a radio station in Weslaco, Texas, was broadcasting a series of good-neighbor talks by governors of states in Mexico and the United States. Creating goodwill and understanding among people and nations is one of the many ways radio serves America.

september 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, a major steel maker dropped its employee newspaper and replaced it with a program on a Pittsburgh radio station. Radio reaches more people in America than any other form of mass communication.

september 18

announcer: Here's another way radio serves America. On this day in 1945, a Boston radio station and the city's Better Business Bureau began a series of programs called "Fraud, Inc." It exposed swindles being carried out against the unsuspecting. Radio is America's sound citizen.

september 19

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, a radio station in Tulsa, Oklahoma, was conducting a quiz program called "Going to College." The prize was a four-year scholarship to the University of Tulsa. Radio does many extra things every day.

september 20

announcer: Here's another way radio serves America. On this day in 1927, "The Standard School Broadcast" was being aired by radio stations on the Pacific coast. The program was designed to supplement regular instruction in the schools. Strengthening education is one of the many ways radio helps build a better America.

september 21

announcer: Here's a fact from the Almanac of American Radio. When a hurricane hit the East Coast on this day in 1938, a radio station in Lawrence, Massachusetts, restricted its broadcasting to storm news and personal messages among separated families. Today, as in 1938, radio is your personal sentinel whenever disaster threatens.

september 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1942, radio stations in a regional network in Wisconsin were broadcasting daily weather round-ups. Want to know if you should take an umbrella to work in the morning or plan a picnic for the weekend? Listen to radio for accurate, up-to-the-minute weather forecasts. Radio serves America.

september 23

announcer: Here's a fact from the Almanac of American Radio. On this day in 1934, a radio broadcast from Schenectady, New York, was heard in Little America by Admiral Byrd. You don't have to go to the Antarctic to enjoy radio. It's your constant companion at home, on the road, during leisure hours.

september 24

announcer: Here's an interesting fact from the Almanac of American Radio. The Louis-Baer fight in New York was broadcast to a record audience on this day in 1935. Louis won in the fourth round. From the ring, gridiron, diamond, court, or track, you'll hear great moments in sports on radio.

september 25

announcer: Here's another way radio serves America. On this day in 1925, a radio station in Shenandoah, Iowa, began advising farmers on the use of modern agricultural techniques. The station later sponsored contests for growing corn and other farm products. Radio has always been a good neighbor.

september 26

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, a radio station in Portland, Oregon, was entertaining servicemen in hospitals with a half-hour variety show. It was called "Remember Our Men." Radio serves America.

september 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1938, Britain's Prime Minister Chamberlain announced that his country would fight any nation seeking to dominate the world. Now, as then, Americans hear news from abroad first by radio.

september 28

announcer: Here's a fact from the Almanac of American Radio. On this day in 1931, a radio station in Quincy, Illinois, broadcast a description of a bank robbery. Radio newsmen in an airplane followed the robbers' car and helped police close in. Radio is indeed a friend in need.

september 29

announcer: Here's a fact from the Almanac of American Radio. On this date in 1930, a major radio network presented the first part of a college course in advertising. Many stations now offer educational programs at various learning levels. Stay tuned to radio—it's always in tune with you.

september 30

announcer: Here's a fact from the Almanac of American Radio. On this day in 1938, Britain's Prime Minister Chamberlain returned to London after his meeting with Hitler at Munich. He announced by radio that he had gained "peace for our time." As in 1938, radio today brings you news from all over our shrinking globe with the speed of light.



october index

1. Radio weather program saves cranberries
2. Stations pool facilities
3. Live broadcast of a four-alarm fire
4. Radio used in Roosevelt-Landon campaign
5. World Series broadcast with play-by-play
6. Art lessons taught by air
7. First chain broadcast accomplished
8. "Farmer's Noon Hour"
9. Philharmonic orchestra
10. "Thirty Minutes in Hollywood"
11. Auditions held for veterans
12. Roosevelt makes tenth "fireside chat"
13. Radio helps needy listeners
14. Station keeps hurricane vigil
15. Radio raises money for orphans
16. "Morning Musical Clock"
17. First transistor radios displayed
18. Football games recreated in studio
19. Students hear "This Changing World"
20. "Men at the Stockyards" helps farmers
21. First radio theme song
22. MacArthur returns to Philippines
23. Network broadcast to Pacific coast
24. H. V. Kaltenborn analyzes current events
25. "The Spanish School of the Air"
26. Radio popularity survey started
27. World Series carried on a network
28. First college football game
29. Drawing of draft numbers
30. "War of the Worlds" creates panic
31. FCC issues FM building permit

october 1

announcer: Here's a fact from the Almanac of American Radio. Hundreds of thousands of barrels of cranberries were saved on this day in 1944. A Boston radio station broadcast a frost warning and the growers flooded the bogs in time. Special service to the community is the life blood of radio.

october 2

announcer: Here's a fact from the Almanac of American Radio. On this day in 1943, several radio stations in the same city pooled their facilities to create "Radio Rochester." The pool was used to broadcast civic and other important events simultaneously for the listeners' benefit. Keep tuned to radio—it's always in tune with you.

october 3

announcer: Here's a fact from the Almanac of American Radio. A running account of a four-alarm fire—from the station house right to the scene of the fire—was broadcast on this day in 1945 by a Kansas City radio station. You can always get red-hot news direct from the scene—on radio.

october 4

announcer: Here's a fact from the Almanac of American Radio. On this date in 1936, radio was playing a big role in the Roosevelt-Landon presidential campaign. More than \$2,000,000 was spent on air time by both candidates. You reach people best on radio, the personal medium.

october 5

announcer: Here's a fact from the Almanac of American Radio. On this day in 1921, a radio station in Newark, New Jersey, broadcast the first play-by-play description of a World Series baseball game. The Giants beat the Yankees that year. Today's sports fan gets complete coverage of home games and Series specials on radio.

october 6

announcer: Here's a fact from the Almanac of American Radio. The first creative art lessons were taught successfully on the "Wisconsin School of the Air" on this day in 1932. Education is within the reach of more and more people through broadcasting. It's one of the many ways radio serves America.

october 7

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, the first chain broadcast, forerunner of today's networks, was accomplished when two radio stations broadcast a World Series game simultaneously from the field. Modern radio uses this technique extensively to bring the best in news and entertainment to millions of listeners.

october 8

announcer: Here's a fact from the Almanac of American Radio. The "Farmer's Noon Hour," one of the first sponsored programs on radio, made its debut at Great Falls, Montana, on this day in 1922. American business now spends about a billion dollars a year to sponsor a variety of good listening for you on radio.

october 9

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, the Los Angeles Philharmonic Orchestra made its debut on a local radio station. The broadcast was sponsored by a soap manufacturer. At least 110 million persons listen to radio a half-hour or more each week. This vast audience is one reason advertisers consider radio their best buy.

october 10

announcer: Here's a fact from the Almanac of American Radio. On this day in 1937, the program "Thirty Minutes in Hollywood" went on the air. It was financed by 48 sponsors. Today, American businesses spend a total of about one billion dollars each year to provide you with good listening. They consider radio the best way to advertise.

october 11

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, a major radio network was conducting "Welcome Home Auditions" for returning Armed Forces personnel interested in radio careers. Today, radio provides jobs for 60,000 persons—a big factor in keeping our economy strong.

october 12

announcer: Here's a fact from the Almanac of American Radio. President Roosevelt on this day in 1937 made his tenth "fireside chat" on radio. He discussed the state of the nation as he had observed it on a western tour. Part of Roosevelt's popularity derived from his use of radio to reach people on an individual level.

october 13

announcer: Here's a fact from the Almanac of American Radio. On this day in 1939, a radio station in Kentucky was collecting donations for residents of a depressed area of the state. The donations provided more than a million meals, medical care, and fifteen carloads of coal, clothing and other necessities. Now, as then, radio is the heartbeat of America.

october 14

announcer: Here's a fact from the Almanac of American Radio. A deadly hurricane was aimed directly at Miami, Florida on this day in 1929. The local radio station stayed on the air all night to broadcast warnings and instructions to listeners in the path of the storm. Radio is always on constant alert. When danger threatens, you can depend on radio.

october 15

announcer: Here's a fact from the Almanac of American Radio. On this day in 1941, a radio station in Hannibal, Missouri, began raising money for a local home for orphans and needy children. The program was so successful the station made it an annual campaign. Radio is the heartbeat of main street.

october 16

announcer: Here's a fact from the Almanac of American Radio. "Morning Musical Clock," a program of time checks, weather reports and other information, was first broadcast by a Baltimore radio station on this day in 1927. Wake-up music and traffic and weather reports are now standard fare. Start your day right, every day, with radio.

october 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1954, stores first displayed new mass-produced transistor radios. Powered by batteries, they contained four transistors instead of tubes. Half of the radios now sold in the United States are transistorized. People on the go choose radio.

october 18

announcer: Here's a fact from the Almanac of American Radio. On this day in 1925, a radio station in Pittsburgh recreated football games in its studio. Sound effects were used for cheers, crowd noises, and even bands. Today, radio takes you right to the stadium for a first-hand play-by-play.

october 19

announcer: Here's a fact from the Almanac of American Radio. "This Changing World," a quarter-hour program, was first broadcast on this day in 1942 by a radio station in Los Angeles. Aimed at helping teenagers understand current events, the daily programs were piped directly into many Los Angeles high schools. Radio is America's sound citizen.

october 20

announcer: Here's a fact from the Almanac of American Radio. On this day in 1943, a radio station in Jonesboro, Arkansas, started a program called "Men at the Stockyards." It provided farmers with market quotations and farm news. Many radio stations serving rural areas carry similar programs today.

october 21

announcer: Here's a fact from the Almanac of American Radio. The first theme song on radio was heard this day in 1921. It was used to introduce Billy Jones and Ernie Hare, "The Happiness Boys." Radio also has a theme—the sound of year-round pleasure.

october 22

announcer: Here's a fact from the radio almanac. General Douglas MacArthur's return to the Philippines received split-second coverage from radio on this day in 1944. A ship with radio facilities relayed the news to the world. Listen to the latest—listen to radio.

october 23

announcer: Here's a fact from the Almanac of American Radio. On this day in 1923, the first network broadcast was heard on the Pacific coast. A speech by President Coolidge was carried by 23 radio stations in California, Oregon and Washington. No matter where you live, you can hear news as it happens from where it happens on radio.

october 24

announcer: Here's a fact from the Almanac of American Radio. By this day in 1923, political commentator H. V. Kaltenborn had started a program called "Current Events." Prohibition and conditions in the Rhineland were among the first topics he discussed. Skilled news analysts continue to bring you the facts in perspective on radio.

october 25

announcer: Here's another way radio serves America. On this day in 1941, a radio station in Sacramento, California, had started "The Spanish School of the Air" to teach Spanish through conversation. Many stations today teach languages through similar programs. Radio is always in tune with you.

october 26

announcer: Here's a fact from the Almanac of American Radio. On this day in 1930, a radio network began a survey to determine the popularity of its member stations. There's no doubt about radio's popularity today. The number of stations have increased five-fold since the advent of television. Radio is America's sound habit.

october 27

announcer: Here's a fact from the radio almanac. The first network broadcast originated on this day in 1922. The World Series was beamed across the country from New York City. If you're a sports fan, you'll find plenty of action awaiting you on radio.

october 28

announcer: Here's a fact from the Almanac of American Radio. The first college football game to be broadcast coast-to-coast was aired on this day in 1922. The Princeton Tigers trounced the Chicago Maroons 21-18. For jolting action from college gridirons across the country, stay tuned to radio.

october 29

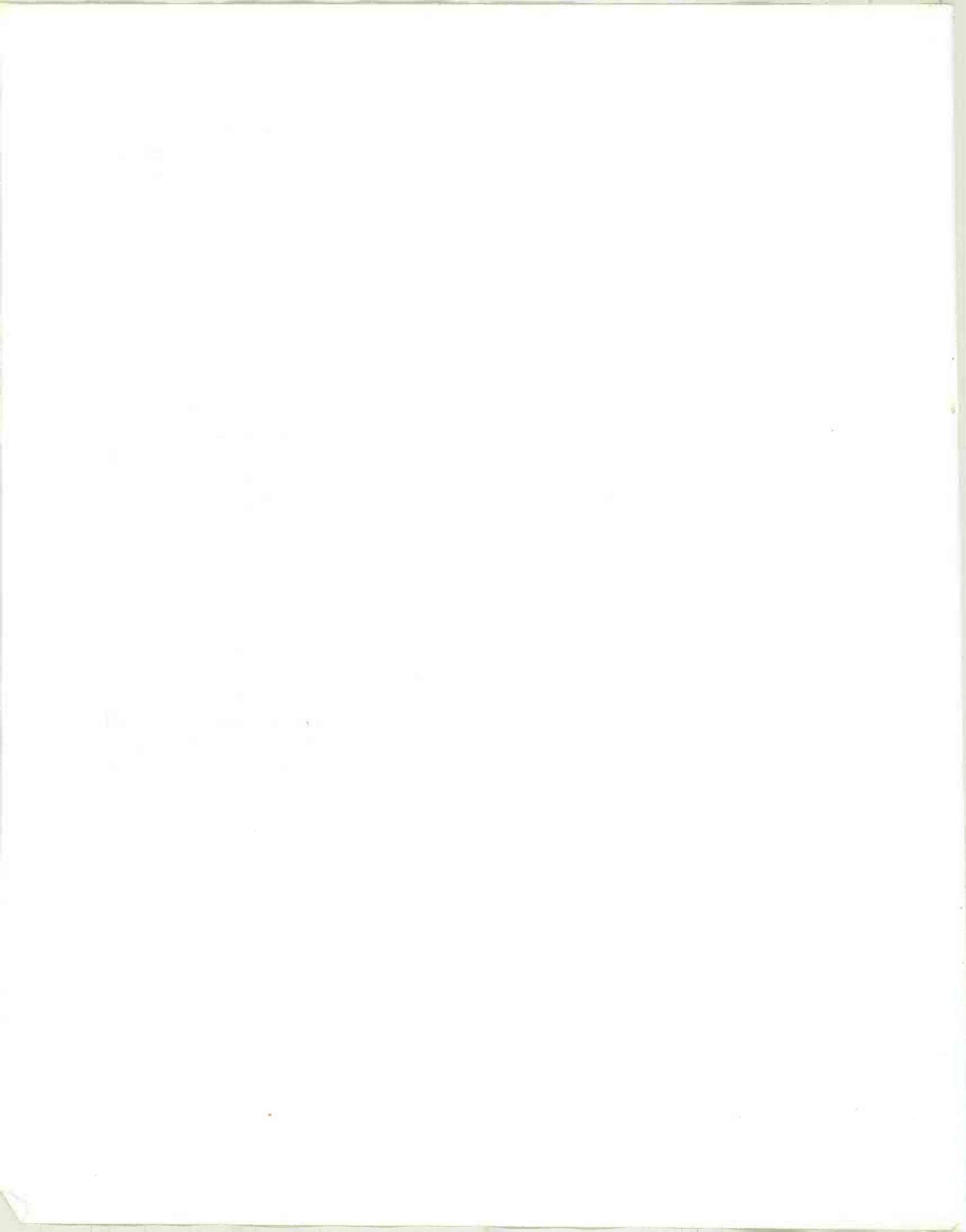
announcer: Here's a fact from the radio almanac. On this day in 1940, daytime radio listeners in record numbers were tuned in for the drawing of draft numbers in World War II. Radio is unrivaled as America's number one news medium. Listen to the latest—on radio.

october 30

announcer: Here's a fact from Radio's Almanac. On this day in 1938, Orson Welles presented his "War of the Worlds" dramatization in such realistic fashion that many listeners actually believed Earth had been invaded from Mars. Radio learned . . . the hard way . . . of its tremendous power and carefully presents all news and drama calmly, coolly, without sensationalism.

october 31

announcer: Here's a fact from the Almanac of American Radio. On this day in 1940, the Federal Communications Commission issued the first construction permits for FM stations . . . commercial stations using frequency modulation. More than 1,500 FM stations are now on the air to bring you the sound of year-round pleasure.



november index

1. Report from ski slopes
2. First national election returns
3. Walter Winchell debuts
4. Radio spelling bee
5. First stereophonic sound
6. Program on international relations
7. Wedding performed on air
8. "Kraft Music Hall"
9. Roosevelt's first radio speech
10. Radio news bureau in D. C.
11. Flight into the stratosphere
12. Radio censorship scored
13. Student relay puts football game on air
14. News program with group sponsors
15. Radio takes to the road
16. Station plan adopted by Red Cross
17. Weekly church services
18. Censorship closes Berlin broadcasts
19. Admiral Byrd at the Antarctic
20. FM radio goes on air
21. Bedtime stories told
22. New York Philharmonic
23. New York Metropolitan Opera
24. Basketball game recreated in studio
25. First college grid game
26. Remote broadcast of hotel orchestra
27. Radio Church of America
28. Groucho Marx debuts
29. Old time fiddlers' contest
30. "Five Star Final"

november 1

announcer: Here's a fact from the Almanac of American Radio. On this day in 1935, a Boston radio station sent reporters to New Hampshire ski slopes to describe the thrills and spills of the snow sport. The color and excitement of sports come to you—live and vibrant—on radio.

november 2

announcer: Here's another milestone in the history of radio. The American people heard their first national election returns on this day in 1920. A pioneer station in Pittsburgh, Pennsylvania, broadcast results of the Harding-Cox presidential contest. Today's radio election coverage brings you news, trends, interpretations, and predictions by skilled political analysts. Listen to the latest—listen to radio.

november 3

announcer: Here's a fact from the Almanac of American Radio. Walter Winchell, famous for his "Good evening Mr. and Mrs. North America" broadcasts, launched his career in broadcasting on this day in 1931. More people get their news on radio than from any other medium.

november 4

announcer: Here's a fact from the Almanac of American Radio. On this day in 1928, a radio station in Philadelphia conducted a spelling bee on the air. Radio entertains, provides news and special features, and continues to be a powerful force in American education.

november 5

announcer: Here's a fact from the Almanac of American Radio. On this day in 1955, two stations joined in broadcasting simultaneously a program in stereophonic sound. Listeners with both AM and FM receivers placed their sets twelve feet apart to get the best effect. Today, more than 475 FM stations broadcast stereophonic sound that can be received on a single FM receiver with double speakers.

november 6

announcer: Here's a fact from the Almanac of American Radio. On this day in 1926, a radio station cooperated with New York University in broadcasting a program on international relations. The series featured group discussions and interviews with authorities on world politics. Now as then, you hear programs on similar subjects on radio.

november 7

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, the first wedding ceremony on radio was broadcast by a station in Pittsburgh. Radio no longer relies on such stunts to attract listeners. But it does bring you up-to-the-minute news, good music and fine entertainment around the clock. That's why radio is America's sound habit.

november 8

announcer: Here's a fact from the Almanac of American Radio. On this day in 1934, the "Kraft Music Hall" began its long run on radio. Today, with a twist of the dial, you can hear your favorites—country and western music, classical, jazz, rock and roll, or whatever you call for. Stay tuned to radio—it's always in tune with you.

november 9

announcer: Here's an interesting fact from the Almanac of American Radio. On this day in 1932, Franklin D. Roosevelt made his first radio "fireside chat." As President-elect, he thanked the electorate for putting him in the White House. When today's political leaders have something to say, they say it on radio. Radio reaches more people than any other form of communication.

november 10

announcer: Here's a fact from the Almanac of American Radio. On this day in 1943, an independent radio station in Cleveland established a news bureau in Washington. Today you can count on radio to bring you all the news from Washington and other world capitals.

november 11

announcer: Here's a fact from the Almanac of American Radio. On this day in 1935, a national radio network kept its listeners in constant touch with two men who climbed 72,000 feet into the stratosphere. Radio brings you news as it happens at the speed of light from outer space, around the world or in your own neighborhood.

november 12

announcer: Here's an interesting fact from the American Radio Almanac. On this day in 1938, Frank R. McNinch, then Chairman of the Federal Communications Commission, said radio censorship was "impracticable and definitely objectionable." Radio always has maintained that it should be free to bring you all the news, when it happens, free of censorship.

november 13

announcer: Here's a fact from the Almanac of American Radio. On this day in 1921, a football game was broadcast . . . in a manner of speaking . . . from the University of Minnesota. Students on the sidelines relayed play-by-play notes to the studio. Today on radio you hear the roar of the crowd and the sound of action direct from the sidelines.

november 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1937, a radio station in Washington presented the first news program supported by several sponsors. News, one of today's most popular radio features, still is avidly supported by advertisers.

november 15

announcer: Here's a fact from the Almanac of American Radio. By this day in 1927, the first radio sets were being installed in automobiles. Today, the most frequently requested auto accessory is a radio. People "on-the-go" naturally choose radio . . . your constant companion.

november 16

announcer: Here's another way radio serves America. On this day in 1943, a radio station in Fort Wayne, Indiana, was promoting its Red Cross Fund so effectively that the plan was adopted for use by radio stations across the country. In peace, as in war, radio's power is constantly at work for a better America.

november 17

announcer: Here's another way radio serves America. On this day in 1922, a radio station in Fort Worth, Texas, began remote broadcasts of weekly church services. Most radio stations today have regular religious programs that reach millions of the sick and shut-ins. Stay tuned to radio—it's always in tune with you.

november 18

announcer: Here's a fact from the radio almanac. On this day in 1941, American radio networks abruptly dropped their broadcasts from Berlin because of censorship by the German government. Today, radio brings you news not only from Berlin but from other capitals around the world. Listen to the latest—on radio.

november 19

announcer: Here's a fact from the Almanac of American Radio. On this day in 1933, a national radio network was unfolding in broadcasts from Antarctica, the drama of Admiral Byrd's trip to the South Pole. Radio always has brought you the sounds of history. You're tuned to adventure on radio.

november 20

announcer: Here's a fact from the Almanac of American Radio. On this day in 1939, a pioneer FM radio station had begun its broadcasts in New York. The number of FM stations on-the-air has more than doubled since 1961. Their audience on the average surpasses 20-million daily listeners. Stay tuned to radio—the sound of year-round pleasure.

november 21

announcer: Here's a fact from the Almanac of American Radio. On this day in 1921, a Pittsburgh radio station was presenting a regular program of bedtime stories for children. Part of the magic of radio is its appeal to all ages. Stay tuned to radio—it's always in tune with you.

november 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, the New York Philharmonic orchestra was heard for the first time on a New York radio station. Today, you hear all the world's great orchestras on radio.

november 23

announcer: Here's a fact from the Almanac of American Radio. The first sponsored radio series of opera was broadcast on this day in 1933 from the Metropolitan Opera House in New York City. Radio today continues to offer a wide variety of musical entertainment for your listening pleasure.

november 24

announcer: Here's a fact from the Almanac of American Radio. On this day in 1939, a radio station in Salt Lake City, Utah, recreated in its studio a basketball game played in Denver, Colorado. Today on radio you hear athletic contests live with play-by-play descriptions.

november 25

announcer: Here's a fact from the American Radio Almanac. On this day in 1920, a radio station in Texas broadcast the first college football game ever put on the air. The Thanksgiving day game was between Texas University and Texas A&M. To hear your favorite ball club in action, stay tuned to radio.

november 26

announcer: Here's a fact from the Almanac of American Radio. On this day in 1923, a radio station in New York began regular broadcasts—by remote control—of Paul Specht's orchestra. There's a wide variety of music on radio today. Music to fit your taste and moods . . . on radio—the sound of year-round pleasure.

november 27

announcer: Here's a fact from the Almanac of American Radio. One of the first church services of the air was heard on this day in 1921. Radio's Church of America broadcast the program from New York City. Today, services of most denominations are heard regularly on radio.

november 28

announcer: Here's a fact from the Almanac of American Radio. Groucho Marx made his radio debut on this day in 1932. There's comedy galore and chuckles in store for you on radio. Put a smile on your face and sparkle in your eye—listen to radio.

november 29

announcer: Here's a fact from the Almanac of American Radio. On this day in 1926, a radio station in Nebraska broadcast an "old time" fiddlers' contest for amateurs. No matter how you tune the dial, there's always a lively treat in store for you on radio—the sound of year-round pleasure.

november 30

announcer: Here's a fact from the Almanac of American Radio. On this day in 1931, a radio station in New York began broadcasting a dramatized news show, "Five Star Final." Today, news is a regular feature on radio, the unrivaled number one news medium. For news while it's still news—listen to radio.



december index

1. "Coast to Coast on a Bus"
2. Radio aids teachers
3. Hockey matches
4. "Voice of Firestone"
5. Bing Crosby debuts
6. First Presidential address
7. Japan attacks Pearl Harbor
8. Roosevelt's war message
9. FM advertising contract
10. Pioneer broadcaster dies
11. King Edward VIII abdicates
12. Radio spans Atlantic
13. "Forward March"
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15. "We Hold These Truths"
16. First radio singer
17. Graf Spree scuttled
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19. President Eisenhower's voice from space
20. Presents for servicemen
21. Greetings from troops overseas
22. Prize fight from ringside
23. Coast-to-coast network established
24. First radio program
25. Police chief plays Santa by radio
26. Churchill addresses Congress
27. Air-raid systems used radio
28. Flood warning saves lives
29. "Forum of Better Understanding"
30. Ship launching heard
31. "Main Street Speaks"

december 1

announcer: Here's a fact from the Almanac of American Radio. On this day in 1929, a radio station in New York originated the children's program "Coast to Coast on a Bus." Whether you're two or 102, there's nothing that can equal the age-old appeal of radio.

december 2

announcer: Here's a fact from the Almanac of American Radio. On this day in 1931, a radio station in Portland, Oregon, was broadcasting a fifteen-minute weekly program to the city's 60 elementary schools. The School Board eventually requested that the program be presented daily. Many radio stations have regular programs to supplement school classwork. Radio is America's sound habit.

december 3

announcer: Here's a fact from the Almanac of American Radio. On this day in 1926, a radio station in Boston began broadcasting play-by-play accounts of hockey games. Whatever your favorite sport—from auto racing to yachting—you'll hear it on radio.

december 4

announcer: Here's a fact from the Almanac of American Radio. "The Voice of Firestone" program began on radio on this date in 1928. Today, radio still provides the best in good listening entertainment. Music, comedy, sports—whatever you want to hear—awaits you on radio . . . the sound of year-round pleasure.

december 5

announcer: Here's a fact from the radio almanac. Bing Crosby made his radio debut on this day in 1935. Like Crosby, radio still provides you with great entertainment. Radio brings you the best sounds all year.

december 6

announcer: Here's a fact from the Almanac of American Radio. The first presidential message ever heard on radio was delivered this day in 1923 when Calvin Coolidge addressed a joint session of Congress. Now as then, you get your news on radio.

december 7

announcer: Here's a fact from the Almanac of American Radio. On this day in 1941, news was flashed by radio that Japan had attacked Pearl Harbor. For news as it happens, keep tuned to radio.

december 8

announcer: Here's a fact from the Almanac of American Radio. On this day in 1941, Congress declared war on Japan in response to President Roosevelt's urgent request. Both events were broadcast worldwide on the largest hook-up of radio stations up to that time. Stay tuned to radio. It brings you all the news.

december 9

announcer: Here's a fact from the Almanac of American Radio. The first advertising contract for FM radio was signed on this day in 1940. A watch manufacturer agreed to sponsor time signals for 26 weeks on a New York radio station. Total FM radio advertising has increased more than 700 percent since 1955.

december 10

announcer: Here's a fact from the Almanac of American Radio. Dr. Frank Conrad, pioneer radio broadcaster, died on this day in 1941. His experiments with amateur wireless 8XK led to the establishment of a pioneer commercial radio station in Pittsburgh. Today, more than 5,500 AM and FM radio stations bring you the best sound all year around.

december 11

announcer: Here's a fact from the radio almanac. On this day in 1936, David Windsor, private citizen, broadcast his farewell address to the British people after renouncing the throne as King Edward VIII of England. To hear history in the making, stay tuned to radio.

december 12

announcer: Here's an interesting fact from the Almanac of American Radio. The first radio signal was sent across the Atlantic by Marconi on this day in 1901. Radio today reaches around the world day and night to keep you in touch with what's happening. Keep tuned to radio . . . day or night.

december 13

announcer: Here's a fact from the Almanac of American Radio. On this day in 1943, a radio station in Shenandoah, Iowa, was broadcasting a series of educational programs called "Forward March." The series was designed to show progress being made in the school system. Ten unaffiliated radio stations eventually joined the series and broadcast information across the state. Now, as then, radio serves America.

december 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1931, a radio station in Spokane, Washington, was broadcasting a daily "Morning Devotional" program. Ministers of all churches in the area took part. Many radio stations have similar programs today to help listeners start the day right. Radio serves America.

december 15

announcer: Here's a fact from the Almanac of American Radio. On this day in 1941, all four national radio networks broadcast the drama "We Hold These Truths." Heard by an estimated 60,000,000 persons, the play attracted the largest audience in history to that time. Radio still reaches more people in the United States than any other means of communications.

december 16

announcer: Here's a fact from the Almanac of American Radio. The first radio singer—Eugenia Farrar—was heard on this day in 1907 in a program from the Brooklyn Navy Yard. Your favorite singers are still on radio—the sound of year-round pleasure.

december 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1939, a national radio network carried an eyewitness account of the scuttling of the German battleship, Graf Spree. The broadcast was beamed from Montevideo, Uruguay. Listen to the latest—listen to radio.

december 18

announcer: Here's a fact from the Almanac of American Radio. On this day in 1932, a radio station in Wheeling, West Virginia, broadcast a Christmas party for underprivileged children. Because of such extra services to the community, radio is the heartbeat of main street.

december 19

announcer: Here's a fact from the Almanac of American Radio. On this day in 1958, Americans heard the first broadcast from outer space. President Eisenhower's Christmas greeting was broadcast from a tape recorder in a rocket circling the earth. Stay tuned to radio—it's out of this world.

december 20

announcer: Here's another way radio serves America. On this day in 1944, a radio station in El Centro, California, appealed for funds to stage a Christmas party for convalescing soldiers. Listeners sent in enough money for 1,400 gift packages, plus funds for the local servicemen's hospital and some for others also. Radio has a heart, donating about 350 million dollars in air time annually to public service projects.

december 21

announcer: Here's another way radio serves America. On this day in 1943, a radio station in New York had an all-day around-the-world Christmas show to bring greetings from American troops to families and friends in the U. S. Radio is truly the heartbeat of America.

december 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1920, radio broadcast the first prize fight from ringside. Joe Lynch defended his bantamweight title in New York's Madison Square Garden. Boxing fans still get all the action from ringside on radio.

december 23

announcer: Here's a fact from the Almanac of American Radio. The first permanent coast-to-coast radio network was established on this date in 1928. Today there are four national radio networks bringing you the finest news, music, entertainment and special features. Radio is America's sound habit.

december 24

announcer: Here's a fact from the radio almanac. Reginald A. Fessenden made one of the first broadcasts combining phonograph music and talk on this day in 1906. He used a high-frequency alternator at Brant Rock, Massachusetts, for his broadcast, and the transmission was picked up by ships off the Virginia coast. The broadcast, which paved the way for modern radio, was one of the best Christmas presents ever given mankind.

december 25

announcer: Here's a fact from the Almanac of American Radio. The depression was a hard fact of life in Paducah, Kentucky, on this day in 1936. The town's police chief appealed on radio for contributions and then played Santa Claus to the needy with toys and baskets of food and clothing. Radio long has been America's sound citizen.

december 26

announcer: Here's a fact from the radio almanac. On this day in 1941, Prime Minister Winston Churchill made his historic address to a joint session of the U. S. Congress. Now, as then, the best way to reach people is by radio. There are more radios in America than people. Listen to the latest—listen to radio.

december 27

announcer: Here's another way radio serves America. By this day in 1941, New York and other American cities had devised air raid systems in which radio played the key role. Today, the Emergency Broadcast System stands ready to serve in the event of a national or local crisis. When danger threatens, you can depend on radio.

december 28

announcer: Here's another way radio serves America. On this day in 1937, a radio station in Fresno, California, broadcast warnings to families in the path of a flood. Their speedy evacuation without excessive loss of life was attributed to the station's early warnings. When disaster threatens, you can depend on radio.

december 29

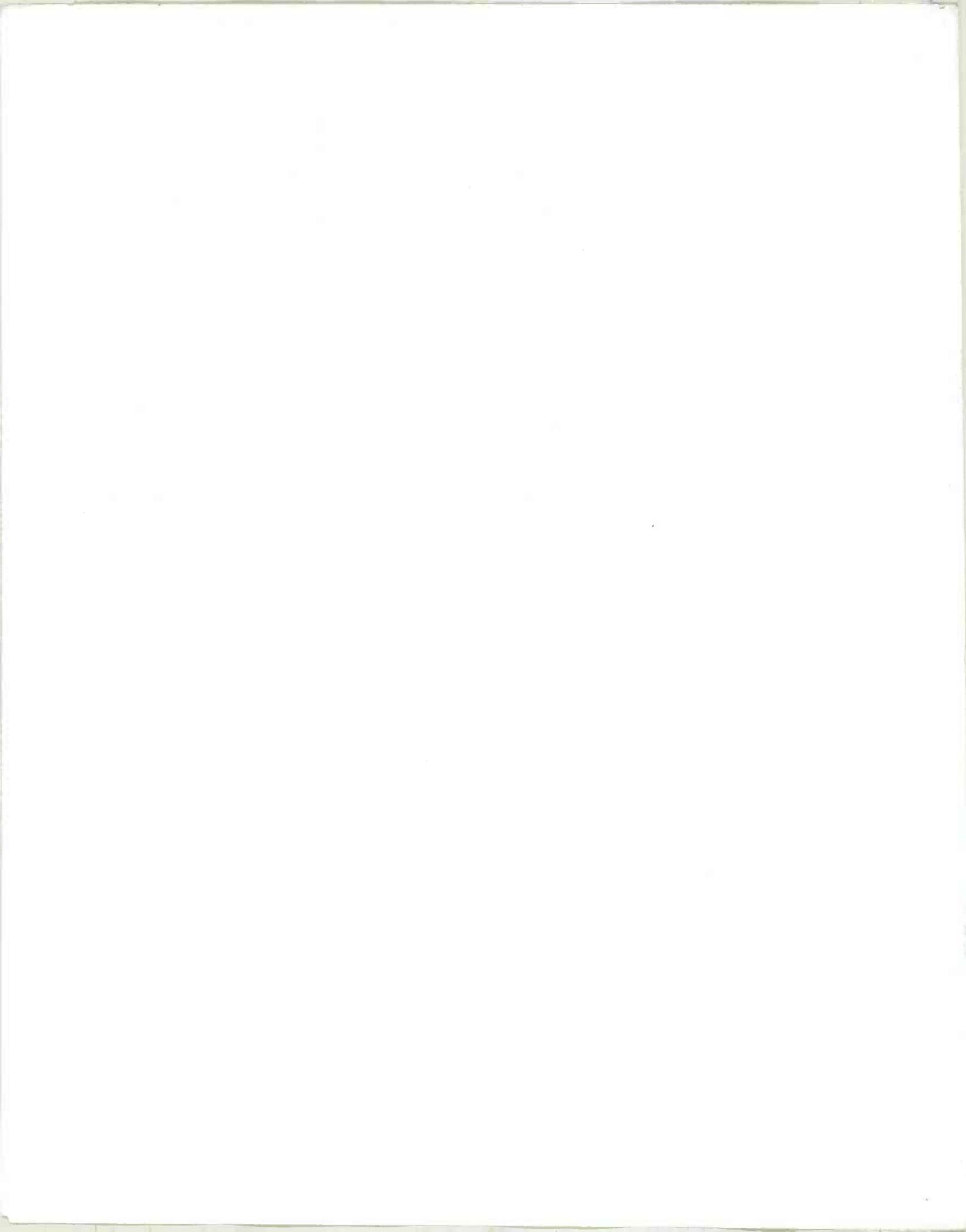
announcer: Here's another way radio serves America. On this day in 1937, a program called "The Forum of Better Understanding" made its debut on a radio station in Fresno, California. The program was aimed at creating better human relationships. It has many modern day counterparts. Radio is the heartbeat of America.

december 30

announcer: Here's a fact from the Almanac of American Radio. On this day in 1941, a radio station in Charleston, South Carolina, sent a reporter aboard a warship in the harbor to describe the ship's launching. Radio goes where news is happening to bring you fast, factual, first-hand reports. Listen to the latest—listen to radio.

december 31

announcer: Here's another way radio serves America. On this day in 1944, a radio station in Tulsa, Oklahoma, originated "Main Street Speaks." The weekly program gave smaller neighboring communities a chance to describe their hopes and plans, resources and accomplishments. Radio is the heartbeat of main street.





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