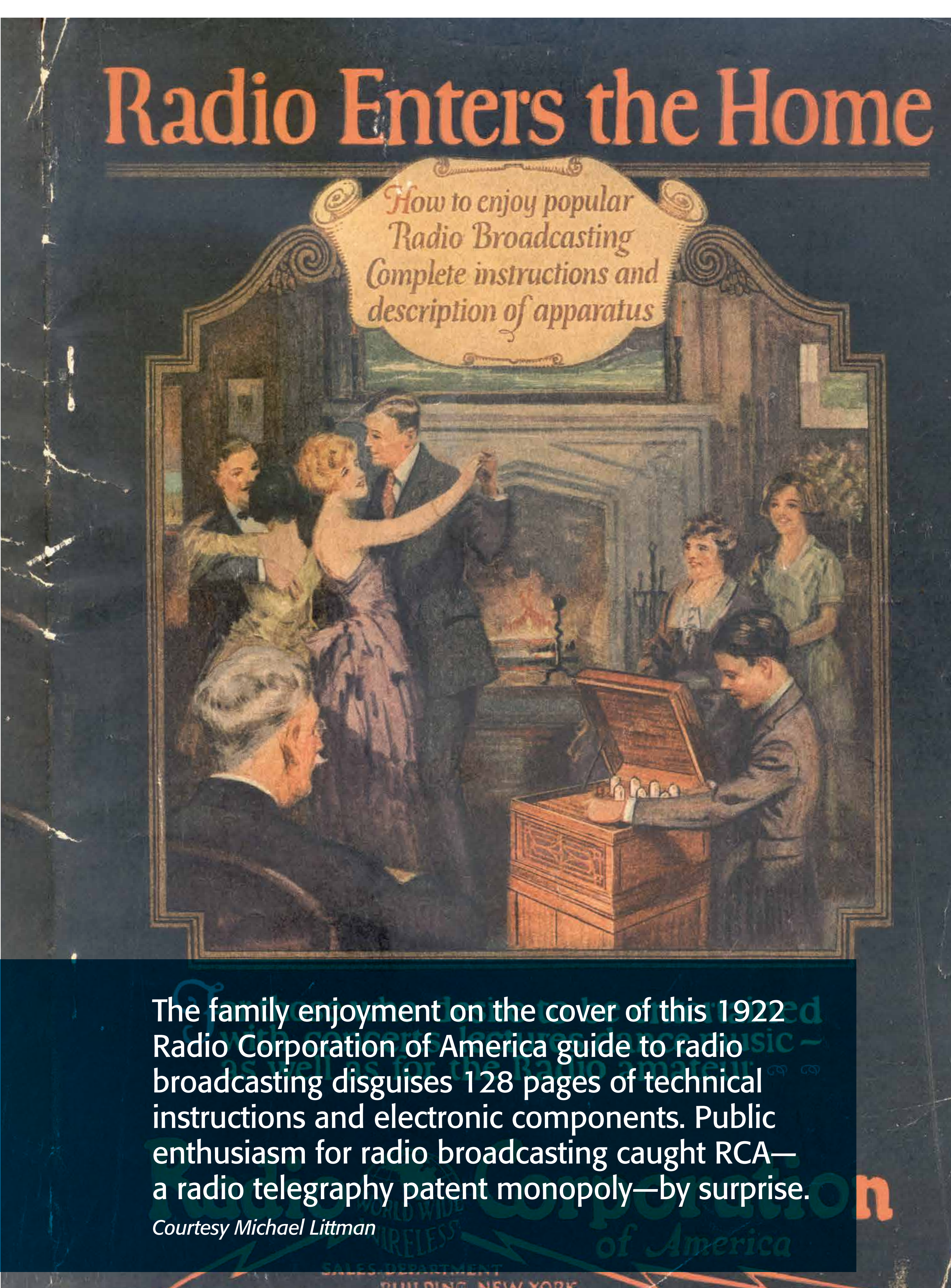


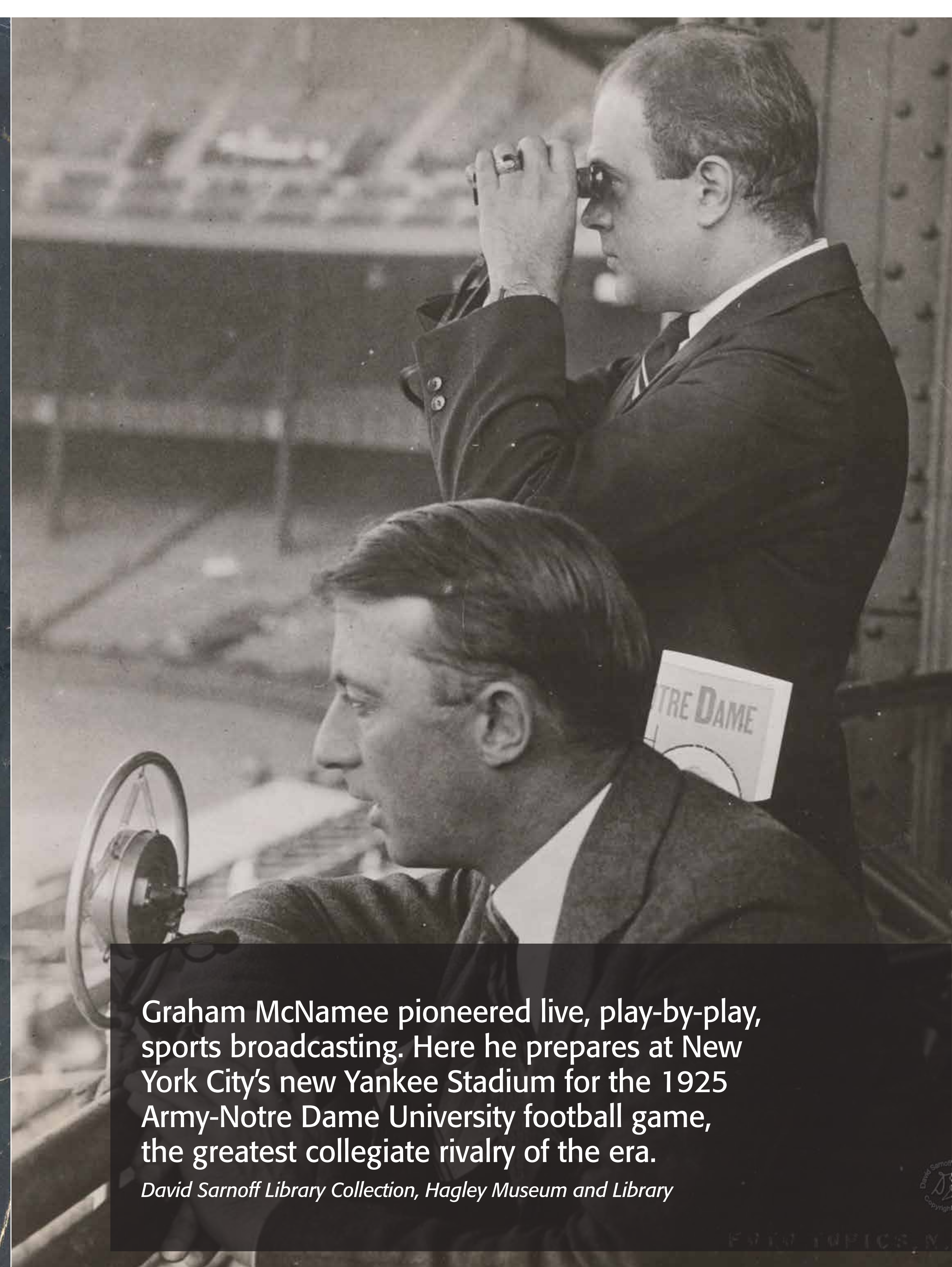
Broadcasting BREAKS OUT

Radio Broadcasting exploded after WWI as ex-military radio engineers plugged surplus vacuum tubes into Howard Armstrong's regenerative circuit.



The family enjoyment on the cover of this 1922 Radio Corporation of America guide to radio broadcasting disguises 128 pages of technical instructions and electronic components. Public enthusiasm for radio broadcasting caught RCA—a radio telegraphy patent monopoly—by surprise.

Courtesy Michael Littman



Graham McNamee pioneered live, play-by-play, sports broadcasting. Here he prepares at New York City's new Yankee Stadium for the 1925 Army-Notre Dame University football game, the greatest collegiate rivalry of the era.

David Sarnoff Library Collection, Hagley Museum and Library

Instant communication with audiences in their homes appealed to radio manufacturers, corporations like AT&T, entrepreneurs, government departments, stores, churches, and universities. From rooms in or on top of their buildings, they broadcast recorded or live music, newspaper readings, weather and crop reports, classes, sermons, speeches, and sporting events. No one knew what would come of the expense, but home radio sales made clear that broadcasting was more than a fad: by 1940 over 80 percent of American households owned a radio.

650:—The Angelus Temple, Los Angeles, Calif.

Evangelist Aimee Semple McPherson opened her Angelus Temple of the Four Square Gospel in Los Angeles in 1923. A year later, she began broadcasting regular services and expressions of her Pentecostal faith from KFSG's studio. This postcard dates to around 1930.

UCLA Department of Special Collections

