

5-17-67

THIRTIETH ANNIVERSARY CONGRATULATIONS TO RADIO STATION KSAL,
SALINA, KANSAS

(tape for radio broadcast)

My enthusiastic congratulations and deepest best wishes to Salina's KSAL.

Just as you must be doing on this occasion, I would like to recall the days of KSAL's beginnings. I was about fourteen when KSAL went on the air. Those were the days when all the world took alarm at the aggressive ways of the Axis powers. News on the radio seemed to everyone to be of vital importance, but so too did Charlie McCarthy and his pals Don Ameche, Nelson Eddy, and W. C. Fields.

In 1937, Bob Burns joined Bing Crosby's "Music Hall." Do you remember those yarns about the Burns family in Van Buren, Arkansas, especially those about "Grandpa Snazzy." Burns played the bazooka. We gave the name of his only partially musical instrument to a mobile rocket launcher that was used mainly as an anti-tank weapon during World War II.

During the newspaper strike in New York City in 1937, Mayor LaGuardia read the funnies to the kids, and many stations throughout the country rebroadcast those famous recitations. On May 6, 1937, a radio reporter was on hand at Lakehurst, New Jersey, waiting to describe the arrival of the German dirigible Hindenburg. When the Hindenburg exploded and burned, the reporter gave his listeners one of the most hair-raising eyewitness reports ever broadcast.

For thirty years, Radio Station KSAL has served the Salina community. It has entertained us, it has informed us, and it has

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also managed to sell us on the merits of its sponsors' products.

It has had a vital role to play and it has fulfilled the high hopes that were felt in the days of its beginnings three decades ago.

May it prosper in the years to come. Happy birthday, KSAL.