Thomas, Lowell (1892-1981) Encyclopedia Article

Thomas, Lowell (1892-1981)

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Thomas, Lowell (1892-1981)

A best-selling author, globe-trotting adventurer, and legendary broadcaster, Lowell Thomas travelled from the arctic to the outback, covering stories ranging from World War I to Lawrence of Arabia. He came to radio in 1930 and stayed—for a variety of sponsors and two different networks—until 1976. His 15-minute nightly broadcast was rarely far from the top of the news ratings chart, and his sign-off line is well remembered: "And so long until tomorrow."

Further Reading:

Dunning, John. *On The Air: The Encyclopedia Of Old-Time Radio.* New York, Oxford University Press, 1998.