

(SECOND PRINTING)

Twenty-Fifth Anniversary

WRVA

Virginia's Premier Radio Station



WRVA TRANSMITTER BUILDING AT EDGEWORTH - ON - THE - JAMES, NEAR VARINA

1925

**"Serving Virginia and the Nation
from Richmond"**

1950

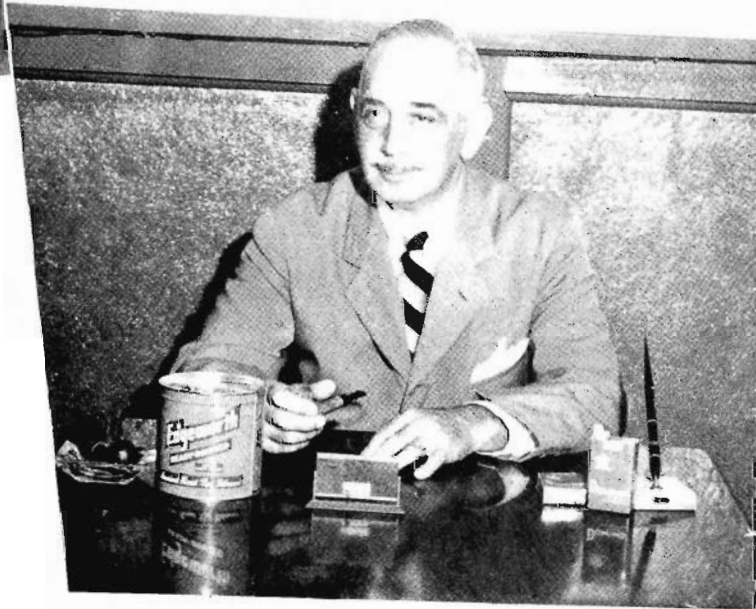
Edgeworth Broadcasting Service

WRVA - WRVB - WRVC



LEWIS G. LARUS, First Vice President of Larus and Brother Company, and son of Charles Dunning Larus, one of the founders of Larus and Brother in 1877, has been active in tobacco circles for many years, and has also taken a keen interest in radio and the progress of WRVA since its inception. Mr. Larus feels the same formula which resulted in success for their famous products, Edgeworth Tobacco, Holiday Tobacco and Domino Cigarettes, applies to radio broadcasting. He contends that building good radio programs is like blending good tobacco, and the right combination will win lasting public favor.

WILLIAM T. REED, JR., is the second of the same name to head Larus and Brother Company, Incorporated, parent organization of the Edgeworth Broadcasting Service. It was during the presidency of his father, W. T. Reed, Sr., and under the direction of his uncle, P. L. Reed, that station WRVA was established as the company's contribution to the life of the community and progress of Virginia. President Reed, while successfully directing the far-flung tobacco operations of Larus and Brother Company, is very active in agricultural and civic affairs and keenly interested in radio, keeping an ever-watchful eye on the operations and progress of WRVA. He stoutly maintains the desire of his forbears that "Service" shall be our motto in providing Richmond and Virginia with the opportunities for entertainment and cultural benefits of radio.



CALVIN TOMPKINS LUCY, "Mr. C. T." to all of the staff, is an Officer of the parent company and General Manager of the Edgeworth Broadcasting Service. Mr. Lucy joined the Larus organization in 1912, and interrupted his connection only to serve in World War I. Radio was still a "gee whiz" word when the entire responsibility for building and running a broadcast station was handed him. Under Mr. Lucy's direction the first 1000-watt transmitter (largest in Virginia) was constructed; next came a 5,000 watt station, and then the great 50,000-watt transmitter serving Richmond, Norfolk, and vast areas in contiguous states. As an early member of the National Association of Broadcasters, Virginia Association of Broadcasters and the CBS Affiliates Advisory Board, he is a pioneer radio broadcaster whose background of experience and tolerant viewpoint have helped guide the industry to its present place of honor and respect in the heart of the nation.

Although his responsibilities have widened to include all three stations of the Edgeworth Broadcasting Service—WRVA, the largest AM station in Virginia; its sister FM voice, WRVB; and FM station WRVC in Norfolk, "Mr. C. T." finds time to supervise the operation of his large farm, "Prospect Hill" in Caroline County, to serve as Warden of St. Mark's Episcopal Church in Richmond and to continue fraternal connections. The newest star in his crowded firmament of activities, television, finds him ready to tackle this bright nova in the same spirit as he did radio and make WRVA-TV the best on the air.



25 Fruitful Years

A host of memories naturally parade before us, and a multitude of our friends, when we realize that WRVA is 25 years old! To some the span of years is a long time—to others it is a relatively short period. In the realm of broadcasting, however, it means the life history of broadcasting in this country.

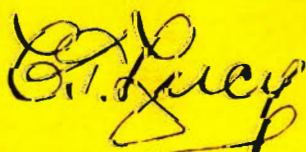
From that eventful day when the "Voice of Virginia" assumed its rightful place in the skywaves of radio, WRVA has steadfastly recognized its opportunity and responsibilities and diligently pursued a policy of service to mankind. Operating first as a non-commercial station, WRVA's 1000-watt transmitter atop the Larus and Brother tobacco factory on East Main Street was freely used by our community, state and nation for entertainment, information and education. Many are those who recall the happy, glorious days of the early programs and events.

When demands for additional air time caused the infant radio industry to turn to advertisers for revenue with which to meet mounting operating expenses, WRVA reluctantly joined the ranks of commercial radio stations.

The era of unprecedented development which ensued included power increases, new locations, and the acme of equipment associated with the nation's 50,000-watt broadcasters.

To you, our friends and co-workers, we owe a debt of gratitude which we have endeavored to recognize throughout the years and continuously repay with the finest service available. Your innumerable words of encouragement have inspired us to greater things and the success achieved. Our constant objective is to undertake those services which we conscientiously feel are to the best interests of our citizens.

The years immediately ahead confront us with new challenges and opportunities which we expect to meet in a manner meriting your continued loyalty and approbation. God helping us, we face the future with gratitude, faith and confidence.



General Manager.



Walter R. Bishop has been associated with WRVA since its first month of operation. He joined the staff as secretary to the studio director and now serves in the capacity of Director of Public Relations. Widely known in educational, religious and political circles throughout the State, all programs of such nature are under Mr. Bishop's supervision. WRVA has broadcast the inauguration of every Governor to take oath of office and the Governor's message to the General Assembly at the beginning of each session since Nov. 2, 1925. At the extreme right Mr. Bishop is seen talking with Governor John Stewart Battle, the seventh Virginia governor to speak on WRVA. Permanent lines are installed in the Governor's office in the State Capitol, so that on minutes notice we can broadcast any message or statement Virginia's chief executive may wish to make to his fellow Virginians.



Emma Glinn is one of four WRVA receptionists who greet studio visitors and guide them around the studios or answer the scores of listeners who call daily for program information.



Good first impressions are lasting—that's why Virginia Jordan is one of the attractive receptionists to meet and greet potential clients and listeners.



Thousands of cards and letters regarding program information have to be answered by our Public Relations Department each year. Such a task demands a good secretary, and for that reason our Public Relations Director chose Barbara Turner.



Catherine Cousins' pleasant voice and gracious personality have been a part of WRVA for nearly three years. Although she's a receptionist now, "Kitty" often doubles in acting and vocalizing on studio programs.



That friendly voice heard from 7 to 11:15 P. M. each evening at the WRVA switchboard belongs to Lillian Sutphin, night receptionist.

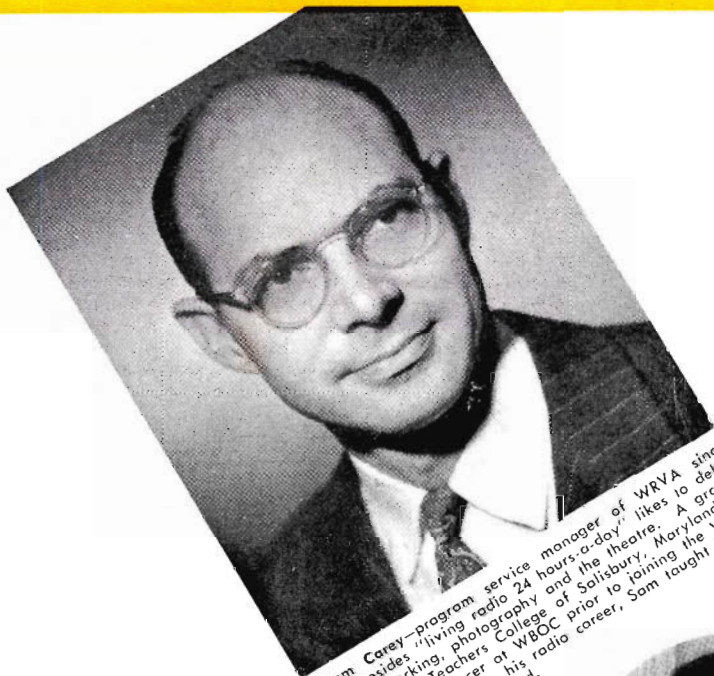


The thousand and one details of keeping the studio and office plant immaculate and efficient are in the hands of genial Joseph Mackey (right). With him are porters (left to right) William Iverson, John Edwards and William Smith.

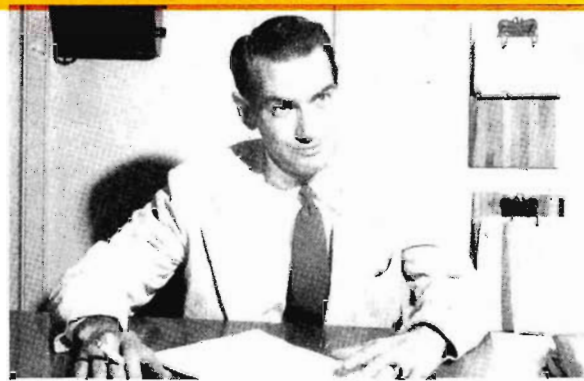


**PUBLIC
RELATIONS
DEPARTMENT**

PROGRAM SERVICE DEPARTMENT



Sam Carey—program service manager of WRVA since 1945—besides "living radio 24 hours-a-day" likes to delve in woodworking, photography and the theatre. A graduate of State Teachers College of Salisbury, Maryland, he was chief announcer at WBOC prior to joining the WRVA staff in 1942. Before his radio career, Sam taught in Baltimore County, Maryland.



John Tansey, a journalism major at the University of Florida, worked on the University's radio station WRUF. With the exception of three and a half years in the Navy as a Lieutenant, he has been with WRVA since 1940 and was recently promoted to assistant program service manager.



William R. Preston, recently promoted to production manager, is in charge of our announcing-production staff and the bookings of programs on WRVA's FM affiliates, WRVB in Richmond and WRVC in Norfolk. A graduate of the University of Virginia, he is an avid follower of their sports activities and is the staff's best golfer. He spent 14 months of his four years in the Marine Corps in the South Pacific as a lieutenant in anti-aircraft.



Jane Godard is secretary to the assistant program manager and production assistant on WRVA's "Win If You Can" and "Calling All Cooks".



Leonora Kimberly is a clerk-typist in our continuity department. She types and mimeographs all scripts for WRVA-originated programs.



Sam Fous is continuity director and is in charge of the preparation and writing of local commercially sponsored programs and announcements. After working three months on his college's radio station (U. of Flo.) he took an aptitude test for the job. Says Sam, "the results showed I would make a fairly good mechanic" and he's been in radio ever since.



Burt Repine, music director for WRVA, is in charge of copyright clearances for all music on locally originated programs. A former Fuller Brush man, Burt got into radio as a musician. He has traveled coast-to-coast with several "name" bands and ended up playing trombone in the WRVA Studio orchestra which he later was made director.



Eleanor White, secretary to our music director, prepares music reports of each selection played locally on WRVA. Listeners to WRVA's wartime "Woke-Up Time" will remember her as "My Gal Saturday".



Nellie Eagles is "Noro Droke" to the staff. She gave up nursing to become transcription clerk in our production department. All recorded programs are listened to and timed by her before they are broadcast.



Robert Beadles has been with WRVA since January 1927, joining the staff as an announcer and accompanist. For several years he directed the Acca Temple Shrine Chanters. Bob is our music librarian.

ANNOUNCERS

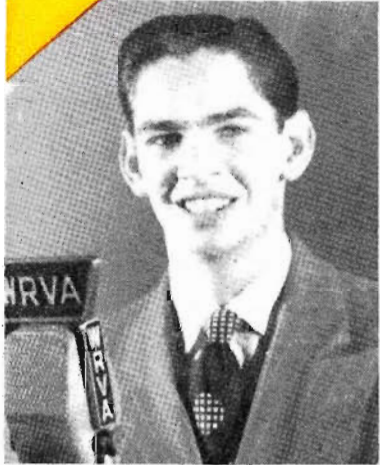
In the early part of his life, Alden Aaroe sold McCormick binders to Eskimos who used them to give haircuts to Yaks. Following that remarkable enterprise, he entered radio. On WRVA he is most closely associated with "Win If You Can" and "The Streetman" programs.



WRVA'S "stay-up Sam, the all night record man" is Sam Workman, the announcer on the "All Night Record Roundup." A native of Mt. Zion, Iowa, he was a student of Iowa State College before joining his brother and sister-in-law's radio act known to WRVA listeners as Sunshine Sue and "Big Sugar-foot."



Coupling his duties as an announcer with a heavy schedule of studies at the Richmond Professional Institute of the College of William and Mary is Charles Cappeman, Jr. As prankster—and announcer—on "Win If You Can", he is responsible for the "easy" clues to our "Famous Virginians".



A member of WRVA's announcing-production staff for the past seven years, Bill Maust is one of the many who is "Your Esso Reporter". To his credit are more than thirty-five hundred newscasts during his years at WRVA.



Bob Knapp is the sleepy guy you hear early every morning when he signs-on WRVA at 5:30 A.M.



Scott Jarrett, a member of the WRVA staff for nine years, did a considerable amount of acting with the Shelton Amos Players and the Barter Theater prior to entering radio.



Another Floridian to wander "up in these here parts" is Ray Kennedy. A graduate of the University of Florida with a BA in English, Ray gained his experience at WRVUF in Gainesville.



A visit to see how a radio station works caused "the mike to bite" Marc Rogers, and he has been a radio announcer ever since.



Leo Lively is the newest and youngest announcer on our staff. A native of Portsmouth, Virginia, Lee claims that he got into radio by breaking into a radio station. We don't believe it, but we do know that he's a fine photographer, artist, fisherman and knows something about every record—popular and classical—that has ever been released.

Don Vest is the only westerner on the staff. Before his arrival it was a fight between the "Yankees and Rebels"—now he has turned us all into gold prospectors. Born in Mantezuma, Iowa, Vest claims Colorado as his home state. A graduate of Colorado A&M, he served as a staff announcer on the ABC Network before joining WRVA. Don produces "Calling All Cooks" at the WRVA Theatre every Saturday morning.

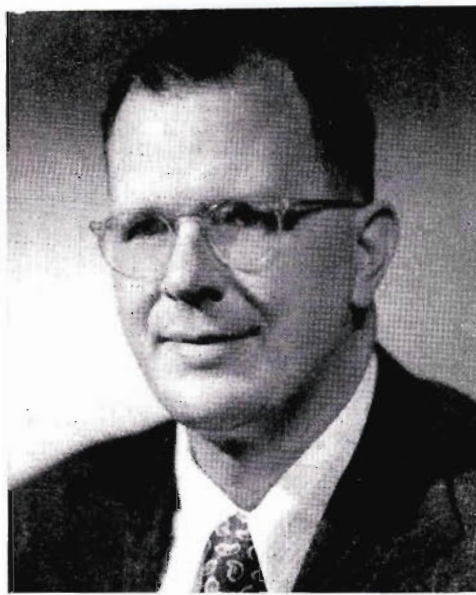


Swimming, tennis, raising a family, record collecting, raising a family, acting, radio and raising a family are Arthur Richardson's chief interests—besides his lovely wife, he is the father of twins—boys—and another boy. With this background he was the likely one to produce "Kid's Theatre" every Saturday on WRVA.



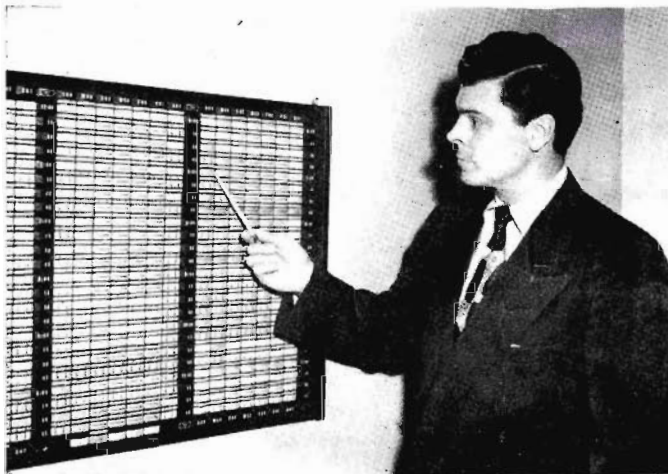
Carl Stutz is the man who selects the easy music you hear weekday mornings on "Easy Does It". With his brother, he composed "Feelin' Sorry" which is doing nicely on the western hit parade.

SALES DEPARTMENT



Business Manager for WRVA is Barron Howard. His record during 15 years far surpasses that of his venture into real estate—he is a survivor of the Florida land boom. Back in his young days Barron was a ship's radio operator. He came ashore long enough to get dry feet and although he has been in commercial radio ever since, he can still read the fastest ship operator's code. For hobbies he delves into color photography in which he does his own developing and printing. Competing with this he has a lovely orchid range on which he has been raising prize-winning orchids for several years.

James Clark who began his radio career as an announcer has recently been promoted to the position of Sales Manager. A graduate of the University of Richmond, he spent his first two years "out in the cold world" as an early morning WRVA disc jockey. With fishing and golf for hobbies, Jim has some tall yarns about both.



Another member of our sales department who got his fingers into radio as an announcer is Dave Findlay, WRVA's account executive. While working on a Roanoke newspaper, Dave did part time sports announcing for WSL. He later became news editor and full time announcer at WDBJ in the same city until he joined the WRVA staff in February, 1949.



Manager of WRVA's P. I. Sales Division, William Lyon, has been a member of the WRVA staff for the past fifteen years, except for four years in the Army. A native North Carolinian, Bill now claims Virginia as his home. Swimming, tennis, good music and food and the theatre occupy his time "out-of-the-office".



At the time radio was a new medium of advertising and although he was not sure of its future, Charles Ivey decided to give it a whirl. Twenty years hence, he is convinced. One of the first "early day" advertisers on WRVA were Nolde Brothers. Mr. Ivey, shown here getting the approval of a commercial by Mr. August Nalde.



Madeline Robinson is secretary to the business manager. For a hobby, "Lyn" likes photography, knitting and just recently finished building a barbecue pit in her back yard.

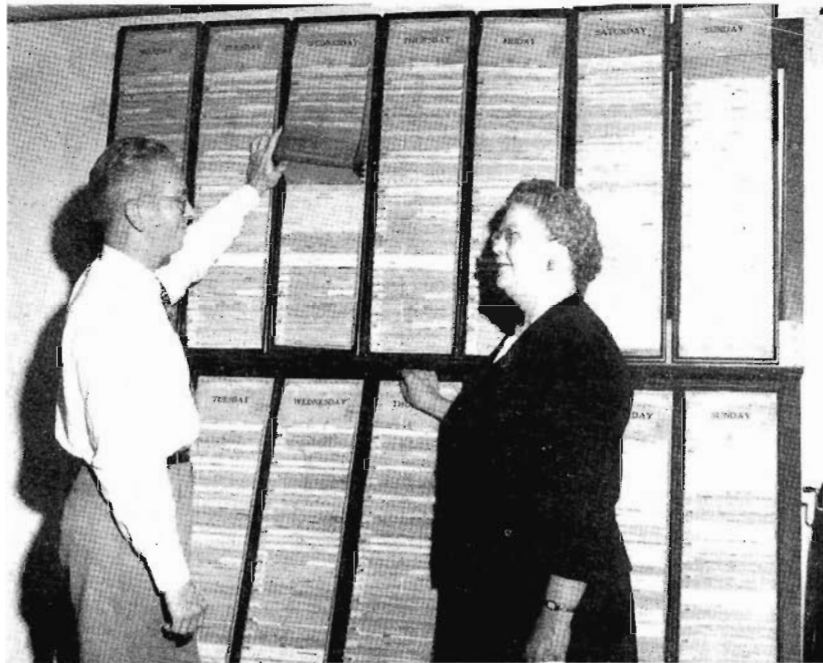
ACCOUNTING AND TRAFFIC



Arthur Carlson, accountant for WRVA since its beginning 25 years ago, did secretarial and general clerical work with our parent company until the owners decided to erect and operate a radio station. He has been with Lorus & Bro. Company for 32 years and is a 32nd Degree Mason and Shriner.



Robert L. Derry, a native of Liverpool England, has been with Lorus & Bro. Company for 27 years and for the past two years has been assistant to the WRVA Accountant. The late King George V presented Derry with the Distinguished Conduct Medal and Military Cross at Buckingham Palace for his service in the British Army.



Malcolm Roddenberry is office manager of WRVA. The efficient execution of routine clerical work associated with sales operation and general radio office routine are his responsibility. Roddenberry is a 20-year man at WRVA and is a "whiz" at playing bridge. Bertha Hewlett, traffic manager, knows the practical side of radio from top to bottom. She started in 1925 as WRVA's Music Librarian and Hostess on that memorable opening night, and through the years has played the piano and organ on such programs as "The Sunshine Hour" and the "Edgeworth Glee Club Hour".

Josephine Gill—started at WRVA nineteen years ago as a receptionist. She is now Chief Mail Clerk, and on pay day is the most popular person around the station in view of the fact that she is the one who distributes "the green lettuce".

Claude Reeves, clerk in the Traffic Department, has been with WRVA for eleven years except for three which he served in the Navy during World War II. A musician, he has played the bass fiddle in several orchestras which have broadcast over this station.



ENGINEERS THE EDGEWORTH



Sandford T. Terry, Jr., went in World War II as a private and came out as a captain with a Pacific by-line as "MacArthur's little genius". "Slipstick" Sanford spent six seasick months on a Coast and Geodetic Survey ship and resigned to go to work for WRVA about 18 years ago. His position, since the war, is Manager of Technical Development and Research Division, a natural outgrowth of his war experience.



W. Jerome Harmon, "Jerry" is pictured at the console of the control room in the WRVA Theatre. Jerry is a CREI alumnus with a background of radio service work before coming to WRVA. He admits to magic as his chief recreation.



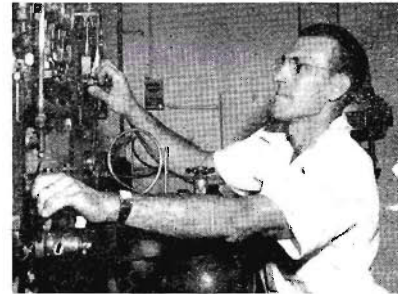
You'd never believe Rudolph Raabe has all the control room responsibility from his placid expression, but his position is Chief Control Room Engineer. He engineered a complete modernization of the studio technical facilities not long ago. Rudy has been twice elected president of the Richmond Amateur Radio Club.



As Remote Service Manager for fourteen of his twenty-one years at WRVA, there are mighty few places in Virginia where Leonard Whitehorne has not set up and supervised remote program pickups. Leonard began "woy back when" by absorbing all that several schools could give in the way of radio instruction beginning with the first course offered in the "wireless art" in Richmond. He says he's married "and how!" with a total of six children.



Colorado claims Hardy Sydney but he has adopted Virginia. Hardy studied at Western State University, First National Television in Kansas City and William and Mary. Once in the Old Dominion he decided to stay. He's a fast man with the dot-and-dash and his job as Control Room Engineer proves he knows about Ohm's law too.



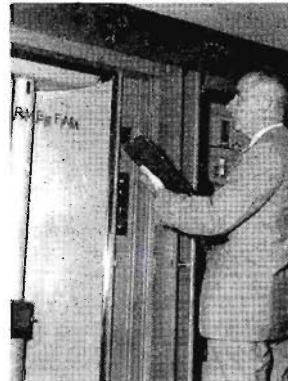
Leroy Clifton Foster adjusts the nitrogen pressure and watches the gauges as part of his care of the intricate transmitter plant. Leroy went in for a "passle" of preparation, education-wise, for his job as Junior Radio Engineer. He's happy about everything, including his lovely wife and two fine children.



The chap at the helm of the WRVA Remote Division station wagon is one Robert Ward Almond, an "eleven year" man and a veteran of many an exciting remote broadcast. Remote engineers seem to go in for big families for Bob has six fine youngsters to welcome him.



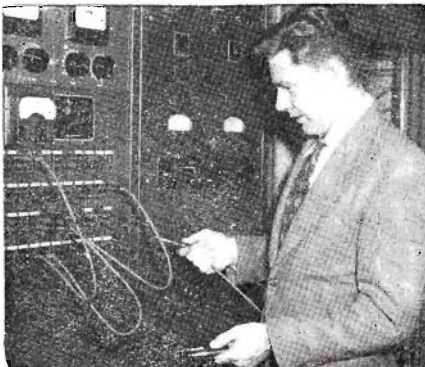
Larry Kay makes up a transcribed musical show in the record and transcription library room from numbers listed by the producer. The chore Larry is doing is part of the duties of the control room operators. Larry likes to "ride gain" on his own recording equipment and read the dial on a light meter as his hobbies are recording and photography.



Cecil Sheets topped off four years at Lynchburg College with study of CREI and is putting all that cerebral discipline to work as operator at the WRVB transmitter, out on the Mid'athian Pike where the big tower spikes the sky. Cecil got in the Big Fracos early in 1941 and resumed civvies in 1945.



Oscar Pearce is in the antenna tuning house underneath one of the tall 475 foot towers. You may be sure the weather's clear because the tuning house is no place to be in an electrical storm. Oscar has two children; a girl, five, and a boy, eight. He has been with the station for almost eleven years.



Garland W. Garthright responds to the nickname of "Mike" and is as Irish as his red head and freckles indicate. Mike is another CREI graduate and puts in time and effort as operator at WRVB-FM, sister station of WRVA. He was mustered out as Tech Sergeant after serving in a signal company of the Artillery. Hobbies? Fishing and photography.

"Huck" is cueing up a record at one of the three turntables in the control room. We won't say that he is a jack-of-all-trades but change it to "master" for Huck is one of those men who can turn their hands to anything. Not long ago he set his hand to a marriage certificate with the signature Julian B. Huckstep.



BROADCASTING SERVICE



Big "Ted" Chezik, Theodore if you want to be formal, is taking the FCC-required half-hour meter readings. Ted is Chief of the transmitter engineers and it is to his credit, as well as the "team" that time lost because of transmitter trouble in the "big 50" is measured in minutes over the years. CREI can take credit for some of his formal training. Big as he is, his daughter, less than two, bosses him around.



"Speedy" Allison was christened Gordon Hampton. Speedy's official title is Control Room Engineer and he is proving it by twirling a knob on the console in the Sub-control booth. With three boys in the Allison family, no doubt the radio tradition will continue.



Cecil Spicer decided early in life that he wanted a career in radio. The Mechanic's Institute and a radio engineering school were steps along the line to his present work as operator of the big 50 kilowatt transmitter at Edgeworth-on-the-James.



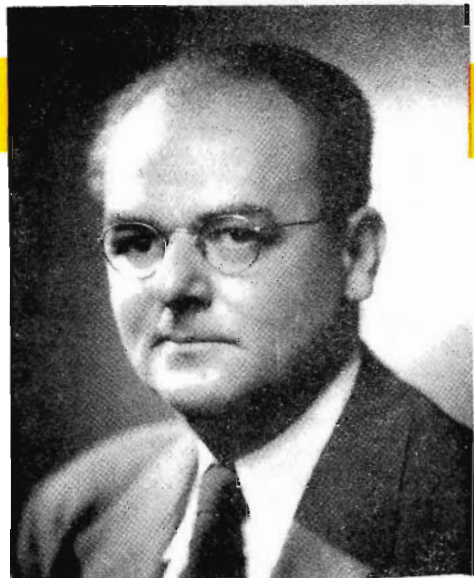
Wilbur Mathews looks dressed for the job of getting the auxiliary diesel power plant to work generating the thousands of kilowatts necessary when the power lines fail. WRVA'S transmitter will keep Virginians informed no matter what the elements may bring. Mathews is Senior Mechanic. He loves to get away from things mechanical by hunting and fishing at every opportunity.

At right, in the background, is Wilson Yarbrough who works with Mathews and has many responsibilities in keeping the transmitter facilities as well as the transmitter buildings and grounds operating efficiently. Wilson is a great hunter and fisherman and "You shoulda seen the one that got away" man. Just kidding! Engineer Terry looks on.



Leroy Scott keeps things trim and trig and working right at the WRVA and WRVB transmitters. If you have to cut grass at home you can appreciate his job of keeping acres of it looking like a green carpet.

David C. Woods, III, Chief Engineer for the Edgeworth Broadcasting Service began fooling around with radio back in the loose coupler and cat-whisker days, had a "ham" station, and naturally gravitated to getting paid for doing what he liked best, radio engineering. After a couple of hitches with other stations, Dave joined WRVA back in 1929 and it wasn't too many years before he took over the top-drawer job. A Potomac Beachcomber who ended up with a big 40-foot cruiser, his heart is at Coles Point on the river. Dave is a member of the IRE, the top flight professional engineers association, the ARRL, and the Richmond Camera Club.



Once they get vaccinated with the "radio bug" they're hopeless. Fred L. Hamilton, Chief Operator of WRVB has the electronic art as his profession and his hobby. Fred is a graduate of the Capital Radio Engineering Institute and special courses of the U of R and U of Va.



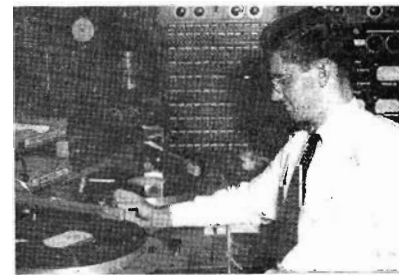
Another radio "ham" is Gus Moshos, remote and control room operator. Gus answered the call of Uncle Sam and emerged from the Navy with a fine record and a radio rating.



J. B. DeBerry Crowder is "de berries" when it comes to keeping the big transmitter slicked up and tuned up. He's Senior Operator. DeBerry runs a big farm for fun—he says.



Robert Porterfield Brown, naturally it's "Bob" to everyone, is busily checking a recording on one of the battery of four latest model disc recorders. Bob is an expert on tape recorders too, a number of which are in use at the station. He hails from Swoope, Virginia.



Jean Preston Day says he misses the Blue Ridge Mountains and his Roanoke home but is happy to be doing what he likes best, handling the controls as C.R. operator at WRVA.

WRVA's master control room is large and well arranged but when big J. Edwin Dubose walks in, the space looks inadequate. Perhaps it's because "Dub" is way over six feet tall and broad in proportion. He's fast on cues, he's married, he bows beneath the ivy of four educational institutions and he likes boating. Yes, you know it—his hobby is radio!





Ask WRVA'S promotion manager how long he has been in radio, and the fact that he used to build radio receivers before there were any factory-made sets will give you a good indication of the answer. **John L. Stone**, or Jack, as he is known to everybody around the station, was manager and co-owner of WPHR in Petersburg before he joined the WRVA Staff. During the war, he was the only war correspondent from Richmond in the Pacific. He was there to interview Virginia men for WRVA. He was attached to MacArthur's Headquarters and was on the second plane to land during the occupation of Japan. Also head of the WRVA Theatre Division, through his untiring efforts, Jack obtained the New York Theatre Guild attractions for Richmond as well as other big Broadway dramatic and musical shows.

Working with our promotion manager is **Bill Thompson, Jr.**, publicity manager. A handy man with the camera, Bill has sold several photographs to national publications, including LIFE magazine. Largest percentage of the photographs in this publication were made by him. He edits WRVA's two monthly publications, "The WRVA Dialog" and "WRVAds".



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Secretary to the promotion manager and librarian to the department's historical file is **Elizabeth Walton**. A former school teacher, she loves music, theatre, dogs and literature.



Pictured on this page are a couple of promotion stunts that the department has "promoted" during the past few years. In 1946 the station brought the first helicopter to land in the city of Richmond. While here the helicopter demonstrated a dramatic air-sea rescue at Swan Lake in Byrd Park.

PUBLICITY



Also in 1946 WRVA entertained more than a score of war brides at a tea, their first formal welcome to Virginia. Farmer Governor William M. Tuck greeted the ladies, and afterwards they were interviewed by Jimmy Clark and presented a pair of nylon hose—and in those days they were really welcomed!



Most recent of its undertakings, the promotion department decided that our listeners and our staff should get to know each other better and more intimately. So we decided to throw a picnic for our listeners. Several WRVA programs originate from the picnic each year. At the fourth annual WRVA Listeners Family Picnic, more than 7,500 friends enjoyed the outing.

WRVA THEATRE



If you have been a Richmond theatre-goer at any time in the past thirty-five or so years, you no doubt met J. Harold Jones, or "Happy" Jones, as he is known to many. Now treasurer of the WRVA Theatre, he has through the years been connected with the old Academy of Music, the Bijou, several of the local movie theatres and the Lyric which is now the WRVA Theatre.

Since we have had the WRVA Theatre under our wing, such famous Broadway plays as "Dear Ruth", "Harvey", "Streetcar Named Desire" and the State Theatre of Virginia, the Barter Theatre, have brought laughter and tears to thousands of theatre-goers.



House manager of the WRVA Theatre is Harold Franklin. Although a newcomer to the WRVA staff, he has met probably as many of our listeners as "the oldtimers", since he assists the treasurer in the box office for the "Old Dominion Barn Dance" and other theatre attractions.

Mrs. Mildred Williams is subscription secretary for the New York Theatre Guild and American Theatre Society. With Richmond being one of twenty-two cities, and the only Southern city, to get Theatre Guild productions, theatre goers during the coming season will be able to see Alfred Lunt and Lyn Fontaine in "I Know My Love", "Death of a Salesman", Maurice Evans in "The Devil's Disciple" and one other fine dramatic play or Broadway musical. Such famous musicals as "Brigadoon" and "Carousel" are Theatre Guild attractions that have been presented in the past.



James Jackson and Horace Brown discuss daily routines with House Manager Franklin. Under his supervision they keep the theatre comfortably heated, cleaned, and maintained under the safety rules and regulations. Whenever we find a misspelled word on the WRVA Theatre marquee, we go running to James or Horace because they spend many a cold night in the wee hours changing the copy for the next day's attraction.



Hundreds fill the WRVA Theatre auditorium every Saturday to witness WRVA's "Calling All Cooks" or "Old Dominion Barn Dance". During the Barn Dance's four years, over 400,000 loyal fans have attended the Saturday night performances. Other attractions such as Musician's Club concerts, productions of the Richmond Opera Group and the Children's Theatre are presented throughout the theatrical season.





For the past ten years a beautiful brown-eyed, brunette known to everyone as Sunshine Sue has been an important part of the WRVA program operation. Sue, John, his brother Sam and "Cousin" Joe Maphis comprise the happy little group that has brought thousands of entertainment minutes into hundreds of thousands of homes.



Chatting over early times are CBS star Arthur Godfrey and Sue. They both had and have something in common—they both did early morning programs, Godfrey in Washington and Sue here at WRVA. They still have morning shows, Sue at 9:00 and Godfrey at 10:15—and oh, yes—Sue still has her early morning show at 6:30 singing her way into the hearts of many an early mornin' listener to WRVA's "Old Dominion Barn Dance".



The Fourth Annual Virginia Music Festival committee invited Sue to sing at their folk music night last June. Although some classical music lovers strongly protested, Sue sang to the delight of hundreds who attended the performance. Here she is pictured with folklorist Bascom Lamar Lunsford; President Colgate W. Darden, of the University of Virginia; husband John Workman; and Francis Pickens Miller, festival chairman.



During Governor William Tuck's administration, Sue was rightly crowned "Queen of the Hillbillies" by his excellency. An avid hillbilly music lover, Governor Tuck frequently took time off from his official duties to visit the "Old Dominion Barn Dance" at the WRVA Theatre on Saturday nights.



Radio Album magazine bestowed their National Award to "Sunshine Sue and Her Rangers" in recognition of their outstanding contribution to American folk music in radio and theatre entertainment. C. T. Lucy (right), general manager of WRVA, looks on as J. Malcolm Bridges, executive manager of the Richmond Chamber of Commerce, makes the award on behalf of the magazine.



Buster Puffenbarger, a native of Shenandoah Valley, Virginia, is the program's accordionist.



A little man with a big voice—that's Little Robert, 39-inch tall cowboy who recently returned to the "Old Dominion Barn Dance."



Jackie Phelps, another Virginian, has been playing hillbilly music for the past 15 years. His specialty, the electric steel guitar,



DOMINION BARN DANCE



Newest favorites on the "Old Dominion Barn Dance" are Grandpa Jones and Ramona. Top recording artists for King records, they are a hit across the nation as well as on WRVA's famous program of hillbilly and folk music.



"Cousin" Joe Maphis—that's him on the left. "Crazy" Joe Maphis—that's him day-dreamin' on the right. He is as great a musician as he is a comedian on the "Old Dominion Barn Dance". He has been a-bunkin' around WRVA for a long time.



"The Saddle Sweethearts" is an appropriate name for these two lovely lassies because they have won the hearts of every Barn Dance fan. Rose and Mary treat any hillbilly or western tune just as pretty as they look.



Pioneers on the "Old Dominion Barn Dance" are Benny and Curley. Their pickin' and singin' of folk ballads and western tunes have made them tops with their audiences for the past four years.



To get a good laff on any show, you gotta have a funny lookin' person. Besides filling that bill, Quincy Snodgrass can sing the deepest bass and carry on the craziest of any guy you've ever met.



One of Decca records most popular hillbilly recording artists is Toby Stroud. He may be a little guy, but he has got a heart and voice to match his hat size.



Every Saturday night at the WRVA Theatre a soap box is essential before the Carter Brothers can give out with their own inimitable brand of hillbilly music. The smallest one—he's 5 x 5—has to use a soap box to reach the mike.

WRVA

PROGRAMS



Since 1927 "The Sunshine Hour" has been a regular weekly feature of WRVA. Conductor of the program through these years has been Holland R. Wilkinson (left), assisted by Miss Bertha Hewlett and Robert Beadles, at the organ and piano. Broadcast every Sunday at 8:05, the program is announced and produced by Art Richardson (center).

Through its twenty-five years, WRVA has realized the talent of today's younger generation. Realizing that we were young once, too, WRVA has afforded an opportunity for the younger generation to have its chance at becoming the radio stars of tomorrow. One of such programs is "Teen Time" which is broadcast every Saturday morning under the supervision of announcer-producer Don Dyer (left) and J. Harold Lawrence, accompanist.



Newest baby of WRVA programming is our "All Night Record Roundup" ably emceed by Sam Workman, of WRVA's "Old Dominion Barn Dance" fame. Famous folk music recording artists like June Carter and "Little" Jimmy Dickens often pay Sam a visit.



One of the many Southern negro quartets to sing the beloved hymns and spirituals before WRVA's microphones is the "Dependable Four" currently broadcasting Sundays at 7:45.



Hundreds of housewives gather every Saturday morning in the WRVA Theatre for "Calling All Cooks". Hundreds of dollars in prizes are given away every week by emcee George Passage, and valuable hints and recipes in the art of cooking are dispensed by WRVA's Harriett Allen.



Another famous Southern negro quartet long associated with WRVA is the "Silver Star Quartet" heard Saturdays at 6:30 A. M.



In several years on the air a favorite quiz show on WRVA, "Win If You Can", has grown to be Richmond's biggest quiz program. On the air Wednesdays at 10:00 P.M., the program originates from different club meetings, fairs and benefits in and around Richmond. Alden Aaroe selects six contestants from his audience and they have the opportunity to answer our "Famous Virginian" jockpot question which has paid off as much as \$1,750 at one time in valuable prizes.

One of many religious programs that have been a popular feature of WRVA is "Meetin' Time". On the air every weekday morning at 8:45, the program is conducted by Sam Workman. Religious poems and hymns are featured by Sam and members of the "Old Dominion Barn Dance" cast.





REMINISCING . . .



PIANO PRODIGES



Since 1925 we have watched many rise to stardom. Quite a few of them received their indoctrination, and route to the road of success, in radio—which was referred to then as "a miracle that might have a future"—over WRVA'S small (but still the largest in Virginia) 1,000 watt facilities. Today, many of those stars are still shining. The ones we remember most and the ones so dear to our hearts are the "stars" that performed when WRVA began its first broadcasts to the world. You may have been one of them—there were so many. They are still stars as far as we are concerned.

although it may be that you will recognize the stars of yesterday as your next door neighbors today. Reminiscing and gleaning through our photographs of "yesterdays", it was impossible to include all of them in our 25th Anniversary Album. We love, and remember them all—on these and other pages you will find only a few. We hope that they bring back as many pleasant memories to you as they do to us. Our piano prodigies in those days were Inga Crawford and Conrad Rianhard, Jr., pictured above. Our other memorable stars were . . .



Bright Keck and Pat Binford, "The Harmony Boys" who were the first to work that "Who was that lady I saw you with last night?" routine over WRVA.



J. Herbert Mercer, present Sheriff of the City of Richmond, was our first Santa. Elmer Hoelzle was our first announcer and studio director.



Mr. and Mrs. Joseph I. Maust saw eye-to-eye on this new invention and began displaying their talents to listeners of the crystal receivers with his tenor voice and her accompaniment on the piano.

Helen Shepard Durant, cellist; Mabel Maxson Stradling, pianist and Nelle Richeson Dodson, violinist, comprised the "Moment Musical Trio".



The piano stylings of J. Harold Lawrence and his imitations of the late Al Jolson will be remembered by many a WRVA listener.

Today, we call them hillbillies. Then they were known to listeners as country fiddlers. First to "saw the rosin" were W. C. Gilliam's "Old Virginia Fiddlers". Mr. Gilliam is at the right, Bernard Belvian is playing the guitar and John Seay the banjo.



NEWS



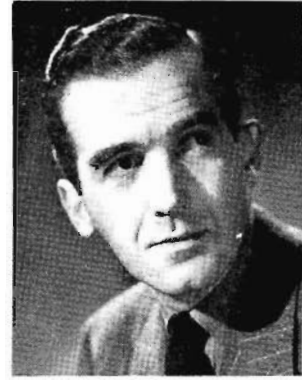
News editor of WRVA and the Edgeworth Broadcasting Service is capable **George Passage**. Besides broadcasting three commentaries each weekday and one on Sunday, George edits each newscast before it goes on the air. By doing this, listeners get a sparingly worded summary of nothing but the news. For gathering the news, he has at his command the United Press, CBS News, a short wave radio tuned to the local police radio and a staff of WRVA newsmen who go out on the spot to cover news and special events. Some of them are pictured in photographs on these two pages.



In 1933 WRVA began broadcasting the Apple Blossom Festival by direct pickup. Coverage of this and many other events throughout the State of Virginia during our 25 years is a story within itself. WRVA microphones have covered every corner of the Old Dominion.

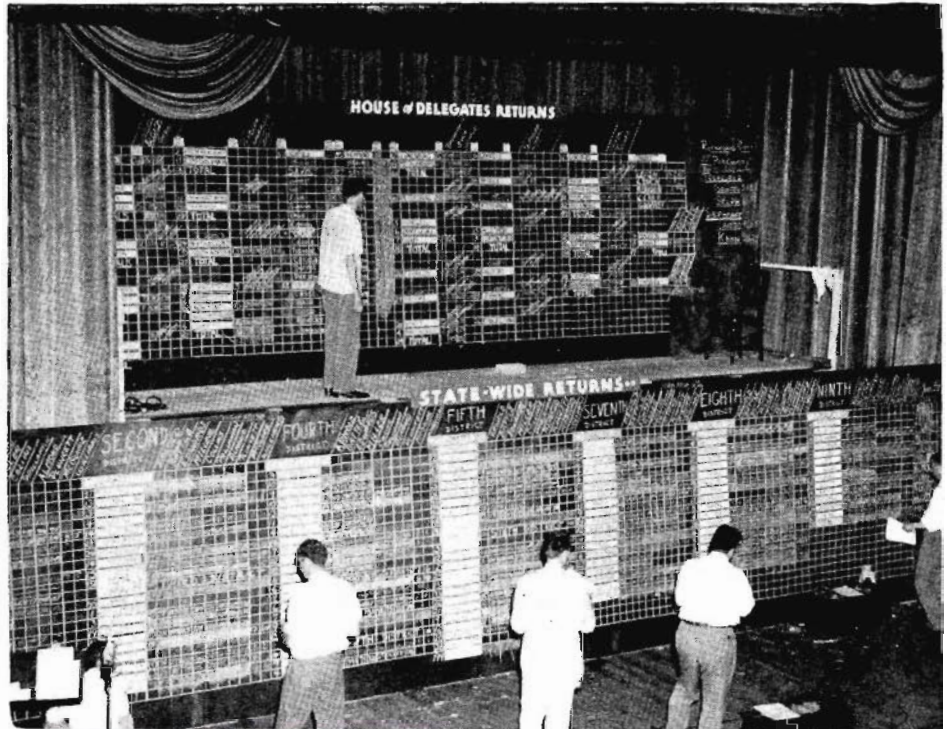


On the last gubernatorial election night, as in the past six, the Governor-elect, as well as the defeated candidate, has made statements on WRVA microphones. Likewise, WRVA has broadcast the inaugural ceremonies of seven Virginia governors. Above, **Governor John S. Battle** is interviewed on election night by Sam Carey as **Walter R. Bishop** looks on.



Edward R. Murrow's authoritative newscasts are broadcast week nights at 7:45 over WRVA.

WRVA's elaborate setup at the WRVA Theatre, our hundreds of correspondents throughout the State, our keen political analysts and a crack team of WRVA newsmen have enabled us to provide listeners with the correct returns first in every major election since we have been on the air. The scene below was made during the last Democratic primary election.



In May, 1946, a Douglas DC-3 crashed in Henrico County killing all twenty-seven persons on board. On the scene minutes after it occurred was WRVA newsmen **James Clark** with our remote short wave transmitter which enabled us to give listeners an on-the-scene description.



CBS newsmen **Charles Collingwood** reports the news every Sunday at 12:45 P.M. on WRVA.

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"Your Esso Reporter", a feature on WRVA for the past 15 years, has originated from the Atlantic Rural Exposition, from department store windows, conventions and various other places. Above are News Editor George Passage and announcer Scott Jarrett at an Esso display at a Richmond hotel convention.

Lowell Thomas, who has been reporting news at 6:45 for the past 20 years, celebrated his anniversary on September 29th. He topped his career as an outstanding radio news broadcaster when, last summer, he became the first person to speak to the outside world from the forbidden land of Tibet.

Whenever President Truman pays a visit to Virginia, WRVA microphones are always there. Pictured above at Thomas Jefferson's Monticello, the President has also visited Tidewater, Virginia and Colonial Williamsburg. Through the facilities of CBS, WRVA broadcasts the President's major addresses to Congress and the Nation.



Vice-president Alben Barkley was the principal speaker of the Jefferson-Jackson Day dinner at the Hotel John Marshall. Richmond's Mayor T. Nelson Parker is at the extreme right. Permanent lines have been installed by WRVA in the John Marshall so that upon minutes notice, we can broadcast any event of major importance.



Harry Simpkins, of the Richmond Sportsmen's Club, congratulates and presents William Neil, of Columbus, Ohio, with the WRVA Grand Champion Trophy as winner of the 2nd annual James River Outboard Marathon Races held in May, 1950. George Passage, WRVA's news editor, describes the scene to our listening audience.



General "Ike" Eisenhower was captured by WRVA's photographer standing at attention behind a WRVA microphone at ceremonies during which the University of Richmond bestowed a Doctor of Laws degree upon him.



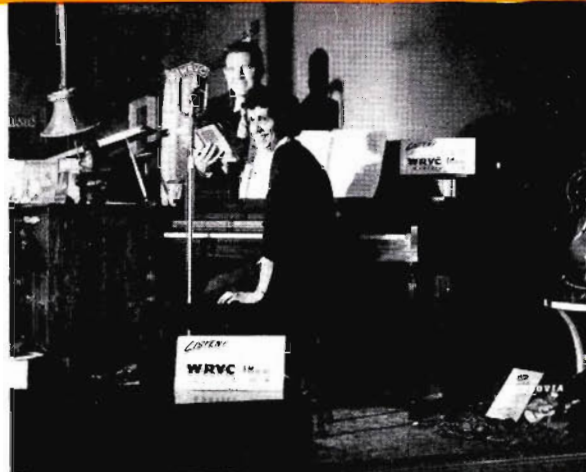
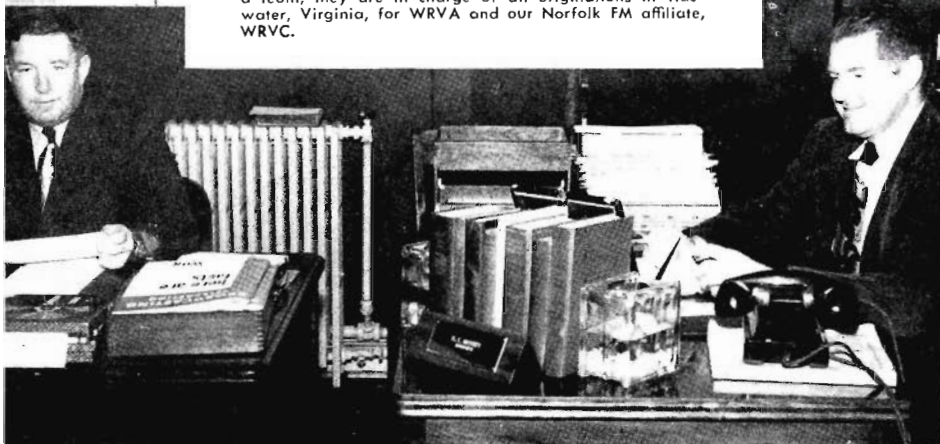
Larry Leseuer, CBS newsman, broadcasts the day's news every Saturday at 6:45 on WRVA.



Winston Churchill, Great Britain's famed former Prime Minister, addressed the Virginia General Assembly during March, 1946, visit to the United States. Accompanying him was General Eisenhower who also addressed the historic law making body.

NORFOLK DIVISION

Both our assistant Norfolk studio manager, Bill Willis, (left) and studio manager Robert Moody (right) got their start in radio at a small station in Petersburg. Now as a team, they are in charge of all originations in Tidewater, Virginia, for WRVA and our Norfolk FM affiliate, WRVC.



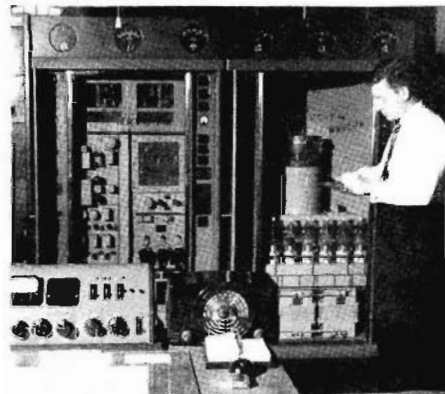
One of the first locally originated features to broadcast regularly on WRVC-FM in Norfolk was "Reminiscing". The program originates from the window of Levy Page Temple of Music with Gwen Whitehurst at the organ. Bob Moody announces.



The WRVA and WRVC studios and WRVC transmitter are located at 2712 Colley Avenue in Norfolk. There we have installed the most modern equipment available to bring listeners the finest in AM and high fidelity FM broadcasts.



James Dennis and Garland Garthright were captured by the camera during the installation of WRVC's FM transmitter. Dennis handles remote pickups for WRVA in Tidewater.



Hourly and half-hourly transmitter operating log entries are required by the Federal Communications Commission. James Harlow, chief operator at WRVC, is shown taking readings from the FM transmitter. Engineers Harry R. Long and Elmo V. Crocker were not present when this photograph was made.



Since WRVA's Norfolk division opened on March 1, 1941, our microphones have been present at scores of launchings. The photograph above was made during the launching ceremonies of the USS Houston June 19, 1943. In the center of armed forces activity on the East Coast, WRVA's Norfolk division was kept busy as many of our locally originated programs came from the Hompton Roads area.



WRVA's FM affiliate—WRVC—began operation June 6, 1948, on 102.5 megacycles. At the dedication ceremonies were (left to right) Bill Willis, Robert Moody, Dr. Thomas Carrall, of the Epworth Methodist Church, who delivered the invocation; William R. Preston, WRVA production manager; and Sam Carey, WRVA program service manager. Seated are Mrs. W. L. Willis and Miss Beverly Land.



Bob Moody and Bill Willis congratulate and present Charles Wingo with the WRVA Championship Trophy as winner of the first annual James River Outboard Marathon races which were held in 1949. The first year the races started in Richmond and ended in Norfolk. The second year the races began in Norfolk, and the trophy presentation was made in Richmond.



May 13, 1942, was "War Bond Day" in Richmond. Loew's Theatre and WRVA teamed together to put on one of the biggest shows ever to originate in the Old Dominion's capital city. Dorothy Lamour (above) was one of the stars who helped sell over a million dollars worth of bonds that day.



During the Community Chest drives, WRVA gladly gives air time for spot announcements and special programs. This was the opening of the campaign in 1946. Left to right, participating in the ceremonies were former Mayor Horace Edwards, Carter Duke, Webster Rhoads, Jr., and Lewis G. Chewning.



To help obtain contributions to the March of Dimes, WRVA sponsored a "Bermuda Vacation" contest. A Richmond Public School teacher, Mrs. Marilyn Bell Roper, was the winner. Looking at the Bermuda spot on the map with her are Sam Carey, Dr. Edward J. Holmes, Jr., and R. N. Thornton, chairman of the 1950 Campaign.



The Market Report is one of the oldest continuous features on WRVA. Each week day Richard Gray broadcasts the latest reports direct from the Division of Markets newsroom at 1200 E. Main Street. During the Atlantic Rural Exposition each year, the programs originate from the fair grounds.



One of a number of safety awards that we covet is the award we received in 1947 from the Governor's Highway Safety Committee. At the presentation ceremonies were E. H. Williams, Jr., C. F. Joyner, Governor Tuck, Mr. C. T. Lucy and Sam Carey.



Movie star and Marine PFC Tyrone Power, during a 1943 War Bond Drive took orders over WRVA telephones for War Bonds. Besides making appearances behind WRVA microphones Power made several personal appearances in Richmond.



CBS star Jack Benny's original vault, covered wagon and the first ten pennies he earned, paid a visit to Norfolk during the 1945 "March of Dimes" campaign. Gene Peters (fourth from left), chairman of the Norfolk Jaycees, Bob Moody (extreme right) and other Norfolk citizens look on as the city's vice-mayor, Pretlow Darden, attempts to figure out the combination of the nationally famous safe which was used to obtain donations.

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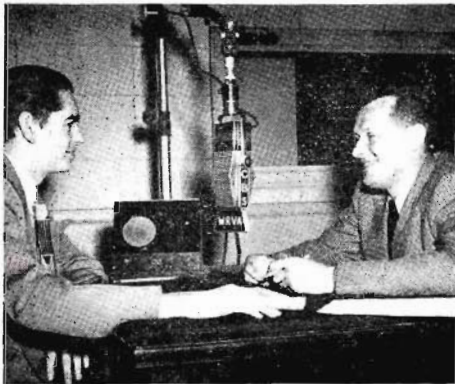
Harold Russell, star of "The Best Years of Our Lives"



Joan Brooks, formerly of CBS, who also had her own WRVA show

CELEBRITY

Through the fruitful twenty-five years, WRVA has had the pleasure of hundreds of famous personalities to broadcast over its facilities. They have always been welcome, we hope that



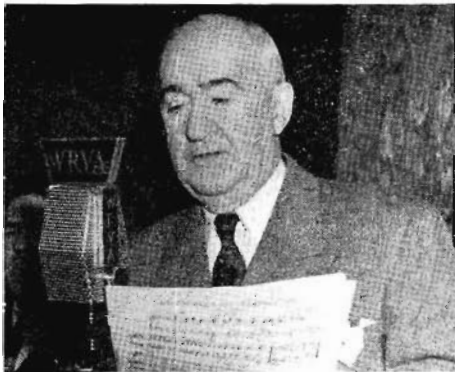
Charles Cappleman and CBS star, Vaughn Monroe



Movie star Lon McAllister



Arthur Godfrey did a morning show from our Hotel Richmond Studios



That grand ole gent of Tin Pan Alley, Joe Howard



Allen Sparrow, of Loew's, and MGM star, Ann Rutherford



Gene Autry being interviewed by Ray Kennedy



Drummer Gene Krupa



Founder of "Hobby Lobby", Dave Elman, at the mike



"Give and Take's" Jahn Reed King

ALBUM

many of them will pay another visit soon. On these two pages are pictures of only a few. You probably recognize many of them, but in case you don't, we've included captions.



Bandleader Elliott Lawrence



Charles Collingwood speaks at a luncheon in the Hotel Richmond



"Streetman" Alden Aaroe chats with Bob Hope



Foreign correspondent Cecil Brawn and Ray Kennedy



Freeman Gosden, "Amos" of "Amos 'n Andy", reminisces with C. T. Lucy



Spike Jones, vocalist Peggy Mann and filmdom's Burgess Meredith



Bill Thompson, Jr., and Walter Bishop of WRVA staff chat with Gov. Thomas Dewey of New York



Bill Willis interviews Ilona Massey and Alan Curtis



Betty Grable's husband, Harry James

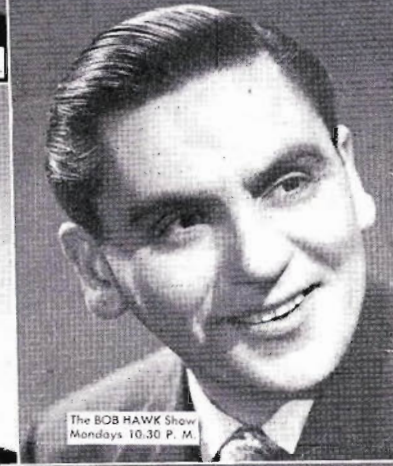


Edward Arnold of the movies



Baseball's Mel Ott

CBS IS THE STAR'S ADDRESS . . . IN



VIRGINIA THEY STAY AT WRVA



Janet Waldo
MEET CORLISS ARCHER
Sundays 9:00 P. M.



ARTHUR GODFREY
Weekdays 10:15 A. M.
Mondays 8:30 P. M.



Lucille Ball
MY FAVORITE HUSBAND
Saturdays 9:30 P. M.



Bob Crosby
CLUB 13
Weeknights 7:30 P. M.



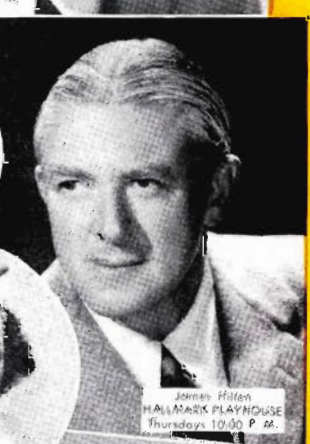
Mercedes McCambridge
BIG SISTER
Weekdays 1:00 P. M.



William Keighley
LUX RADIO THEATRE
Mondays 9:00 P. M.



Jean Hersholt &
Rosemary DeCamp
DR. CHRISTIAN - Wed. 8:30 P. M.



James Flaten
HALLMARK PLAYHOUSE
Thursdays 10:00 P. M.



Jo Stafford
CONTENTED HOUR
Sundays 10:00 P. M.



Ira Avery
THEATRE OF TODAY
Saturdays 12 Noon



AMOS 'N' ANDY
Sundays 7:30 P. M.



GENE AUTRY
Sundays 5:00 P. M.



Eugene Lester
THE CHORALERS
Sundays 10:30 P. M.



John Reed King
GIVE AND TAKE
Saturdays 1:30 P. M.



Julie Stevens
HELEN TRENT
Weekdays 12:30 P. M.

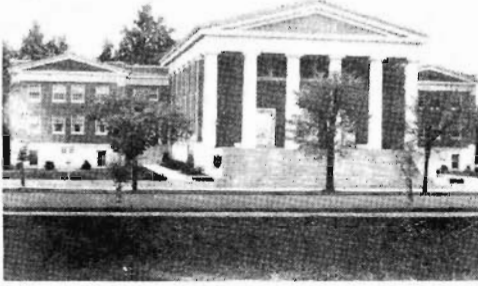


Curt Massey & Martha Tilton
CURT MASSEY TIME
Weekdays 5:45 P. M.



The Andrews Sisters
CLUB 13
Weeknights 7:30 P. M.

THE VOICE OF THE CHURCH



First Baptist Church, Petersburg



Freeman Street Baptist Church, Norfolk

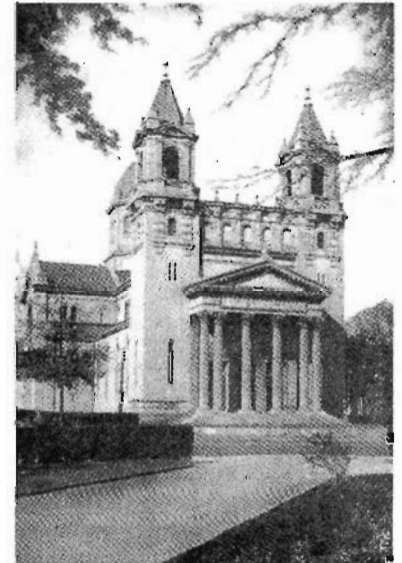


Bethlehem Lutheran Church, Richmond

Through the twenty-five years WRVA has been serving the citizens of Virginia and the nation, we have made it a policy to make our facilities available to all faiths, without cost to them. Director of and coordinator of our religious broadcasts is Walter R. Bishop. He is pictured here second from left, as he talks with members of the Richmond Ministerial Union's executive committee. Left to right they are Rev. J. L. Robertson, pastor of Highland Park Methodist Church; Mr. Bishop, Rev. C. M. Brown, pastor of Colonial Place Christian Church and president of the Ministerial Union; Rev. C. V. Hickerson, pastor of Barton Heights Baptist Church; and Rev. R. C. Helfenstein, pastor of First Congregational Christian Church.



Second Presbyterian Church, Richmond



Sacred Heart Cathedral, Richmond

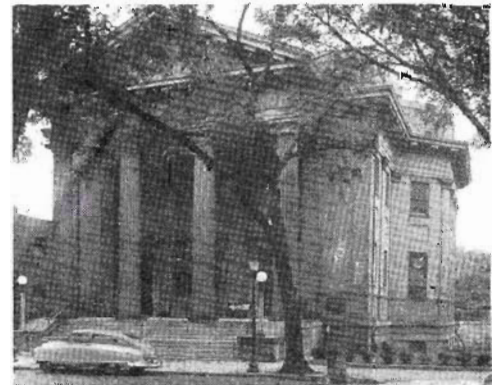
To begin observance of our 25th anniversary WRVA sponsored a religious service at the Mosque on October 1st in which the Protestants, Hebrews and Catholics participated. Dr. Ariel L. Goldberg, Dr. Theodore F. Adams and Monsignor Leo J. Ryan (see above photographs) delivered inspiring messages. On this page is a representative group of churches from which WRVA has broadcast.



Colonial Avenue Methodist Church, Norfolk



St. Mark's Episcopal Church, Richmond



Temple Beth Ahabah, Richmond

THE BEGINNING

RADIO SECTION

THE RICHMOND NEWS LEADER

RADIO SECTION

RICHMOND, VA., SATURDAY, OCTOBER 31, 1926.

Delivered by Carrier in Richmond, 10 Cents a Week, Single Copy, 2 Cents.

City's Large Broadcaster Ready for Formal Opening

RADIO EVENT IS SET FOR MONDAY

WVA A Will Mean Richmond, Va., to World at Large

Power Equipment, Officers and Principal Speakers Monday at WRVA

Crystal Set to Bedspring Will Bring in WRVA

STATION WRVA IS TO ADVERTISE VA.

State to Be Brought to Close Touch With Rest of Union by Radio.

VIRGINIA CATCH BAR

Larus and Brothers Company Plans Program of Interest to Nation.

WRVA EQUIPMENT LATEST AVAILABLE



Edgeworth Station Has 2 Fine Programs Ready

Converses Heard Over Radio From KOY, At Denver



Radio Industry Now Is Approaching Maturity Stage

Rapid Progress Now Creating New Services to Parents and Catch Breath.



Former-Day Recreators
Infer From Past Years

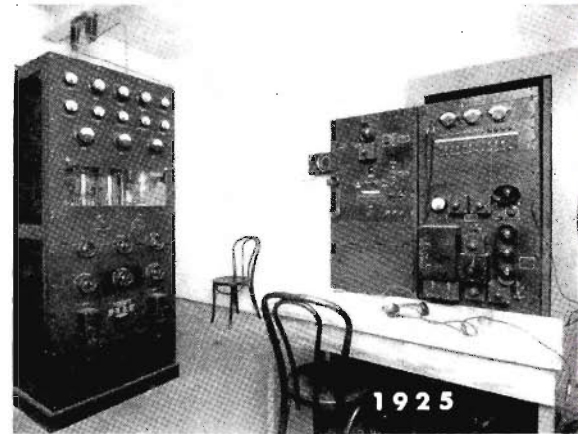


One of the first quartets to sing over WRVA was the Artists Quartet. Left to right, they are: Elmer G. Hoelzle, tenor; Virginia Jones, organist; Mrs. Anna Garber, contralto; R. E. Harton, baritone; and Laurie Owens Riddick, soprano.

It was nine o'clock on the evening of November 2nd, 1925—the great moment had arrived! WRVA began its first official broadcast to the world. On the premiere broadcast were: (left to right) The Arions Orchestra, directed by Frank D. Marecock; C. T. Lucy, general manager; Elmer G. Hoelzle, announcer and studio director; L. G. Larus, C. D. Larus, Jr., John H. Reed and George Marchmont, Richmond manager of the Western Electric Company. Seated are W. T. Reed and P. L. Reed.

WRVA MILESTONES

- OCTOBER 21, 1925 —Began program tests of transmitter and studio.
- NOVEMBER 2, 1925—1,000-Watt transmitter and Main Street studios dedicated.
- NOVEMBER 10, 1927—Broadcast first network program—Maxwell House Hour.
- JANUARY 15, 1929—Affiliated with National Broadcasting Company.
- AUGUST 23, 1929 —Dedicated 5,000-Watt transmitter at Mechanicsville.
- MAY 23, 1933 —Opening of new studios in Hotel Richmond.
- APRIL 28, 1935 —Inauguration of first all-wood self-supporting radio tower in America.
- SEPTEMBER 12, 1936—Affiliated with Mutual Broadcasting System.
- JUNE 27, 1937 —Affiliated with Columbia Broadcasting System.
- MAY 13, 1938 —Federal Communications Commission authorized erection of 50,000-Watt transmitter.
- SEPTEMBER 28, 1938—Broke ground for new 50,000-Watt transmitter on James River near Varina.
- JANUARY 12, 1939—Began equipment tests, 50,000-Watt transmitter.
- MARCH 17, 1939 —Dedicated 50,000-Watt transmitter.
- MARCH 1, 1941 —Opened Norfolk Branch Studio.
- SEPTEMBER 1, 1946—Leased Lyric Theatre, Richmond, and changed name to "WRVA Theatre".
- SEPTEMBER 14, 1946—Began public performances of Old Dominion Barn Dance in WRVA Theatre.
- MARCH 18, 1948 —Filed with FCC application for TV station.
- JUNE 6, 1948 —Began Operation of FM Station (WRVC) in Norfolk.
- AUGUST 11, 1948 —Began Operation of FM Station (WRVB) in Richmond.



1925



1929



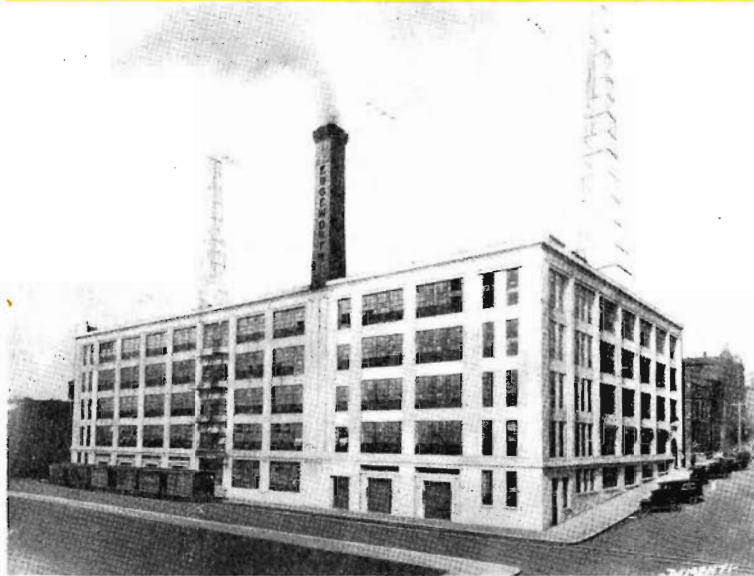
1935

A group of our juvenile stars of yesterday.



The "Corn Cob Pipe Club" was the favorite of thousands all over the country and grew into a coast-to-coast network feature sponsored by Edgeworth Smoking Tobacco.





Our first transmitter was located atop of Lorus & Brother Company at 22nd and Cary Streets. It transmitted a power of 1,000 watts, the largest in Virginia in 1925.



During the regular sessions of the Virginia General Assembly, the members of the legislature pay a visit to the Colonial House of Burgesses in Williamsburg. Since 1926 WRVA has broadcast every meeting of this special session.

Barron Howard received one of WRVA's many coveted awards from Radio Editor of Variety, Ben Bodec. It was Variety's "Shawmanagement at War" award presented to us for our participation in war time activities.



During the second World War WRVA originated hundreds of broadcasts from training centers throughout our coverage area. From Norfolk, Camp Lee, Fort Eustis came programs starring, produced and broadcast by our soldiers and sailors. At the war's end, we invited Virginia's first war brides to tea where they were welcomed to the "Old Dominion" by Governor Tuck. Continuing through the years our public service broadcasts, Governor John Stewart Battle became the seventh chief executive of our State to take oath of office and deliver his inaugural address over WRVA.



Col. Charles A. Lindbergh spoke at Richmond's Old Fair Grounds during his trans-continental tour after his epochal solo flight across the Atlantic.



WRVA helped usher in a new form of city government on September 7, 1948, when City Manager Sherwood Reeder, took oath of office.



The Future
**PROPOSED
TELEVISION
BUILDING**

