"GOING FORWARD WITH RADIO" AS PRESENTED BY: THE FRIENDLY VOICE FROM WHEELING, W. VA.

A Message From

W. E. RINE

Managing Director

WWVA

WWVA WEST VIRGINIA BROADCASTING HAWLEY BUILDING WHEELING, W. VA.

> The entire staff of Radio Station W W our our this, this indeed happy thru the medium of this indeed reserv, the anniversary, with Radio."
>
> 20th "Going Forward With Radio." Dear Friends of WWVA: All of us are grateful for your confidence and loyalty, which have played such and loyalty, which our continuous this book and loyalty, which help you to know all of us over the past 20 years, ou to know all of pictures will help you to better.

There has always been an understanding and our listerion our listerion our listerion warmth between W the past our basis for warmth and, as in bond shall be our basis friends ariceless bond service.

friends priceless in your service renewed efforts in your service. We consider it our privilege and our duty to the best that radio has to bring you always the best that radio has offer.

Sincerely

50,000 WATTS - SERVING EASTERN OHIO, WESTERN PENNSYLVANIA & WEST VIRGINIA

Compliments of:

NER PROTE ICE S!

This brochure compiled and edited by Thomas B. Tull, Editor, National Radio Personalities

Photography by Will L. Cress

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THE RICHEST MAN CANNOT BUY FOR HIMSELF, WHAT THE POOREST MAN GETS FREE, BY RADIO.

David Sarring

This is WWVA in Wheeling

# TELEVISION

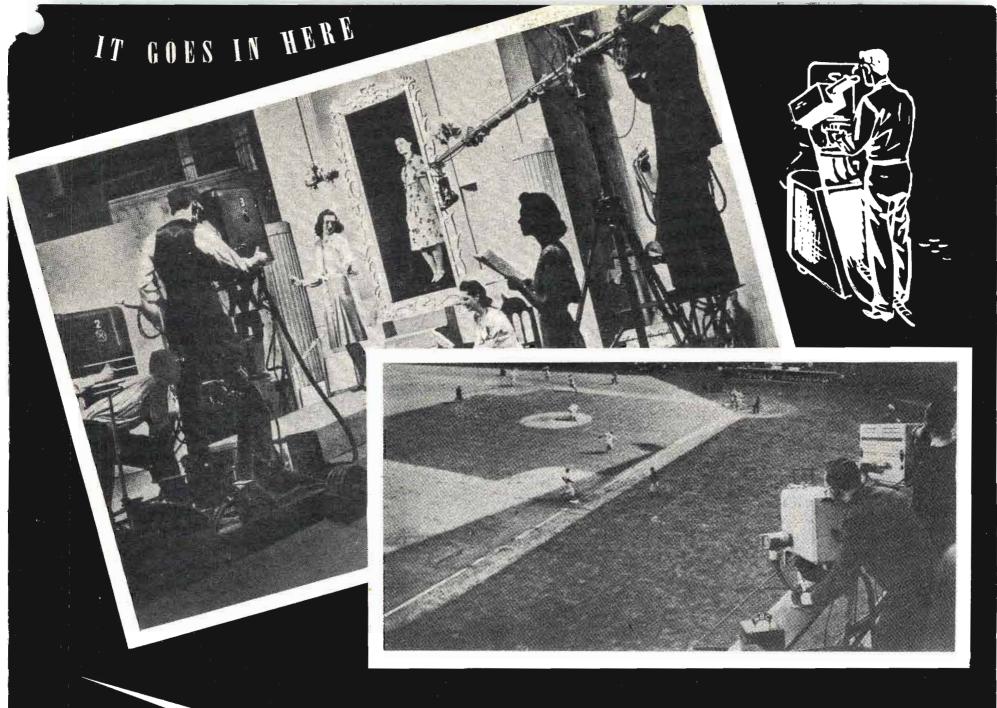
For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work before this system produced a picture. Philo T. Farnsworth invented the "image disector" and Vladimar Zworykin invented the Iconoscope. These two inventions became the eyes of television cameras.

In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

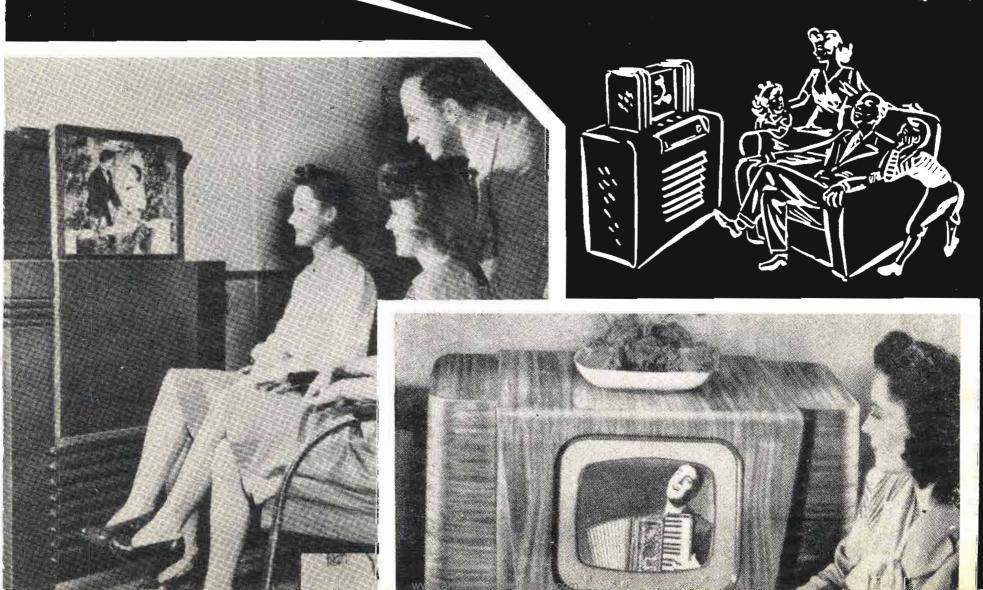
The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York Worlds Fair was telecast.

Today there are 9 television stations in operation, and the FCC has applications for permission to construct 200 others. On the East Coast, over 10,000 television receiving sets are now in use, and thousands of others have been ordered by an enthusiastic public.





AND COMES OUT HERE



"Transition in Communication" The earliest form of communication: Sailor wig-wagging with sema-phore signaling. Marconi, the man that made the SOS possible. U.S. Navy Photo Modern communication around the globe. Now sight communication is possible with Television.

### "Transition in Wheeling"



German National Bank Building. This is the German Alternational Bank Building which was situated On the National Bank Building which was situated On the National Bank Building which in 1897. played in 1897 played in on the front of the building shows.



Post Office. The Wheeling in 1908.



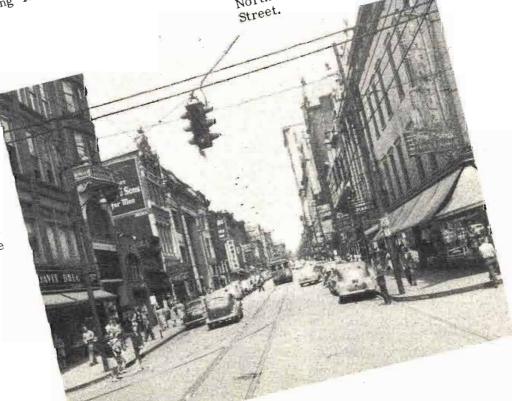
In 1909 Wheeling's River Port was one of the im-nortant denote for freight transportation in the Middle In 1909 Wheeling's River port was one of the important depots for freight transportation in the Middle portant depots for freight transportation of the city of the city of the transportant of the city of the ci 



Wheeling Business District. This is a picture of 1910 looking Wheeling, a main street in the year of 1910 looking North on Market Street from 14th Street toward 12th Street.

This is Wheeling as it looks today. Inis is wheeling as it looks loudy.

Comparing this modern picture, with the one taken interesting to see the tne one taken in 1910 at the same location, it is interesting to note the progress of 37 years.



### Behind the



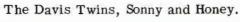
Scenes Left: Joe McQuay, WWVA announcer, checks a transcription from the large transcription a transcription and record library. Right: WWVA talent give their personal attention to the mail which is received from their millions of friends throughout the nation. Left: WWVA salesmen hold a conference with Paul J. Miller, assist-ference with Paul J. Miller, From left ant managing director. From left to right are Joseph Smock, Howard to right are Robert Campbell and W. Meagle, Paul J. Miller.

Hawkshaw Hawkins.

### Folk Music from the



The Chuckwagon Gang, headed by Joe and Little Shirley Barker. Pepper watches as Nancy Barker sings with her Mother. Her Daddy accompanies on the guitar.





Blaine Smith.



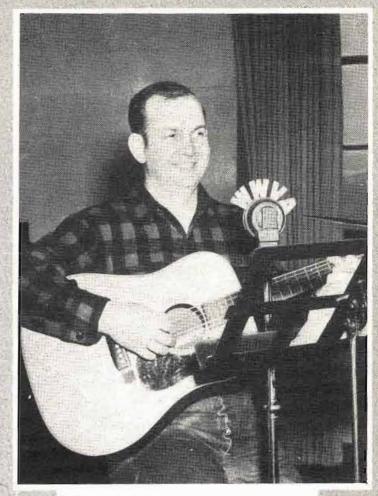


Shorty Fincher's Prairie Pals. Left to right: Rawhide, Johnny Huey, Lonesome Valley Sally, Shorty Fincher, Clyde Fogle and Pud Sloan.

### WWVA Ain-Stages!



The Radio Range rettes, Bonnie Baldwin and Millie Wayne, are assisted by Monty Blake and his accordian.



The singing Mountaineer, Reed Dunn.



Big Slim, the Lone Cowboy.



chinson, Hiram Hayseed, Doc Wil-

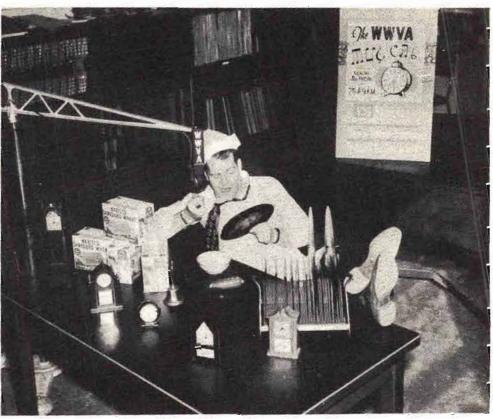
liams, and Chicky Williams.

Little Nancy Barker puts her all into one of her songs.

## From the Studios



Jane Lyman conducts a morning program over WWVA called "Day By Day". As director of Oglebay Institute, Miss Lyman also conducts the "Farm and Home" programs.



Lew Clawson, amiable emcee and disc jockey of that merry morning musical, "The WWVA Musical Clock", is pictured here during one of his early morning breakfast broadcasts.



Long a feature of the Friendly Voice, the "Stars Of Tomorrow" presents outstanding youngsters an opportunity to display their talents. In the above, "Aunt Molly" accompanies one of the starlets while "Uncle Wyn" Sheldon stands by to introduce another Star of tomorrow.



of WWUJA.



Here are Mr. and Mrs. L. P. Lehman in their private studios at the Downtown Church in Washington, Pa.



Your "Radio Gossiper" is attractive Jane Morrison.





A teen-agers favorite is the "Bobby Sox Ballroom", a weekly WWVA feature. Lois Mae Davis sings one of her torchy songs while Eddie Johnston conducts the WWVA staff orchestra. Jim Whitaker, lanky WWVA announcer, emcees the show. Seated to the far left is Bill Morrow, bobby sox baritone.

## The WWVA Jamboree-



cast. How many do you remember?

Below: Before each Jamboree show Paul Myers, WWVA Program Director, gets his audience into a Fest.





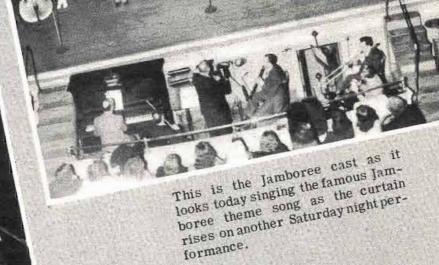
Big Slim, the Lone Cowboy, singing one of his popular cowboy ballads.

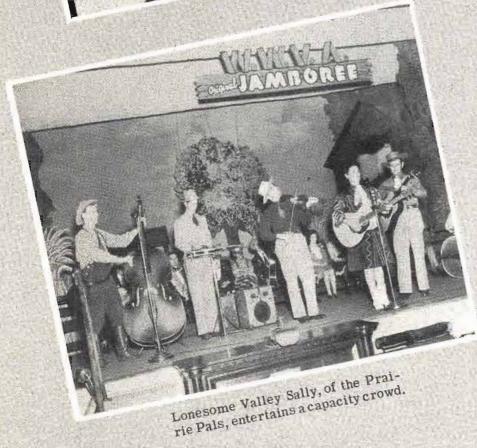


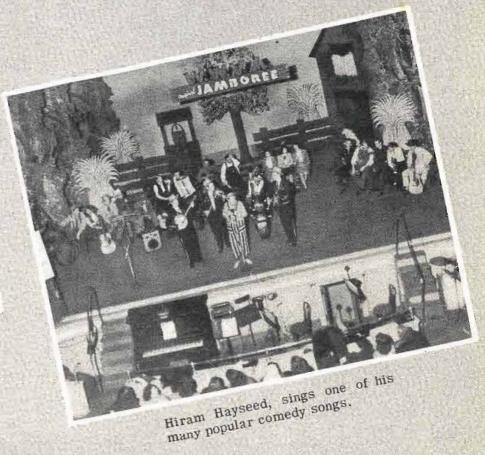
Doc Williams and Hiram Hayseed, of the Border Riders, doing one of their comedy skits.

-- The World's Original

One of the most famous features of the WWVA Jamboree is the 'Inquirthe WWVA Jamboree Wyn Sheldon ining Mike'. Here Wyn Sheldon as ing Mike'. Here Customers as terviews Jamboree "Hi Mom! Hi, they step up to say, "Hi Mom! Hi, pop!"







# HOWN MEFFING

One of the most outstanding public service programs heard over WWVA, was the Junior Town Meeting series broadcast during the spring of 1947. Each Tuesday evening students from sixteen high schools in the Ohio Valley took to the air to speak their minds on subjects of the day. Reading from left to right they are: Jim Whitaker, WWVA Announcer, Dr. Paul N. Elbin, moderator, Doris Jean Jenkins, Sue Goldsmith, Lois Winland and Robert Keefer.



WWVA assists in the dedication ceremonies of the new Ohio County Airport. Featured on the broadcast was C. E. Fleming, Vice-President of Trans World Airlines.

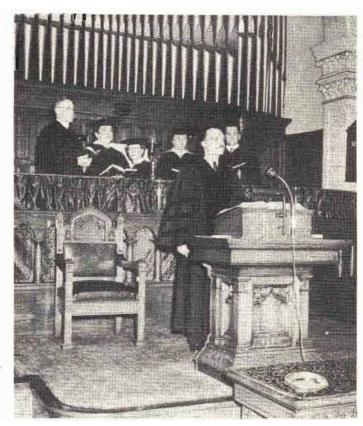


Each Tuesday night Walt Turner, WWVA Newsman, attends the weekly meetings of the Council of the City of Wheeling and gathers the news of the business before the solons. At 11:05 p.m. Turner reports the events of the meeting. Above are, reading left to right: City Engineer Jay Henry, City Solicitor Charles Mead, City Manager Walter Smith, Walt Turner and Mayor Russell B. Goodwin.

### In the Public



WWVA is priviledged to broadcast the monthly reports of Governor Clarence Meadows of West Virginia to his constituents.



'WWVA Church Time''. Each Sunday morning Radio Station WWVA broadcasts the morning service from the United Presbyterian Church in Wheeling. J. Reed Miller, pastor of the church, is shown standing before his pulpit. The United Presbyterian Mixed Quartet and organist are shown in the background.

#### Interest...



Counting thousands of listeners in the Eastern portion of the state of Ohio, WWVA broadcasts the monthly messages of their Governor, the Honorable Thomas J. Herbert.



Bess Myerson, Miss America of 1945, congratulates Norma Lee Salisbury as the announcement of her crowning as Miss West Virginia of 1946 is made over the WWVA microphone at Moundsville.



Dr. Paul N. Elbin, President of West Liberty College, conducts the "Bible Question Bee", a regular WWVA feature. This program is one of Radio's most unique quiz type broadcasts with all questions being of Biblical origin. The contestants pictured above are from Dunbar School at Triadelphia, W. Va.



B. B. Bunn of West Virginia State Police and Walt Turner, WWVA announcer conduct weekly safety programs in conjunction with the Department of Public Safety of the State of West Virginia.



For over ten years, WWVA has broadcast the twice -daily "Farm and Home" programs in cooperation with the extension services of West Virginia University, the United States Dep't of Agriculture and Ogle-bay Institute. Conducted by Jane Lyman, the noon program features the songs of the Newcomer Twins and the music of the WWVA Staff Orchestra.



So that you may fully realize the number of folks it requires to bring you your favorite radio programs, we present this photo of the entire staff of WWVA. Code: (A) Announcers; (E) Engineers; (O) Office Staff; (T) Talent; (S) Sales.

Left to right, first row: Rawhide (T); Sonny Davis (T); Chickie Williams (T); Sally Fincher (T); Honey Davis (T); Hiram Hayseed (T); Shirley Barker (T); Bonnie Baldwin (T); Millie Wayne (T); Pepper (T); Toby Stroud (T); Harold Timblin (E); Second Row: Robert Arnold (E); Carl Beseler (E); Charles Hughes (E); Edwin L. Keim (Chief Engineer); Frances Diegmiller (0); Monty Blake (T); Paul A. Myers (Program Director); William E. Rine (Managing Director); Paul J. Miller (Ass't Managing Director); Robert



J. Campbell (S); Frances Clutter (0); Joseph Smock (S); Fred Gardini (E); Smiley Sutter (T); Howard W. Meagle (Promotion Director). Third Row: Jim Whitaker (A); Harry Boyd (E); Walt Turner (A); Reed Dunn (T); Robert J. Teasdale (Caretaker); Kenneth Leiner (E); Lew Clawson (A); Gene Johnston (Artist's Agent); Joe McQuay (A); William McGlumphy (E); Curly Miller (A); John A. Supler (E); Blaine Smith (T); Joe Barker (T); Charles Nuzum (A). Top Row: Big Slim (T); Cy Williams (T); Doc Williams (T); Jimmie Hutchinson (T); Mary Parrish (0); Lois Carnahan (0); Betty Kennedy (0); Gladys Stempien (0); Olga Stevens (0); Mildred Cogley (0); Lucille Bock (0); Margaret Stenda (0); Mary Sell (0); Mary Dailer (0); Clyde Fogle (T); John Huey (T); Pud Sloan (T); Red Belcher (T); Hawkshaw Hawkins (T).



Wyn Sheldon reads the news direct from the WWVA News Room, bringing news of local, state and national interest.

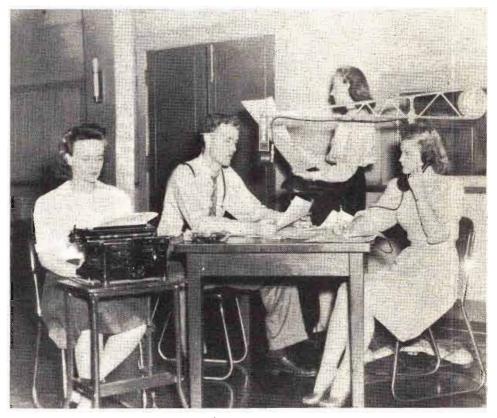


Five days a week, CBS presents "ROBERT TROUT With the News Till Now".

#### And For



Jim Whitaker, on-the-spot with the WWVA public service mike, interviews Al Brinkman, winner of the Ohio River World Trophy Speedboat Race at New Martinsville, W. Va.



As a part of it's complete news coverage, WWVA broadcasts election returns as the ballots are being counted.

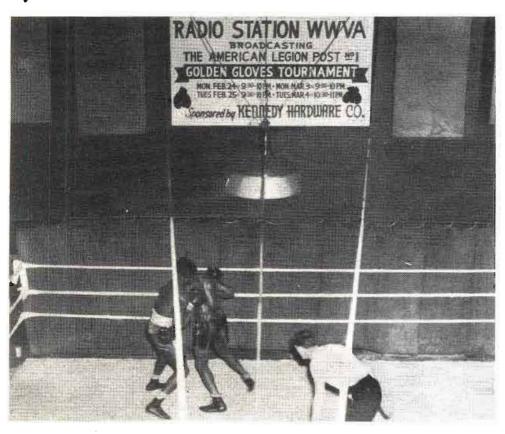
For Shorts...

Lew Clawson brings news from the world of Sports on his nightly broadcasts over WWVA.



Sports Director of Columbia Broadcasting System is the old "Redhead" himself, RED BARBER. You'll hear him often as he broadcasts sports news of national interest over WWVA.

### Special Events...



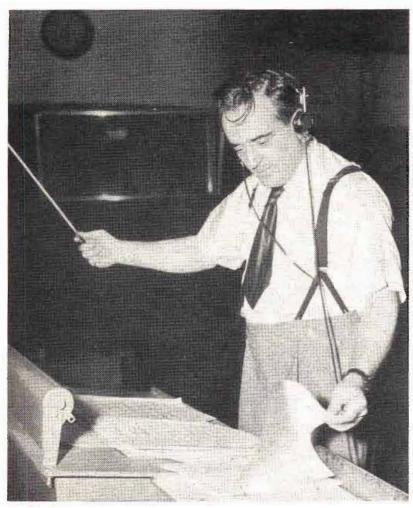
The WWVA Sports Mike sits in on the annual Golden Gloves Boxing Tournament at Wheeling.



Lew Clawson, Jim Whitaker on hand to give a full description of the annual Soap Box Derby at Martins Ferry, Ohio.

WWVA

### There's MUSIC On The



MARK WARNOW, musical director of "Sound Off With Mark Warnow," new Thursday night CBS series presented in behalf of the U.S. Army Recruiting Service.



Lovely soprano HOLLACE SHAW and tenor BILL PERRY are the vocalists on CBS' popular "Saturday Night Serendade"





Left: VAUGHN MONROE. Right: The singer-maestro and his Moon Maids Quintet talk over a new song.

### Biggest Show In Jown!



Another fast-rising star on the CBS air-waves is crooner and orchestra leader BOB CROSBY.



The music of Evelyn and her Magic Violin is always a highlight of Phil Spitalny's program, "The Hour of Charm".



BOB HANNON, EVELYN MACGREGOR and VICTOR ARDEN of CBS' "American Melody Hour".



The "Family Hour" stars RISE STEVENS, JIMMY CARROLL and conductor AL GOODMAN.

#### There's COMEDY On

CBS' "Blondie" (PENNY SINGLETON) and hubby "Dagwood" (ARTHUR LAKE). This popular team has been on the air for over seven years.



Just a few daily prizes on "Hint Hunt" are gathered by "Beagle", Emcee "CHUCK" ACREE and Announcer DON GORDON.

There's a slightly wacky proprietor and loads of funny people and situations at a spot called "ARTHUR'S PLACE," which you are cordially invited to visit each Friday night on WWVA.

### The Biggest Show In Jown!



Vivacious JANET WALDO in the title role of "Meet Corliss Archer".

MARIE WILSON, the blonde, stars as Irma, and CATHY LEWIS, the brunette, stars as Jane in Columbia's delightful new comedy series, "My Friend Irma", featuring the hilarious troubles of two work ing girls in New York.



JOHN REED KING is the genial, good-natured emcee who puts contestants at ease before firing questions at them on Columbia's "Give and Take".

### There's DRAMA On The







KARL SWENSON and VIVIAN SMOLEN rehearse their roles for the CBS "Our Gal Sunday" serial, which recently celebrated its tenth anniversary on the network. They play the leads, Lord Henry and his wife, Sunday.

Discharged from the Army after more than two years service, LES DAMON returned recently to his original role of gentleman detective Nick Charles in CBS' "Adventures of the Thin Man".



There's VARIETY On





IRENE BEASLEY, star of "Grand Slam" makes a last minute check with director Victor Sack before going on the air with her popular CBS program.

### The Biggest Show In Jown!





MILO BOULTON, genial master of ceremonies of Columbia network's "We the People" program, interviews interesting personalities such as MR. WESLEY and his pet chimpanzee.



#### THE Future IS BRIGHT

FOR THE OHIO VALLEY AREA!

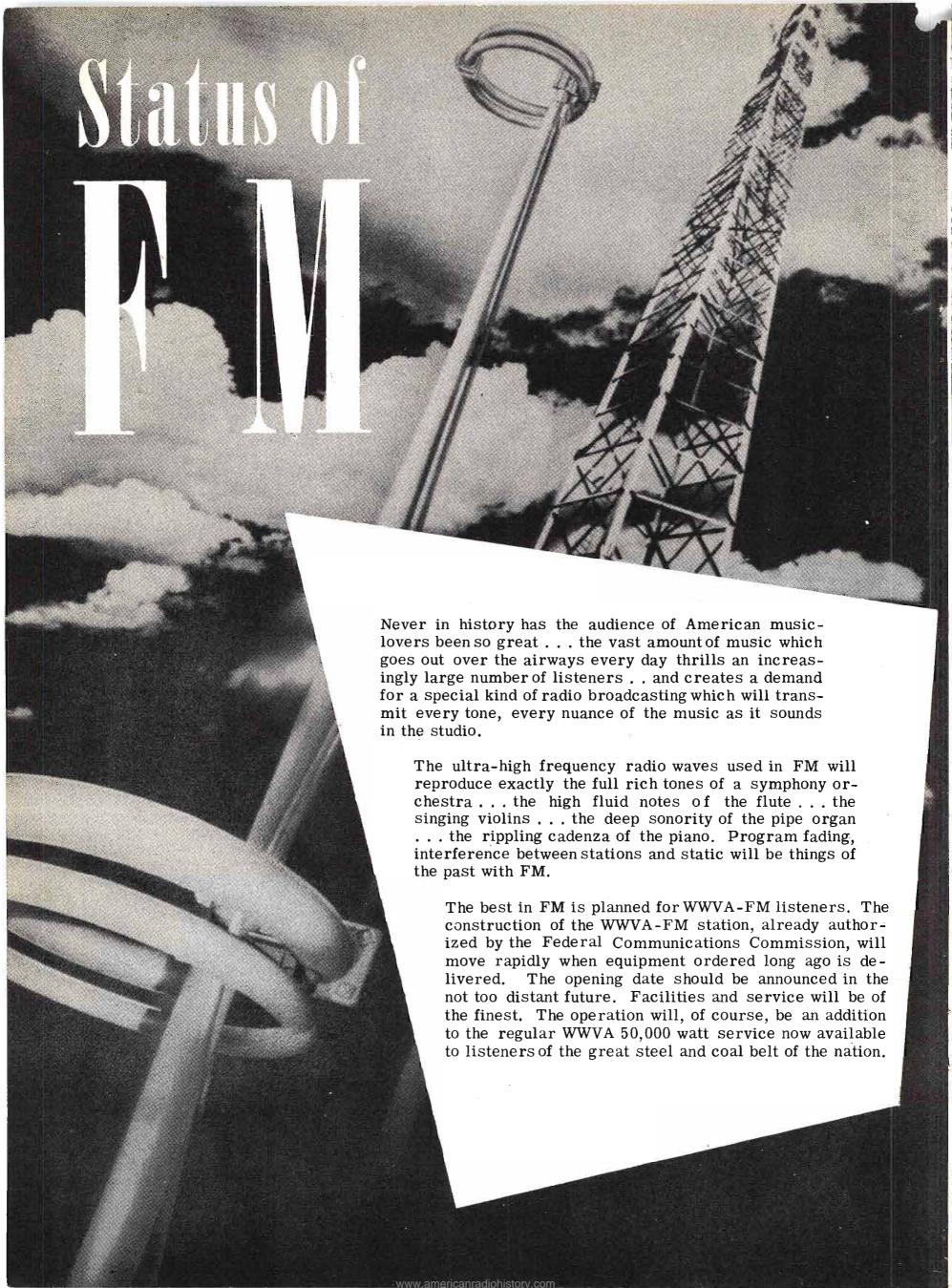
Approaching the reconstruction period business and industry in the Ohio Valley have geared its sights to an expanded construction program.

Many million of dollars have already been earmarked by local industry for plant expansion. The Ohio Valley, long recognized for its leadership in the production of coal and steel, triumphantly adds a third basic natural resource through increased development of the fabulously rich rock salt deposits underlying the whole area, and the industrial picture is gradually changing to an extent which insures the Ohio Valley will become the center of America's chemical activities.

Public utilities and transportation service are geared to meet this promised industrial expansion program. Business and commercial establishments are likewise fixing their sights for an unprecedented volume of business.

Citizens in all communities of the Valley are enthusiastic, realizing free-enterprise and unity of purpose mean a bright future.



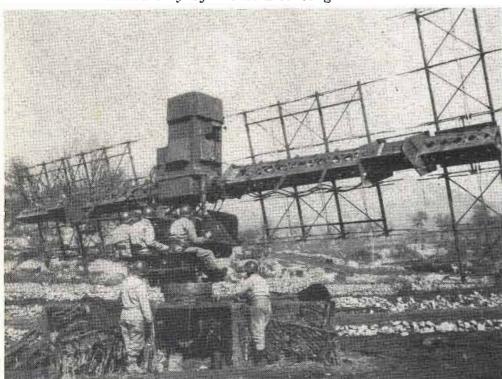


### RADAR

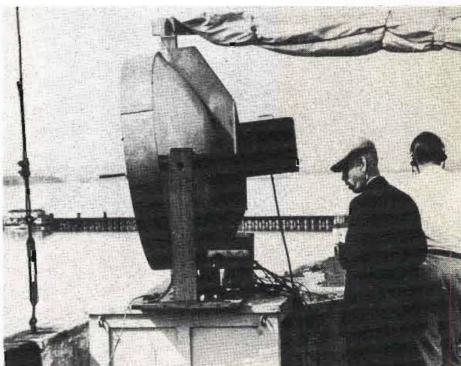
THE SILENT WEAPON OF WORLD WAR II... TO BE ADAPTED FOR PEACETIME USE...

An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

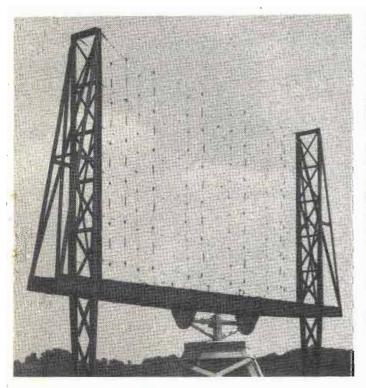
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



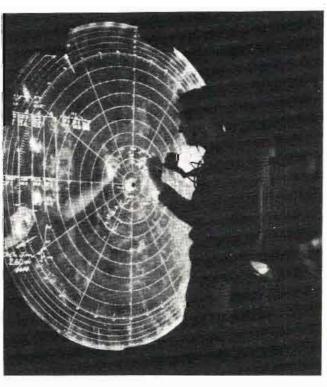
Five-man Army radar crew in Italy track approach of enemy planes.



Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



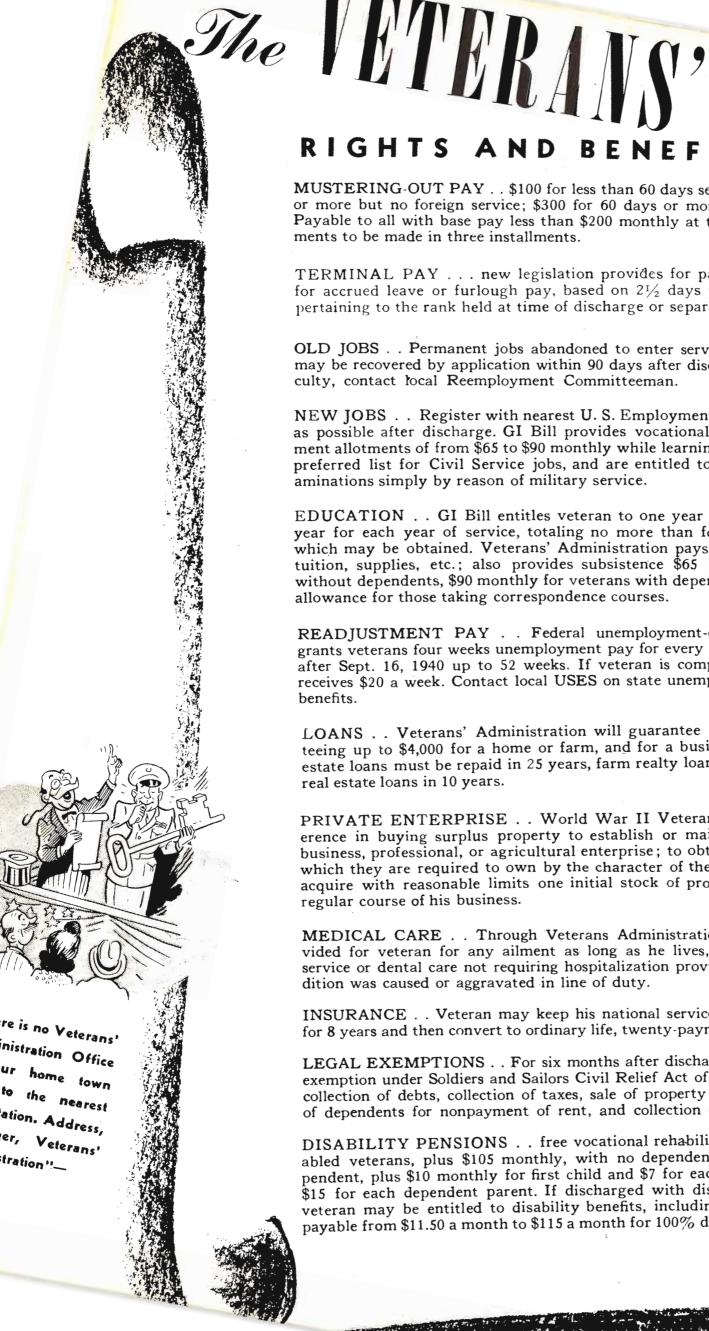
The antenna of the first complete radar, installed 'topside' a building at Naval Research Laboratory in Anacostia, D. C. It is mounted so that it can be turned to allow for around-the-compass search.



Information provided by radar's electronic eye is marked down on vertical chart in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of incoming information.



Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar antenna outlined against the sky.



#### RIGHTS AND BENEFITS \* \*

MUSTERING-OUT PAY . . \$100 for less than 60 days service; \$200 for 60 days or more but no foreign service; \$300 for 60 days or more plus foreign service. Payable to all with base pay less than \$200 monthly at time of discharge; payments to be made in three installments.

TERMINAL PAY . . . new legislation provides for payment to all veterans for accrued leave or furlough pay, based on 21/2 days per month, at the pay pertaining to the rank held at time of discharge or separation.

OLD JOBS . . Permanent jobs abandoned to enter service after May 1, 1940, may be recovered by application within 90 days after discharge. In case of difficulty, contact local Reemployment Committeeman.

NEW JOBS . . Register with nearest U. S. Employment Service office as soon as possible after discharge. GI Bill provides vocational training and government allotments of from \$65 to \$90 monthly while learning. Veterans are on the preferred list for Civil Service jobs, and are entitled to 5 to 10 points in examinations simply by reason of military service.

EDUCATION . . GI Bill entitles veteran to one year of schooling, plus one year for each year of service, totaling no more than four years of schooling which may be obtained. Veterans' Administration pays \$500 per year toward tuition, supplies, etc.; also provides subsistence \$65 monthly for veterans without dependents, \$90 monthly for veterans with dependents. No subsistence allowance for those taking correspondence courses.

READJUSTMENT PAY . . Federal unemployment-compensation program grants veterans four weeks unemployment pay for every month of active service after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployed, he receives \$20 a week. Contact local USES on state unemployment compensation benefits.

LOANS . . Veterans' Administration will guarantee 50% of loans, guaranteeing up to \$4,000 for a home or farm, and for a business up to \$2,000. Real estate loans must be repaid in 25 years, farm realty loans in 40 years, and nonreal estate loans in 10 years.

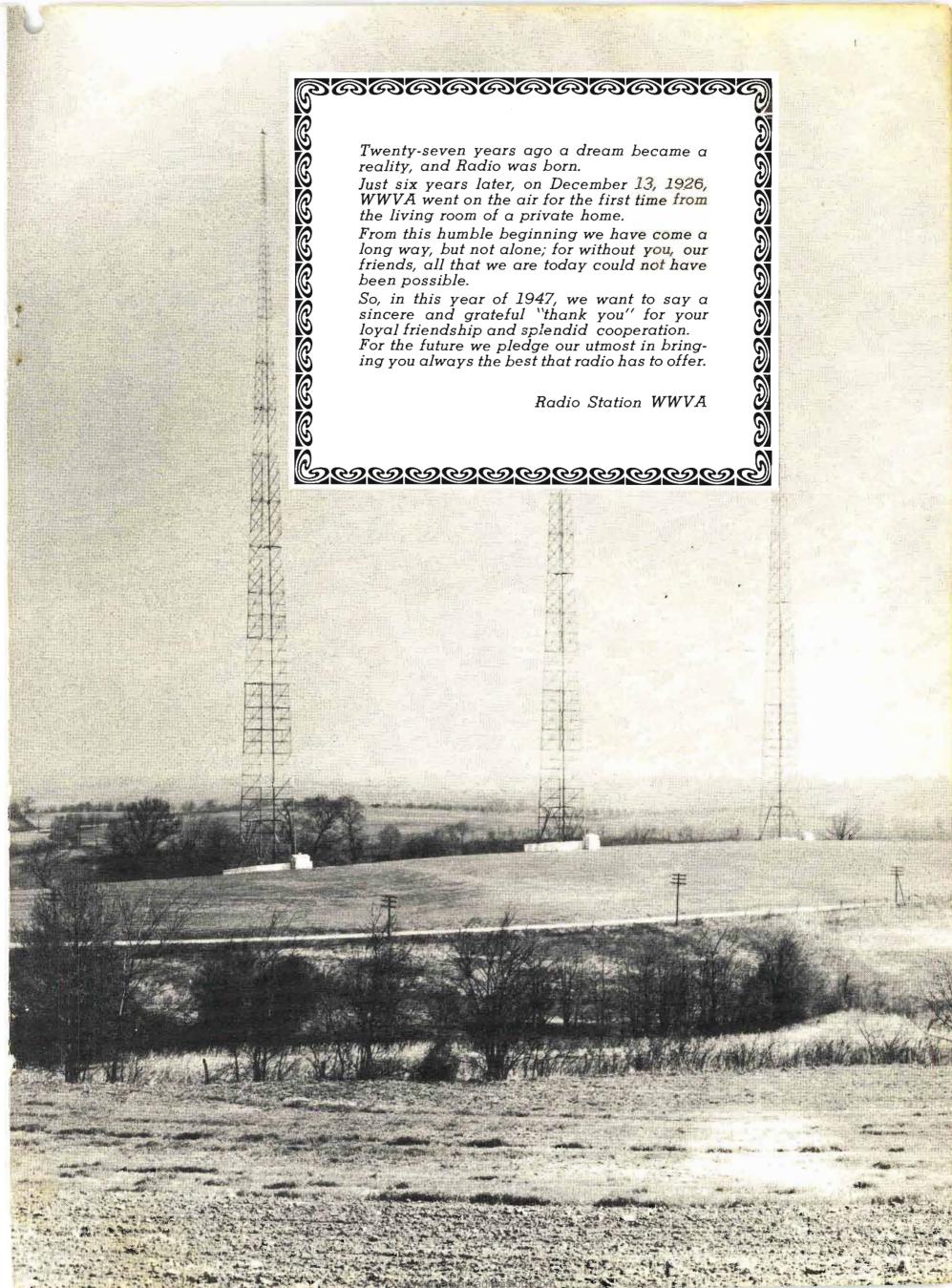
PRIVATE ENTERPRISE . . World War II Veterans are entitled to preference in buying surplus property to establish or maintain their own small business, professional, or agricultural enterprise; to obtain tools or equipment which they are required to own by the character of their employment; and to acquire with reasonable limits one initial stock of property for resale in the regular course of his business.

MEDICAL CARE . . Through Veterans Administration, hospitalization provided for veteran for any ailment as long as he lives, without cost. Medical service or dental care not requiring hospitalization provided by VA, if the condition was caused or aggravated in line of duty.

INSURANCE.. Veteran may keep his national service life insurance in force for 8 years and then convert to ordinary life, twenty-payment or 30-payment life.

LEGAL EXEMPTIONS . . For six months after discharge, veterans have legal exemption under Soldiers and Sailors Civil Relief Act of 1940, from lawsuits for collection of debts, collection of taxes, sale of property for taxes, dispossession of dependents for nonpayment of rent, and collection of insurance premiums.

DISABILITY PENSIONS . . free vocational rehabilitation provided for disabled veterans, plus \$105 monthly, with no dependents; \$115 with one dependent, plus \$10 monthly for first child and \$7 for each additional child, and \$15 for each dependent parent. If discharged with disability due to service, veteran may be entitled to disability benefits, including a pension. Amounts payable from \$11.50 a month to \$115 a month for 100% disability.



THE BIGGEST SHOW IN TOWN

