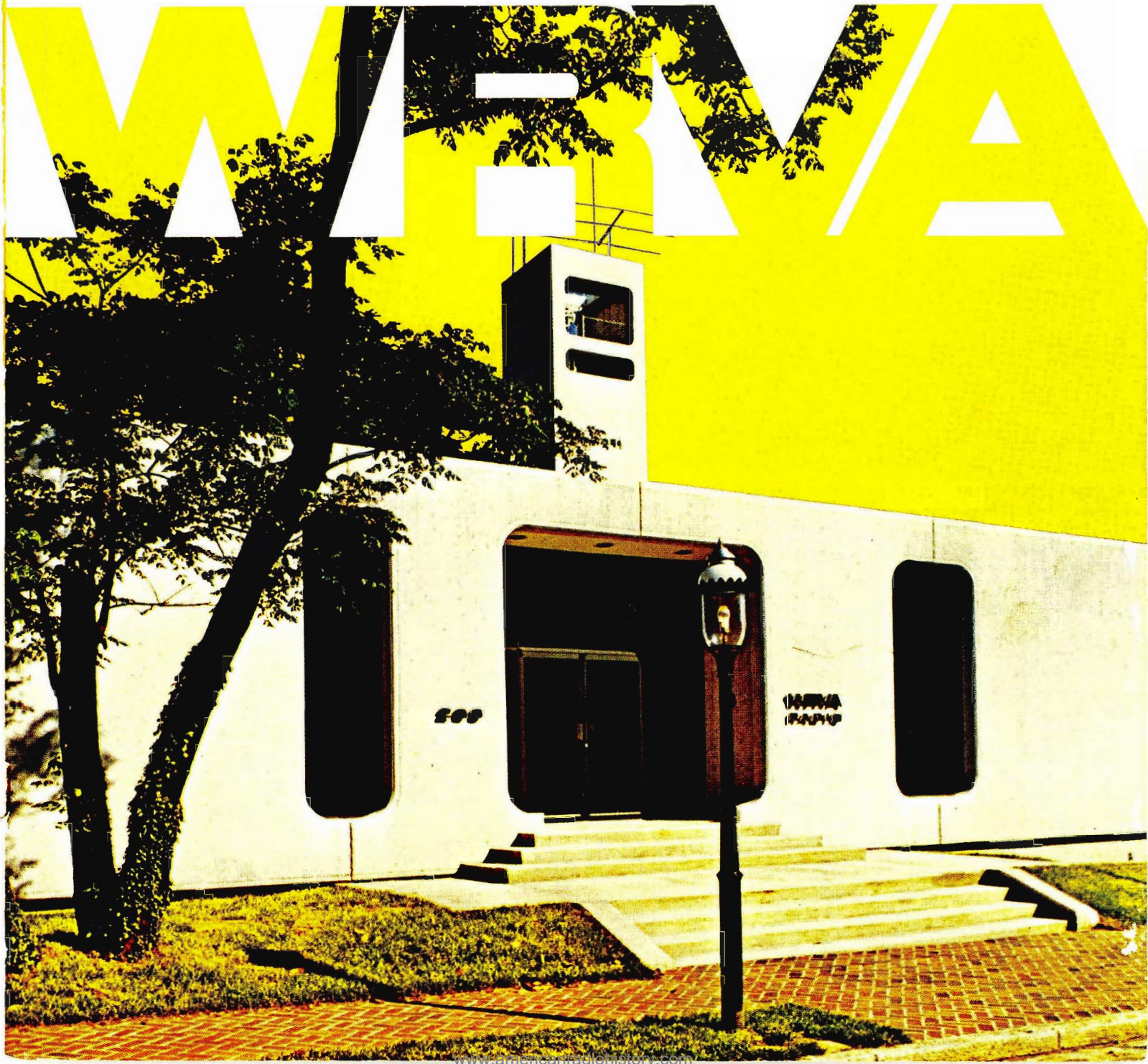
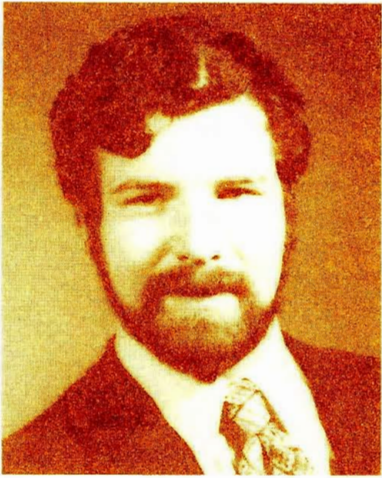


serving you for 50 golden years.





1943-1974

Dedicated to the memory of Howard Bloom.



COMMONWEALTH of VIRGINIA

Office of the Governor

Richmond 23219

September 2, 1975

Mills E. Godwin, Jr.  
Governor

For half a century, radio station WRVA has established itself as an authoritative voice reflecting the unfolding Virginia scene while lending its support to innumerable worthy causes.

Its reputation, built with a continuous high degree of responsibility and skill, is the envy of others in the field.

On behalf of the people in its listening area, I am happy to add my personal congratulations on the achievement of this milestone and my wish for many more years of outstanding broadcasts.



*Mills E. Godwin, Jr.*  
Governor



It's a long way from the crystal set era of WRVA's beginning to its 50th birthday in 1975. Appropriately our studios now overlook the city of Richmond from the brow of historic Church Hill where Richmond first began. The achievements and challenges of the past have been many and of these we are proud — but most important of all we are grateful for the trust and confidence placed in us by our many listeners throughout Virginia who have made WRVA one of the most listened to radio stations in the United States.

The loyal support of listeners, sponsors and a dedicated staff make us look forward with anticipation and enthusiasm to the challenges of the future.

With full realization that many fine milestones have been left unwritten, this book presents a few significant ones for you to reminisce on and enjoy.

*John B. Tansey*

John B. Tansey  
President and General Manager



C. T. Lucy and Bertha Hewlett, two of the original staff that launched WRVA in 1925 reminisce with John Tansey.

Blush 7 Calls The News Leader

RICHMOND, VA., SATURDAY, OCTOBER 31, 1925.

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

City's Large Broadcaster Ready for Formal Opening

Trinkle, Byrd, Bright, and Others Scheduled to Make Addresses.

W. T. REED WILL OPEN

Owners of Edgeworth Station Here to Carry on Generous Policy.

Practically all details of the station for the formal opening on the morning of Monday, Nov. 2, 1925.

STUDIO OF WRVA CAREFULLY BUILT

No Precaution Overlooked in Effort to Keep Out Outside Noises.

It is not only the sound and its reproduction in designing and constructing the studio building, but the care of the studio itself.

Edgeworth Station Has 2 Fine Programs Ready

ELABORATE programs have been arranged for the first broadcast by the Edgeworth station, WRVA, after the formal opening of that station Monday night at 8 o'clock.

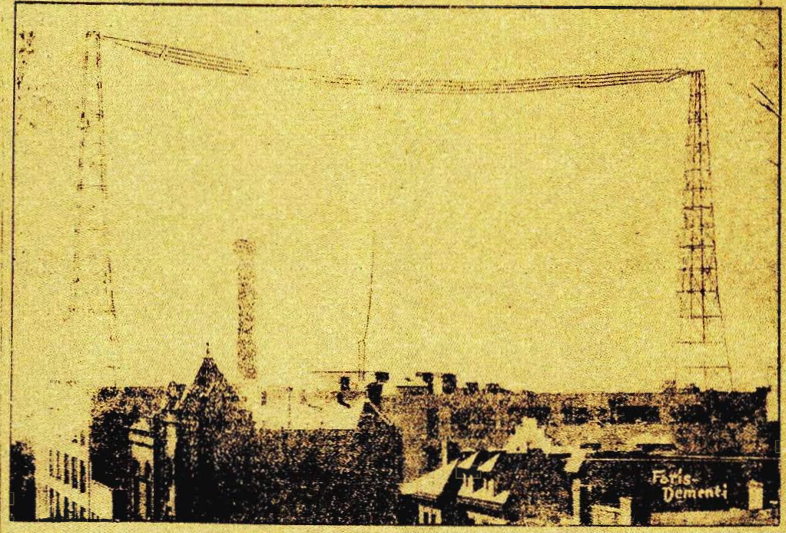
Ganery Heard Over Radio From KOA, At Denver

Appearing before KOA's microphone on the radio, Ganery was introduced by a woman who was identified as Mrs. Ganery.

Present-Day Receivers Differ From Past Years

Many of the most popular in operation today are of the present-day type, which are of the present-day type.

Power Equipment, Officers and Principal Speakers Monday at WRVA



NUMBER OF RADIO FANS TO INCREASE

Local Dealers Believe Opening of Station Here to Help Business.

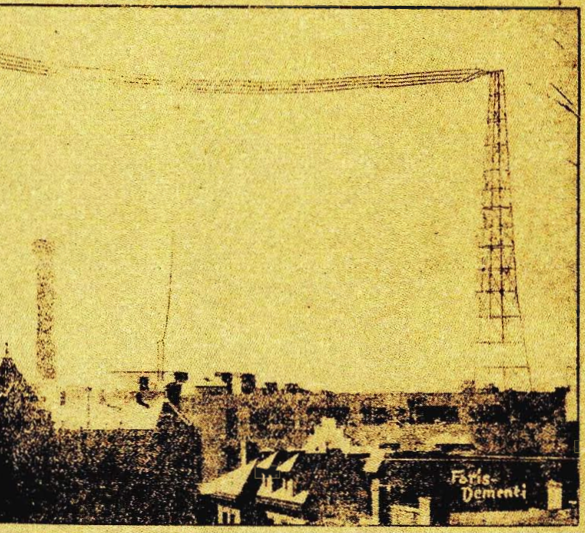
Richmond radio dealers anticipate a very large increase in the number of radio fans in Richmond after the opening of WRVA.

Edgeworth Station Has 2 Fine Programs Ready

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Present-Day Receivers Differ From Past Years

Many of the most popular in operation today are of the present-day type, which are of the present-day type.



Present-Day Receivers Differ From Past Years

Crystal Set to Bedspring Will Bring in WRVA

Crystal sets are expected to be the most popular one with the operation of WRVA, for those who do not care for the more elaborate and costly sets.

WRVA EQUIPMENT LATEST AVAILABLE

Station Will Carry Normal Power Up to 2,500 Watts.

The new broadcasting equipment installed in Edgeworth and Brother Company's studio is the latest and most complete in the radio industry.

Radio Industry Now Is Approaching Mature Stage

Rapid Progress Now Entitles New Science to Pause and Catch Breath.

Edgeworth Station Has 2 Fine Programs Ready

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# the 20's

1925 was a very good year. The newspapers on the morning of November 2nd told of the reconciliation of heavyweight boxer Jack Dempsey and Estelle Taylor. He had agreed not to talk about boxing and she agreed not to discuss her acting. On the local scene, Richmond's 2nd annual Community Chest drive began with "Mother Byrd's Garden Party", directed by Miss Marie Leahey, elocution teacher. Porterhouse steaks sold for 30¢ lb. and Maxwell House coffee was 3 lb. for \$1.00. One Richmond advertisement touted Aspironal as "better than whiskey for colds and flu" while another listed a 1925 Nash sedan for \$1,215. The newspaper notified Virginians that the social season would be delayed due to late closings of country homes. Other readers followed the adventures of their favorite comic strip, Tillie, the Toiler. 1925 was a very good year and although the newspaper had a lot of trivia in it, the big news heralded November 2nd as a momentous day for Richmond and Virginia alike . . . WRVA Radio was born!

Calvin T. Lucy, WRVA's first General Manager, recalls: "At that time, I was the administrative assistant to Mr. Pleasant Larus Reed, Vice President of Larus and Brother Company, owners and operators of WRVA Radio. And after he heard the Attorney General of Missouri speak in Jefferson City, Missouri, via a crystal set, Mr. Reed ordered a 1,000 watt Western Electric radio station complete. I remember April of 1925 when he called me into his office and asked if I had a radio. When I told him that I had never even seen one, he informed me that I was going to see and hear a lot about radio. He told me he had purchased, over the telephone, the largest broadcasting station Western Electric manufactured. It was my job to build the station and operate it. Needless to say, I have never been the same since. I can truly say I started my radio career from the ground floor!" And scarcely six months later, WRVA's inaugural broadcast began promptly at nine o'clock in the evening with Studio Director Elmer Hoelzle announcing:

*"Radio world, this is the opening*

*night of station WRVA. The first on our program tonight is a prayer by The Rev. W. Taliaferro Thompson, D. D."*

In addition to Dr. Thompson of Union Theological Seminary, guests included Governor E. Lee Trinkle; Mayor J. Fulmer Bright of Richmond; Mrs. Channing Ward, representing music clubs of the area; Acca Temple Shrine Chanters; a well-known soloist Mrs. Henry P. Garber; Hotel Jefferson and Arions Dance Orchestras, and the Old South Negro Quartet.

President of Larus and Brother Company, Mr. William T. Reed, Sr., told the listening audience in his dedicatory remarks, "It is our desire to render service to Richmond and Virginia, and we feel that the establishment of this station will be of service . . . service is going to be our motto." And service has continued to be the motto of WRVA for the past 50 years.

*"Radio world, you have just listened to the dedication talk by Mr. W. T. Reed, president of Larus and Brother Company, broadcasting from radio broadcast station WRVA, Richmond, Virginia. We are broadcasting tonight on a wave-length of 256 meters. This is our opening program. We are going to ask you to stand by for just a minute or two while we arrange the setting of The Jefferson Hotel Orchestra."*

WRVA was located on the Main Street side of the Larus Building with its transmitting equipment, including two 125-foot towers atop the building. The studio itself was considered very modern and spacious for radio in that day. Broadcasting with a 1,000 watt Western Electric transmitter, WRVA was the highest powered station in Virginia in 1925 and still occupies that position today, with its 50,000 watts clear channel.

*"As governor of Virginia, I desire to extend the congratulations of the state to that patriotic spirit of Larus and Brother Company which has resulted in the installation of this mammoth radio station at Richmond. Few greater gifts could have been presented to the state or to its people. . . "*

On the inaugural program, the original staff was comprised of C. T. Lucy, General Manager, Elmer G. Hoelzle, Studio Director and Announcer, and Orris Selph, Station Engineer and Broadcast Operator. Mrs. Robert Holloway and Miss

Bertha Hewlett served voluntarily as studio hostesses. Shortly after opening night, Miss Hewlett was employed as permanent hostess and served at WRVA until her retirement in 1973 as Office Manager.

*"WRVA Richmond, Virginia, broadcasting their opening night program. You have just listened to Dave Garson and his Jefferson Hotel Orchestra Play 'Yearning'. The next speaker on our program will be the Honorable J. Fulmer Bright, Mayor of Richmond, Virginia."*

Mayor Bright's speech informed the radio world that Richmond, a metropolitan area population of 210,000 people, had forty out of every hundred of its working population engaged in manufacturing and mechanical 'affairs'. "Richmond has the largest wood works in the world, largest cigar factory in the world, oldest mica mills in the world, largest blotting paper industry in America and the largest bottled flavoring extract factory in the world. The city has a flour mill, capacity 600,000 barrels per year, which was established in 1798 and is still running. . . "

As a civic and community station operating on a non-commercial policy, WRVA used the musical talents from all sections of Virginia and North Carolina for its program material and picked up, by remote control, special events over a wide area.

*"You have just listened to Mrs. Channing Ward, representing the musical groups of Richmond. This is station WRVA. We are going to ask you to stand by now for just a few minutes until we get the Chanters in."*

The musical selections of WRVA's first program included hits of the day. "Ah, Ha", "Lady of the Nile", "Sonia" and "Prince of Wales" were among the most popular dance tunes. Mrs. Garber sang "Largo" and "Mighty Lak A Rose".

During its first year of operation, WRVA's twice-a-week schedule expanded, broadcasting 242 programs. A total of 2,358 people appeared before the carbon microphones. Regular programs inaugurated in 1925 included Dr. Douglas Southall Freeman's NEWS LEADER HISTORY OF OLD VIRGINIA, the MARKET REPORTS with H. C. Cline and WRVA's world famous CORN COB PIPE CLUB, an informal variety show with the versatile and

talented Pat Binford, Master of Ceremonies. It originated at the Richmond studio and was avidly followed by listeners all over the United States and Canada. Interest ran so high that Corn Cob Pipe Clubs sprang up everywhere and by July 1935 a total of 786 clubs were established in the USA and 97 in foreign countries. WRVA, in cooperation with Larus and Brother, published regularly a special magazine SMOKE that was distributed to all loyal Corn Cob Pipe Club members.

*"Radio Fans, you have just been listening to the Acca Temple Shrine Chanters, Richmond, Virginia, sing a few barbershop harmonies for you and will finish up with "Carry Me Back To Old Virginny". This is broadcast station WRVA broadcasting on their opening night program. We are going to ask you to stand by for about three minutes until we rearrange the studio and get the orchestra in. Then we will have the Old South Quartet for you."*

WRVA's first year's offering included 230 orchestra programs, 13 band concerts, 8 Glee Clubs, and 10 college programs for a total of 906 participants. On June 9, 1925, daytime broadcasting began with a midday program for homemakers, AUNT SAMMY, WRVA's first woman's show. As Aunt Sammy, Miss Bertha Hewlett gave recipes and household hints. The MARKET REPORT, presented by Virginia Department of Agriculture was also transferred from evening to the noon period where 50 years later, it still remains on the schedule. A very popular WRVA personality identified with this series, which started in the first month of operation, was H. C. Cline. No anniversary celebration of WRVA would be complete without reminiscing on this well-known farmer and homespun philosopher who for so many years, informed and entertained his listening audience. And with his sudden passing in 1939, thousands who felt they had enjoyed a personal acquaintance with him grieved.

*"All right, radio fans, we are coming back again. This is WRVA, Edgeworth Tobacco station, Richmond, Virginia broadcasting on a wavelength of 256 meters. This is our opening night. We have tried to give you a wonderful program and up to*

*the present minute we have been almost on time. The Chanters' works were so beautiful, we went over about five minutes. Now then, we have the Arion's Orchestra and the Old Southern Quartette. The Arion's Orchestra are going to play "Angry". I think they must be angry because I am late."*

For many years, THE SUNSHINE HOUR enjoyed great success throughout Virginia. It was a program of familiar hymns and a message of cheer designed especially for shut-ins and was conducted by Holland Wilkinson, known as the singing evangelist. This genial man debuted on WRVA's first Christmas Eve program and ended his radio career on the day after his death, December 1954. Amusing anecdotes about WRVA's first years are many, but one of the best was when Mr. Wilkinson's friend was elected President of a local bank. In his honor, Wilkinson dedicated a song to him . . . "Yield Not To Temptation".

Among WRVA's many 'firsts' was a children's program featuring talented youngsters, a forerunner of Amateur Hours on radio. WRVA was first in its efforts to bring radio to public schools as an instrument of education when Dr. Douglas Southall Freeman spoke to 18,000 children in various Richmond schools via WRVA in 1927.

WRVA increased its broadcast time from two nights to three nights per week in 1926 and by 1929 was on seven days a week, day and night. Management bought equipment to pick up special events and unusual program material from any point to which telephone lines could be temporarily installed. The first of many to follow began from Murphy's Hotel for the Virginia Convention of American Legion Banquet proceedings. Murphy's Hotel at 8th and Broad Streets, is now a State office building. May 1926, WRVA traveled to Williamsburg for a remote broadcast of the 150th Anniversary of the Virginia Convention of 1776. The featured speaker, President Calvin Coolidge, arrived late so C. T. Lucy, who in addition to regular duties as General Manager, was the special events announcer, 'filled in' for 45 minutes by reading advertisements and news items from a 150 year old



Popular stars. Mr. and Mrs. Joseph Maust, 1925.



Marie Costella's CHILDREN'S SHOW was forerunner to WRVA's SALLY SOUTHERN SHOW. The latter started Richmond's Patsy Garrett's career.



Opening Night, November 2, 1925. Arion's Orchestra. Standing: C. T. Lucy, E. G. Hoelzle, L. G. Larus, C. D. Larus, Jr., John H. Reed, George Marchmont. Seated: W. T. Reed, Sr., P. L. Reed.



Joe Mathews directs THE SABBATH GLEE CLUB, one of many groups heard in the early years on WRVA.

copy of the Williamsburg Gazette . . . thus having the distinct honor of being WRVA's first ad lib artist.

*"Yes Sir, She's My Baby' is the number you were just listening to by The Arion's Orchestra, Station WRVA, Richmond, Virginia. You are now going to hear 'On a Night Like This.'"*

Other special events broadcast by

er's City Desk for the World Series baseball game when St. Louis beat New York four out of seven games.

It's been said WRVA facilities were set up in all sections and manner of places 'from a cemetery in Isle of Wight to a cow pasture in Loudon County' but none more exciting than those 'firsts' in the latter part of the twenties. WRVA covered the public reception in Richmond for Charles A. Lindberg, "The lone eagle" after his memorable solo flight from New York to Paris. It was the first radio station to broadcast a complete performance of an entire opera and the first radio station in Virginia to broadcast Governor Harry F. Byrd's inaugural and later his address to the Virginia General Assembly. . . a practice that has continued throughout the years. BRIDGE BY RADIO was another popular feature on WRVA. The local newspaper described a bridge hand and suggested to bridge fans to tune into WRVA and hear how the expert beats his opponent by working a double squeeze.

Religious programs of all denominations have been broadcast on WRVA for the past 50 years. On September 27, 1927, WRVA broadcast by remote pick-up, Sunday church services, originating at the Second Presbyterian Church in the morning and at St. Mark's Episcopal Church in the evening. This service to the people of Virginia has continued throughout the years without interruption and at no cost to the churches.

Another milestone in WRVA history was reached November 10, 1927 when it became affiliated with NBC. Its policy was modified to present a commercial program, NBC MAXWELL HOUSE HOUR, featuring Nathaniel Shilkret's Concert Orchestra with Richard Crooks, soloist. However six weeks before the NBC affiliation, WRVA joined a 35-station link-up, broadcasting from New York and featuring a comedy team of "Sam 'n Henry", later known to the world as Amos 'n Andy. The AMOS 'N ANDY SHOW premiered several months over WRVA before their network debut. Freeman Gosden, who portrayed Amos was a native Richmonder.

*"Radio world, this is WRVA, radio broadcast station, Richmond, Vir-*

*ginia which started promptly at 9 o'clock and finished promptly at 12 o'clock has come to a close. Before signing off I want to make one or two announcements that will be of interest to you. Telegrams have simply swamped the office and just a few of the places we have received them from are Durham, N. C., Norfolk, Va., Atlanta, Ga., Knoxville, Tenn., Selma, Ala., Pine Bluff, Ark., Pittsburgh, Pa., Bluefield, W. Va., Petersburg, Newport News, Winston Salem, N. C., Greensboro, N. C., Winchester, Virginia, Danville, Virginia, Huntington, West Virginia, Greenville, Tenn., Henderson, N. C., Asheville, N. C., Charlottesville, Va., Baltimore, Md., Farmville, Va., Douglas, Ga., Piedmont, S. C., Lee, Mass., Cincinnati, Ohio. . . Last but not least Wheeling, W. Virginia."*

Political broadcasts over WRVA began in 1928 with debates between prominent citizens. WRVA carried network addresses by candidates and party leaders and was one of 49 stations associated with NBC for the first radio network coverage of a presidential election on November 6, 1928. WRVA became a regular NBC affiliate January 1, 1929, with a good portion of local productions, confirming its policy of operating "in the public interest, convenience and necessity". "Carry Me Back to Old Virginny" was its signature song and "Down Where The South Begins" was its slogan. And when the then Federal Radio Commission granted an increase in the station's power to 5,000 watts, WRVA took another forward step.

*"Before signing off, I want to make the announcement for our second program which comes on next Thursday evening, November 5th promptly at 9 o'clock until 12 P.M. Eastern Standard Time. Listen in for WRVA, the Hotel William Byrd Concert Trio, the Artists Quartette from the Broad Street Methodist Church, the Melodians Orchestra, Pat Binford in popular songs. We promise to give you another nice program. We hope you have enjoyed this one. This is station WRVA Edgeworth Tobacco Station, Richmond, Virginia. We are now going to sign off, it is 12:03. Good night and sweet dreams."*

. . . and WRVA Radio Station was one day old.



Beginning with Gov. Harry Flood Byrd, Sr., WRVA has covered inauguration ceremonies of all Virginia governors since 1925.



Elmer Hoelzle talks with WRVA's first Santa Claus, J. Herbert Mercer.



"The Sunshine Hour" with 'The Singing Evangelist' Holland Wilkinson; his wife, Martha, center, and Bertha Hewlett at piano.

WRVA that first year included a blow-by-blow wire description of the Dempsey-Tunney championship fight from Madison Square Garden. In cooperation with the Richmond *Times Dispatch*, C. T. Lucy relayed information from the City Editor's desk to WRVA. This successful venture was repeated at the *News Lead-*







Corn Cob Pipe Club's popular Sue Hathaway appearing as "Little Sue".



The 'farmer's friend', Mr. H. C. Cline, began the MARKET REPORTS on WRVA in 1925. They have been broadcast for 50 years.



Bright Keck and Pat Binford. "The Melody Boys".

## the 30's

In the early part of the Depression, WRVA continued as a real and vital source of entertainment and information to thousands of distressed people. The trying thirties saw many changes. King Edward VIII gave up his throne for the woman he loved. Local movie houses showed features which ranged from "King Kong" and "The Wizard of Oz" to the great southern epic "Gone With The Wind". But for the most part, family life centered around the radio. The dinner table waited to be cleared while the entire family gathered around to hear Lowell Thomas at 7 o'clock on WRVA followed by AMOS 'N ANDY, sponsored by Pepsodent. Local talent shows increased on WRVA's programming and in 1931 Larus and Brother sponsored its first network show THE DIXIE SPIRITUAL SINGERS, followed shortly thereafter with the Edgeworth CORN COB PIPE CLUB. Although many were out of work, WRVA continued to prosper and grow, adding to its staff of professionals.

*"Additional bookings for the WRVA*

*schedule since the last program release include "Smiling Ed McConnell" sponsored by the Aladdin Lamp Manufacturers (in the interest of the Aladdin Kerosene Mantle Lamp) at 5 P.M. Sundays; "Doc Savage's Detective Experiences" at 7:45 P.M. Fridays; "The Voice of Firestone" Mondays at 8:30 P.M.; Holland Wilkinson's "Book of Memories", a collection of secular songs of the past, Tuesdays at 1:45 P.M.; the new "National Youth Radio Conference" series featuring Dr. Daniel A. Poling, Sundays at 12:30 P.M.; Emma Speed Sampson's morning chats for Virginia Dairy Company at 9:45 Tuesdays and Fridays; and the new Evelyn Harrison series at 6:15 Tuesdays and Thursdays."*

*WRVA's Blue Book, February 1935*

WRVA studios were moved in 1933 to the downtown business section of Richmond and were located on the mezzanine of the Hotel Richmond, 9th and Grace Streets. This central location, opposite the State Capitol and convenient to Federal, State and local government offices,



WRVA Radio 50,000 watt transmitter dedicated March 1939.



"Artists Quartet", one of the first quartets to sing over WRVA. Left to right: Elmer Hoelzle, Virginia Jones, Anna Garber, R. E. Harton and Laurie Owens Riddick.



WRVA's early talent. Burt Repine and Bob Beadles.



The "Corn Cob Pipe Club", first broadcast on WRVA in 1925, became a coast-to-coast network feature in the early 30's. Before WRVA's carbon microphones, Pat Binford, Master of Ceremonies, introduced home-spun philosophers, comedians, novelty acts and musical performers who entertained thousands all over the country.

made it possible to improve the news coverage and give Virginians 'on-the-spot' happenings. World events were also brought into homes. Hearing about it first on WRVA, Virginians learned of the German zeppelin Hindenburg's explosion, the disastrous New England hurricane that killed nearly 600 people and of the major earthquake that shook Long Beach, California. In the Thirties, Virginians relied on WRVA to be the first neighbor to tell the news of the day.

*"On Saturday June 1, WRVA microphones will be placed in Byrd Park in Richmond where the Times Dispatch is sponsoring the annual State finals in connection with the National Marble Tournament. At this time there will be a competitive elimination to select the young fellow who will represent the Old Dominion in the national contest to be held at Cape May, New Jersey."*  
WRVA's Blue Book. June 1935

WRVA took another progressive step forward in 1935 when the first

all wood self-supporting radio broadcasting tower in North America was officially used and dedicated at WRVA's Mechanicsville transmitter site. The 326-ft. four-legged triangular tower was a pioneering project for American radio stations.

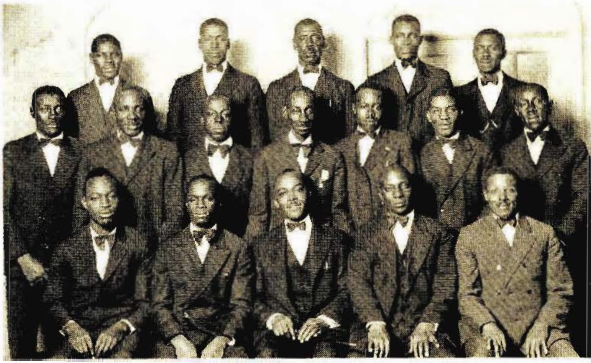
WRVA's CORN COB PIPE CLUB increased in popularity with comedy skits of Sawdust and Moonshine, Smoky and Poky, Looney Luke and his Tobacco Tags, the Melody Boys, W. C. Gilliam and the Country Fiddlers. The Harmony Boys with the talented Pat Binford, were the first to work the new bit "who was that lady I saw you with last night?" routine over WRVA. They made WRVA a favorite with urban and rural listeners all over the country.

*"Is real life too 'real' for radio listeners? That is what Walter Wicker, co-author with Irma Phillips of 'Today's Children', popular NBC dramatic sketch of family life, is trying to discover. Once more he had been compelled by protests of listeners to change his script, this time to pre-*

*vent the impending separation of Terry and Dorothy Moran. Wicker had meant to carry through the idea of separation and carefully laid the foundation for it. This is where listeners stepped in. In no uncertain terms, they told Wicker that they did not want to see the family broken up and pointed out what that would mean to little Lucy, daughter of Terry and Dorothy. 'Today's Children' goes on the air daily except Saturday and Sunday at 9:30 A.M., E.S.T., over an NBC network under sponsorship of the Pillsbury Flour Mills Company."*

*WRVA's Blue Book, May 1935*

Approximately 23,000,000 radio receiving sets were in use in the USA in 1936 and nearly all the listeners were enthralled by radio transcription programs heard on WRVA such as TARZAN OF THE APES, dramatic sketches entitled G-MEN (in the interest of Chevrolet motor cars) and the Palmolive BEAUTY BOX THEATER. WRVA became affiliated with the CBS network in 1937 and added some of the Mutual



THE DIXIE SPIRITUAL SINGERS on the first network program originating from WRVA.



WRVA listeners thrilled to the talents of Jose Andonegui and his son



Some of the many performers of WRVA's nationally famous CORN COB PIPE CLUB.

Broadcasting System programs to its schedule. For 22 years, WRVA Radio was near the top of the most popular CBS stations in the country.

In December 1938, Theodore W. Chezik, a Prince George County native and a graduate of the Capitol Radio Engineering Institute, was employed by WRVA as a 1st Class Licensed Transmitter Operator. Ted, who was later promoted to Supervisor, is currently WRVA's Chief Engineer, enjoying well-deserved plaudits for his excellent performance through the years.

In 1939, WRVA took a giant step forward, attaining maximum power of 50,000 watts. The WRVA 50,000 watt transmitter near Varina on the James River, was dedicated March 17th with a seven-hour long program in which all Virginia Radio stations joined the celebration. All sections of the Commonwealth were represented and 500 entertainers participated, including the local Acca Temple Shrine Chanters, WRVA's Concert Orchestra, WRVA's Dance

Orchestra and the Cross Roads Symphony.

*"For the third year radio joins in the celebration of President Franklin D. Roosevelt's birthday anniversary which falls on January 30. As heretofore the proceeds from the Birthday Balls in all parts of the nation will be devoted to the Warm Springs Foundation for its work in combating infantile paralysis. WRVA will be associated in the network broadcast during which President Roosevelt will speak from 11:30 P.M. until midnight on this date. C. T. Lucy, WRVA General Manager, has accepted membership on the National Radio Committee of the Birthday Ball."*

*WRVA's Blue Book, January 1936*

In the following months, WRVA and its staff were kept busy covering special events in Virginia from South Boston's National Tobacco Festival with Queen Mary Pickford, to being the key station for ceremonies of the christening of the luxury liner AMERICA at Newport News. WRVA also began its first series SALUTES TO

VIRGINIA INDUSTRY, depicting early history and growth of prominent Virginia business institutions.

On the eve of the outbreak of World War II, WRVA immediately adopted the theme of National Defense. Military, civic and government leaders, radio and movie stars made frequent appearances before the WRVA microphones in behalf of Defense Bonds, recruiting and other related causes. The WRVA newsroom and microphones were busy with impending war speeches . . . and on September the 3rd, 1939, WRVA listeners heard King George make his Declaration of War, Daladier's War Address and President Roosevelt's neutrality speech to the nation.

And as the 30's came to a close, Governor E. Lee Trinkle's speech on November 2, 1925 had truly come to pass . . . "few greater gifts could have been presented to the State or to its people." WRVA Radio was now a way of life in the Old Dominion.

MORE  
THAN  
HAVE SEEN

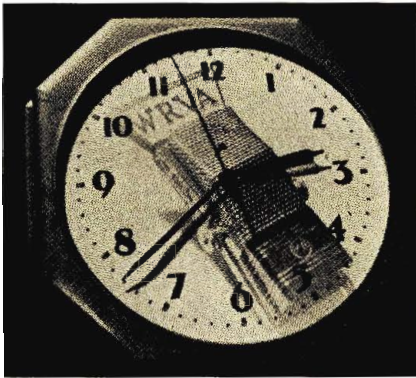
400,000 PEOPLE

FROM ALL OVER AMERICA  
WRVA's "OLD DOMINION BARN DANCE" IN THIS

Thank you for coming tonight ... and come again.



## the 40's



WRVA's nationally famous Big Ben Alarm Clock in 1942 — emblem of constant vigil.

The frustrating and frightening forties did bring fabulous changes too. Walt Disney made headlines with his full-length animated feature "Fantasia" — Virginius Dabney, Editor of the Richmond Times Dispatch, was awarded the 1948 Pulitzer Prize — penicillin was discovered as well as DDT. WRVA big news lead-off stories reported a USAF bomber had crashed into the Empire State Building — told of the horrible circus "big top" fire in Hartford, Connecticut — informed sports fans that Stan Musial hit .376 in '48 in the National League while Ted Williams was first batting champion four times, hitting .406 in '41, for the American League.

In March 1940, Virginians heard Sunshine Sue and Her Rangers broadcast their first program on WRVA. Then in September 1946, WRVA leased the old Lyric Theater at 9th and Broad Streets, changed its name to the WRVA Theater and the OLD DOMINION BARN DANCE was born. The Barn Dance became famous and Sunshine Sue became a star. Such performers as the Carter Sisters, Grampa Jones and Ramona, The Saddle Sweethearts, Crazy Joe Maphis, Tobacco Tags, Quincy Snodgrass, Toby Stroud, Buster Puffen-



Dr. W. Taliaferro Thompson, 1945.

barger, Curly Collins, Benny Kissinger, Little Robert and many many other artists played to capacity houses and to radio listeners throughout the USA. The WRVA Theater was also used for the station's audience participation shows and the New York Guild Theater productions as well as the scene of many large scale public displays of important election returns.

*"The Nolde Brothers, whose bakery products have long enjoyed deserved reputation, are presenting at 7:15 P.M. daily the 'Vitality March'. Some of the most popular marches for bands are included in the musical portion of these programs."*  
WRVA's Blue Book, December 1934

October 17, 1940 was Registration Day and the WRVA ladies manned the microphones while the men on the staff took the first step in the Selective Service Program. Christening ships of war instead of passenger liners now took the WRVA microphones to Newport News. And the station was well equipped for all security measures before the news flash of the bombing of Pearl Harbor and Manila that fateful December 7th afternoon.

In the early 40's, C. T. Lucy hired two people who were to become very



Over 7,500 friends attended WRVA Listener Family Picnic.

important to WRVA — John Tansey and Virginia Jordan. November 1, 1940, John Tansey, a graduate of the University of Florida, became WRVA's newest announcer. Progressing up the ladder in his radio career at a fast pace, Tansey became Production Manager of WRVA in '45, Assistant Program Manager five years later and in 1954 appointed Manager of WRVC FM in Norfolk, a position held until his promotion to General Manager of WRVA in 1956 — the second General Manager of WRVA's history and a position he still holds. Virginia Jordan, whose charming voice is known to all WRVA callers, was employed as receptionist in 1942. Leaving in '44 to live abroad, Virginia returned to WRVA and to the reception desk in 1950 where she remains the warm friendly lady who greets all that visit the WRVA studios and the 'unseen voice' that welcomes those who telephone daily.

The magic of radio brought into homes such immortals as BURNS AND ALLEN as a temporary relief from the tension of the world crisis. C. T. Lucy was informed that Variety Magazine chose WRVA for their 1940 AWARD OF MERIT for "prestige subsidiary station". On the copper plaque was inscribed: "WRVA Richmond, a many sided and alert organization spread out competitively in 1939 and seemed on the whole a good example of showmanship behavior under the happy auspices of non-radio ownership".

Youngsters sat crowded around the radio to listen to BUCK ROGERS, GANG BUSTERS, SKY BLAZERS and Gene Autry's MELODY RANCH. While men listened to H. V. Kaltensborn or Elmer Davis, WRVA's CBS news analysts, the ladies followed MERT AND MARGE stories.

War priority was in effect on a 24-hour daily schedule. After the first shock of the Japanese attack, WRVA maintained constant vigil, broadcasting news summaries every hour throughout the night. In between newscasts, a Big Ben Alarm clock was placed before the microphones and listeners simply heard the ticking of the clock. Had news of great importance developed during the hour, a loud bell would interrupt the ticking. Listeners were advised to keep their radios tuned to WRVA on low volume in order to be awakened by the bell



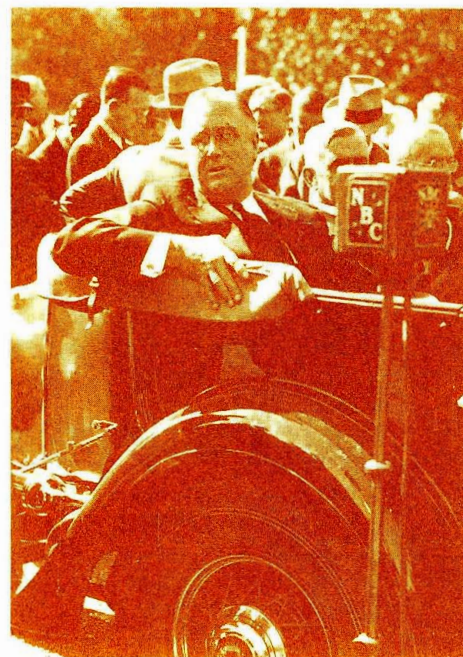
WRVA's Bond Blimp Promotion in 1945. John Tansey and Sam Carey talking to bond purchasers.



Blood donor program. 1945. Billings Ruddock, H. B. Kenny and Red Cross worker.



One of U.S. Senator Harry Flood Byrd, Sr.'s many appearances before WRVA mikes.



WRVA news team covering President Franklin D. Roosevelt's visit. WRVA was the first Virginia station to broadcast a President's local address. (Coolidge 1926)

for news bulletins.

In the following months, 32 members of the WRVA staff changed into uniform 'for the duration' and women were employed to fill their positions. All of the WRVA staff returned at the end of the war with the exception of William Henderson who was aboard the ill-fated USS WASP in September 1942.

WRVA never let up in its efforts to be of service in all types of civic and governmental activity. The station was instrumental in bringing celebrities into Richmond for War Bond sales. WRVA entertainers went to Virginia camps with their microphones and THE EDGEWORTH DANCE PARTY for a morale-boosting effort 'for the boys'. The station's OKAY AMERICA series with emcee Joe

Brown allowed military personnel to be entertained and interviewed from training facilities. These messages were beamed all over the country so that families could hear their son's voice from Virginia on WRVA.

In April 1945 all commercial programs were cancelled as the nation mourned the death of President Franklin D. Roosevelt. With his fire-side chats silenced, an era in radio had ended too.

WRVA Radio shared in the VJ celebration in a unique way. WRVA's Jack Stone — the only correspondent from a Virginia radio station — was aboard the USS MISSOURI for the surrender ceremonies. After covering war action in the Philippines and other Pacific theaters, Stone relayed wire recordings to WRVA as a first-



WRVA's McGuire Hospital Open House, 1945.



WRVA brought many celebrities to entertain the troops. Shown here, Harry James and orchestra.



WRVA brings first helicopter to land in Richmond at old John Marshall High School.



WRVA was responsible for many famous people visiting the Old Dominion for War Bond Drives. Here, WRVA's Bob Moody talks to Edger Bergen and Charlie McCarthy.



Sam Workman, host, ALL NIGHT ROUND-UP MUSIC SHOW.

hand report. Throughout the war, he supplied on-the-scene descriptions of many events including the surrender and many Virginia families will never forget the recorded messages from their son that Stone sent back to WRVA for broadcast as a public service to WRVA's listening audience.

*"Another Friday evening booking is the Borden Sales Company program which features the comedienne, Beatrice Lillie, at 9 o'clock. The Sloans' Liniment program THIRTY THOUSAND YEARS IN SING SING featuring Warden Lawes, has been transferred from this Friday period to Thursday at 7:30 P.M. The CRAZY WATER CRYSTALS program fills the 7:45 P.M. quarter hour on Friday."*

*WRVA's Blue Book, February 1935*

Post-war broadcasts and the promotion of national military peace time programs filled WRVA's schedule. The station covered visits to Virginia by General Eisenhower, Admirals Nimitz and Halsey, Prime Minister Churchill and Queen Elizabeth. WRVA listeners heard the awesome sounds of the atomic bomb tests from Bikini Atoll and round table discussions by scientists who pictured future uses of atomic energy. WRVA welcomed foreign war brides with a party and gifted them with nylons. The station provided entertainment for wounded veterans at McGuire Veterans Administration Hospital in Richmond and became a key station in Civil Defense CONELRAD, our nationwide radio alert system.

While the movie-goers of the 40's saw "Citizen Kane", "How Green Was My Valley" and "Casablanca", WRVA radio listeners were hearing and enjoying a newcomer, Alden Aaroe. From Charlottesville and the University of Virginia, Aaroe joined the Army Air Corps, earned his wings as a pilot and eventually found his way after the war to the WRVA microphones in 1946 as an up-coming radio announcer. Almost 20 years later, Alden Aaroe has found his way into the hearts of Virginians. Currently wearing three 'hats' as Vice President, Public Service Director and Host of his early morning show, this warm and congenial man chats with his friends in radioland on almost any subject and life in general. He is trusted and loved by Virginians as he was in the 40's as Quiz Master for Richmond on QUIZ OF TWO CITIES while Ira Hull handled the Norfolk portion on the WRVA show. This popular quiz show was the result of another successful WRVA show, QUIZ OF TWO STATES which premiered over WRVA radio earlier with contestants from Virginia matching wits with contestants at Station WBT, Charlotte, North Carolina.

In 1948, WRVA acquired two FM stations — WRVC in Norfolk and WRVB in Richmond. And also in 1948, WRVA listeners were introduced to lovely Joan Brooks of HOSPITALITY HOUSE who with John Connolly and Richmond's favorite Wilson Angel sang favorite songs and heard familiar scintillating arrangements by the Hospitality House Orchestra. Sponsored by C. F. Sauer, WRVA fed this popular show to WTOP, Washington, WBT, Charlotte and WDBJ in Roanoke.

WRVA also began 24 hour broadcast service in March of '49 with its ALL NIGHT RECORD ROUND-UP program — one of the very few stations in the East to provide this service to its audience. Although Bob Knapp was its first announcer, Sam Workman became Host in August and was responsible for its tremendous popularity among the night people.

And as the forties came to a close, WRVA Radio was known throughout the world for its creative and innovative local programs.





Gala preparations celebrating WRVA's Silver Anniversary began the fascinating fifties. Festivities started with the veteran performers reminiscing on the air prior to November 2, 1950, when an impressive tribute to WRVA was broadcast from Richmond's Mosque Auditorium. The interfaith program, emceed by Holland Wilkinson, included appropriate messages by representatives of all religions in Richmond. A prayer of rededication was offered by Dr. W. Taliaferro Thompson whose prayer inaugurated WRVA's first broadcast in 1925.

*"An interesting broadcast will be carried by WRVA Wednesday March 6 in connection with the dinner of the Young Democratic Clubs of Virginia, honoring Postmaster General James A. Farley when he visits Richmond. In addition to Mr. Farley, Virginia's Senators Carter Glass and Harry Flood Byrd, as well as other prominent party leaders, are expected to speak. The broadcast will begin at 8:30. Both the Virginia Electric and Power Company and the Sponsors of the Fred Allen Hour are relinquishing their periods over WRVA for the date."*

*WRVA's Blue Book, March 1935*

WRVA kept Virginians aware of the horrors and informed of the progress of the Korean War in the early 50's. And again WRVA microphones went weekly to military installations and hospitals in the state to entertain troops. At the end of the conflict, two significant changes came to WRVA. Hal Barre, a Youngstown College graduate, joined the staff as Salesman after completing his commitment with the U.S. Navy. Promoted to Sales Manager in '56, Barre continues that function as well as serving as Vice President. Another veteran came to WRVA where he remains the undisputed 'Ambassador of Virginia'. Lou Dean left the University of Chicago, did his army 'hitch' and was employed at WRVA in 1957 as the all-night announcer. The Lou Dean Show goes out on WRVA's 50,000 watt sky-wave signal entertaining thousands all over the world who have come to love Virginia as Lou does.

WRVA celebrated its 30th birthday in 1955. WRVA entertainers joined CBS stars to perform before a capacity audience at the WRVA Theater.

## the 50's



WRVA was responsible for bringing the New York Theater Guild productions to Richmond. Here, WRVA's staff generously "filled in" when some cast member arrived too late for presentation of a Passion Play, "The Black Hills" at the Richmond Mosque.

The celebration's highlight was the WRVA-sponsored cruise from Richmond City Docks to Nassau and Havana. For departure, WRVA brought the first ocean-going passenger vessel to Richmond.

*"Since publication of the December Blue Book several features have been added to the WRVA schedule. Armchair Radio Romances is presented Tuesday at 8:30 P.M. by Sydnor and Hundley, leading Richmond furniture dealers. The weekly broadcast by the Richmond Department of Public Safety featuring an informal chat by Colonel John A. Cutchins, director; and a timely dramatization by the Richmond Radio Guild, now occupies the 8:45 period on Tuesday."*

*WRVA's Blue Book, January 1936*

Public services aspects on WRVA extends far beyond the most ambitious hopes of 1925. For instance in 1952, WRVA instituted the popular University of Richmond/WRVA Scholarship Quiz program which traveled all over the state providing high school seniors an opportunity to compete for scholarships. The Richmond Rotary Club started the fund

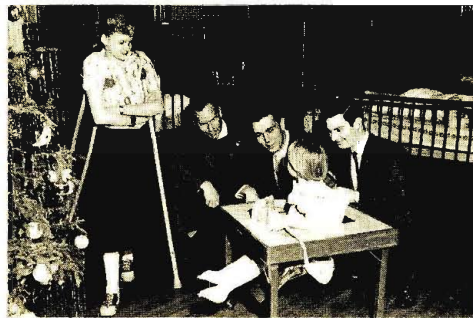
with \$750 and the former beloved Dean of Richmond College, Dr. Raymond Pinchbeck, was the original Quiz Master. He was succeeded by Dean C. J. Gray, now Dean of Administration at the University of Richmond, who emceed the quiz show until 1958. The station identified with the 350th Anniversary of the establishment of Jamestown in 1957. Remote broadcasts from that historic spot covered all the ceremonies including Vice President Nixon's address and the International Naval Review at Hampton Roads. Also in that eventful year, WRVA broadcast President Eisenhower's address at the Governors' Conference in nearby Williamsburg.

Plaques on the WRVA studio walls were multiplying — reminders of the human side of broadcasting, representing unnumbered hours and efforts for highway safety, blood donors, missing persons reports and many more for outstanding public service performed by WRVA and its staff.

WRVA has consistently featured comprehensive weather coverage during any storm threat to Virginia.

As Hurricane Hazel approached the Old Dominion, WRVA provided a liaison between the Virginia Department of Highways and Richmond's Department of Public Works, Utilities, Safety and the public. When a tornado spawned over the James River in June of '51 and cut a swath through Byrd Park and Monroe Park area, Richmond's residential section, WRVA gave listeners on-the-spot news of the sudden and devastating destruction. WRVA has continued to be of service throughout the years, raising money for charitable organizations each year and donating its services for countless public service causes. Many Virginians will not forget WRVA's all-out Green Christmas appeal which in ten days brought in generous listener contributions of \$45,000 for the Crippled Children's Hospital.

*"The change from daylight savings time heralds the inauguration of a new series of afternoon programs that should prove of interest to our listeners in an entertaining and profitable manner. Music, comedy, drama, heart-thrills, limericks, contests, movie tickets, cash prizes — a round of varied and wholesome entertain-*



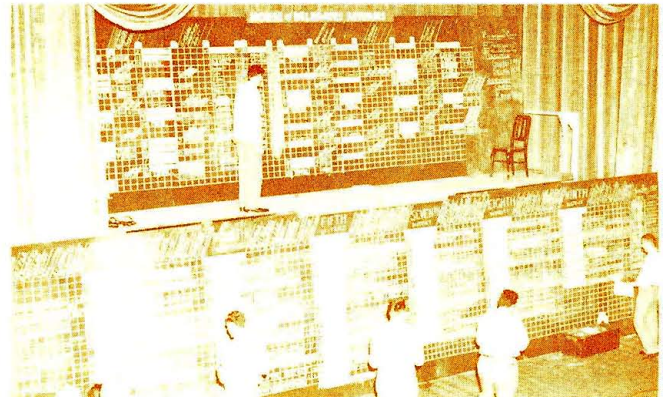
WRVA's personalities at Crippled Children's Hospital during "Green Christmas" fund drive.



Alden Aaroe and 'friend'.



Gov. J. Lindsay Almond presents 5 AP awards to WRVA. Night News Editor Harry Monroe accepts in behalf of WRVA.



WRVA was the first Virginia station to broadcast returns during a Presidential election (1928). In later years, the WRVA Theater allowed listeners to see and hear 'broadcast in action' as shown here.

ment is offered you in this new program which will be known as \_\_\_\_\_? Why the question mark? Well, that's the first week's contest. We have decided to let our listeners do the naming and we'll do some cash prize awarding for the best name. The best name submitted will win first prize of \$15.00, the second best brings \$10.00 and third best is awarded \$5.00. The fourth prize will be \$3.00 and the next seventeen prizes will be \$1.00 each, making the total cash award \$50.00. Tune in at 3 P.M. and learn how you can win one of the prizes."

*WRVA's Blue Book, May 1936*

While Charlton Heston was being congratulated for winning the 1959 Oscar for his performance in "Ben Hur", WRVA personnel worked diligently before microphones and on soliciting teams in behalf of the Richmond Community Chest. WRVA played its part in helping to raise nearly two million dollars. The coveted Douglas Southall Freeman Award for public service through radio journalism was presented to WRVA as well as others including the National Safety Council Awards,

the Associated Press' Award for Outstanding News Coverage, Virginia Associated Press Broadcasters "Superior News Coverage", citations from the City of Richmond, and many others too numerous to mention. WRVA was awarded its second Douglas Southall Freeman Award in 1974.

As WRVA reported headline news on the scene from every corner of Virginia, Congressman J. Vaughan Gary related to listeners weekly reports from Washington. Verbon Kemp's Konversations featured leaders of industry, education, government and other fields while Dick Gillis discussed current Virginia topics — both men well known as State Chamber of Commerce officials. The station also provided free broadcast time for both sides preceding the statewide referendum January 5, 1955 regarding the Virginia Constitutional changes.

*"Much favorable comment is being received about the Miller & Rhoads Sunday afternoon organ concert by Bill Dalton at Loew's Theater. Hundreds of complimentary tickets are being called for each week at the information desk of Miller & Rhoads*

*main floor by those who wish to attend the concerts in person, and we know that thousands are tuned in each Sunday at 4 o'clock when the program is broadcast. In addition, Miller & Rhoads now presents the 'Vanities of the Air' Tuesday mornings at 10 o'clock and the 'Stewart Warner All Star Radio Round-up' Thursdays at 7:45 P.M. WRVA's Blue Book, November 1935*

WRVA — the first local station to broadcast a play-by-play description of a local football game, reported by Charles Hamilton — was always identified with the world of sports. Sportscasters covered all championship fights, the Kentucky Derby, major league baseball games and other events of national and local interest. In the 50's, WRVA encouraged participation in sports through the annual WRVA Awards to the best college lineman and back in the State, and, the WRVA James River Outboard Motor Regatta Awards.

...and in 1959, WRVA left the CBS network, signed its second radio affiliation contract with the NBC radio network and looked forward to the next decade with enthusiasm.



WRVA's "Moral Side of the News" receives National Conference of Christians and Jews' COMMENDATION AWARD. Left to right, John Tansey, Mrs. Lucy Tyler, Virginius Dabney and Walter Craigie, Sr.



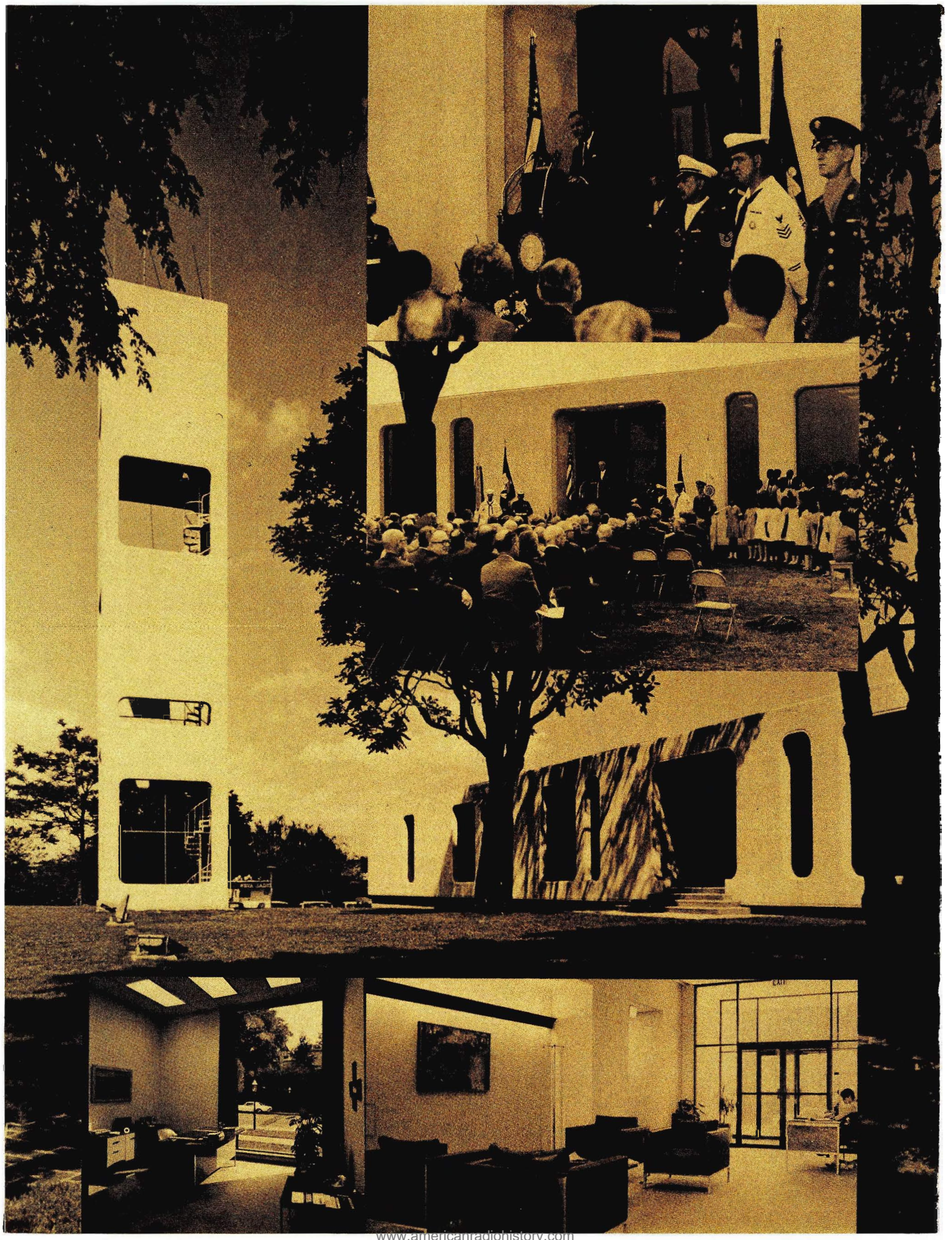
Grounded in Richmond because of weather, Arthur Godfrey did his live CBS show at WRVA's studios.



Dr. Douglas Southall Freeman presents award to WRVA for 'excellence in journalism' from AP.



WRVA's live CALLING ALL COOKS program.





Not only did he broadcast the early morning farm news—Alden Aaroe shows he practiced what he preached.

## the 60's

The startling sixties began with WRVA celebrating its 35th birthday with a special broadcast program. Richmonders on hand that attended WRVA's first broadcast included, Dr. W. Taliaferro Thompson, C. T. Lucy, William T. Reed, Jr. and the Acca Temple Shrine Chanters. Claude W. Woodward, singing with the Chanters in 1925, appeared on the 1960 celebration as Mayor of the City of Richmond. Also present were Miss Bertha Hewlett, Mrs. Henry P. Garber and Joseph Maust. Climaxing the month-long festivities was a WRVA listener vacation trip to Hawaii with Alden Aaroe as host.

President Eisenhower's farewell speech and John F. Kennedy's oath of office constituted a great deal of the big news in January of '61. Virginians heard their first space shot on WRVA and later listened while Commander Alan Shepard made his sub-orbital flight in May. While news flashes continued on successful space programs, WRVA underwent a change. C. T. Lucy, who rose from the first General Manager to Vice President of Larus and Brother Company in charge of Radio/Television and President of Richmond TV Corporation, retired October 1, 1961. He was succeeded as Vice President of Larus and Brother in charge of Radio/Television by William



In cooperation with Virginia Council on Health and Medical Care, WRVA was instrumental in securing a doctor for Tangier Island. Here, Dr. Oscar M. Watson arrives via WRVA Copter.

Reed Preston. Preston joined WRVA's staff in 1946 following his wartime service with the U.S. Marine Corps and served in various positions of responsibility at WRVA prior to his promotion. Two years later, Walter Bishop, WRVA's beloved Director of Public Relations succumbed after a short illness. Employed as Secretary to the original studio director in 1925, he served the station, company, community and state with enthusiasm and loyalty which endeared him to thousands. Also in 1963, WRVA lost its General Radio-TV Engineer, David C. Woods, a popular executive — well-informed and active in all technical phases of broadcasting who began working at WRVA in 1929 as a transmitter operator at Mechanicsville. With these sad events, the exciting memories of the crystal set faded.

November 30, 1961 WRVA dedicated its new 50,000 watt transmitter and its new WRVA-FM 200,000 watt transmitter, installed near Varina.

*"One of the most consistent users of WRVA as a goodwill and advertising medium is Thalhimers of Richmond. This modern department store*



WRVA's 35th Anniversary celebration... embarking for "Holiday in Hawaii" with Alden Aaroe, host.

*presented over 250 programs for your pleasure in 1934. This year they have already started off in their typically progressive manner. Under the sponsorship of the electrical department, the Philco Arm-Chair Traveler was presented in an extended series. Sunday night at 6:45 P.M. Many more programs are in process of creation and Thalhimier's expects to present even more programs this year than last. Truly... "Thalhimier's are on the air!"*

*WRVA's Blue Book, March 1935*

WRVA was winning even more wide acclaim for its news coverage and regularly scheduled programs. Larry Dodd, a native of Covington, Virginia and a Political Science major at V.C.U. was employed as WRVA's OPEN FOR OPINION's moderator in September 1963. Larry then took a two year leave of absence in '67 to become legislative assistant to the 3rd District Congressman Dave E. Satterfield, III and returned to WRVA in 1969 as Public Affairs Director and once again the moderator for OPEN FOR OPINION. Another Virginian was employed in 1968. John Harding of Emporia, graduating from American University, joined the WRVA news staff after serving as an NBC News Intern in Washington, D.C.

In keeping with WRVA's policy of service, the station gave another 'first' to its listening audience — the WRVA Trafficcopter. As Richmond grew, the increase in traffic was tremendous and WRVA saw the need to serve the people of the Richmond area. Brick Rider was airborne in the WRVA Trafficcopter guiding motorists in and out of congested traffic tie-ups. Rider was followed by Chris Cabell and then Howard Bloom who remained the voice overhead until his untimely death in 1974.

Plans for the new WRVA Radio Center were completed in June of 1967 and public ground-breaking ceremonies arranged. Securing the services of the internationally famous architectural firm of Budina and Freeman with J. Kennon Perrin as Contractor, the architectural accomplishment in concrete and glass was completed — creating a landmark that said... "There is WRVA RADIO!" Within a year, WRVA moved into its 'cityscape' home overlooking downtown Richmond at North 22nd Street. Alden Aaroe emceed the

formal dedication and W. George Brooks, President of Larus and Brother Company, introduced the principal speaker, Governor Mills E. Godwin Jr. WRVA's new home was dedicated in memory of William T. Reed, Jr. and the station reached new heights as it settled comfortably atop the historic Church Hill section of Richmond — quietly dominating its hillside setting. Open House weekends to the public brought many thousands to see the most modern radio facilities in the nation.

Larus and Brother Company reorganized in 1968 and WRVA AM and FM became separate wholly-owned subsidiary corporations of Larus Investing Company. The next

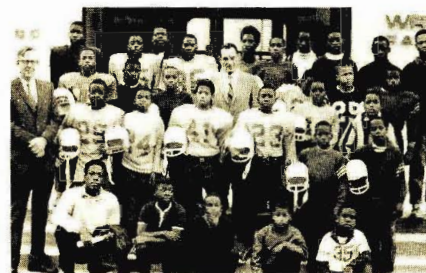
year, Southern Broadcasting Company of Winston Salem, N.C. purchased 100% of the WRVA stock and the directors elected were: John B. Tansey, President; Alden P. Aaroe, Vice President; Harold B. Barre, Vice President; and Frank A. Terry, Jr., Secretary-Treasurer.

In 1968, the WRVA/Salvation Army Shoe Fund was conceived. The WRVA staff enthusiastically solicited and received from its generous listeners a total of \$4,000 which bought 500 pairs of new shoes for needy children in the Richmond area.

... and WRVA continued to serve the community and its people as promised in 1925 by its founder, William T. Reed, Sr.



After his retirement party, C. T. Lucy, center, takes WRVA's appreciation gift, "Hi Fi Heifer", to his Caroline County country home. W. T. Reed, Jr. left, and John Tansey, right, agree it's better than a gold watch!



WRVA donated football uniforms to local Church Hill football team. Alden Aaroe and John Tansey pose with team and coaches.



OPEN FOR OPINION began on WRVA in 1961. Here, Larry Dodd takes over mike in 1963 as Moderator.

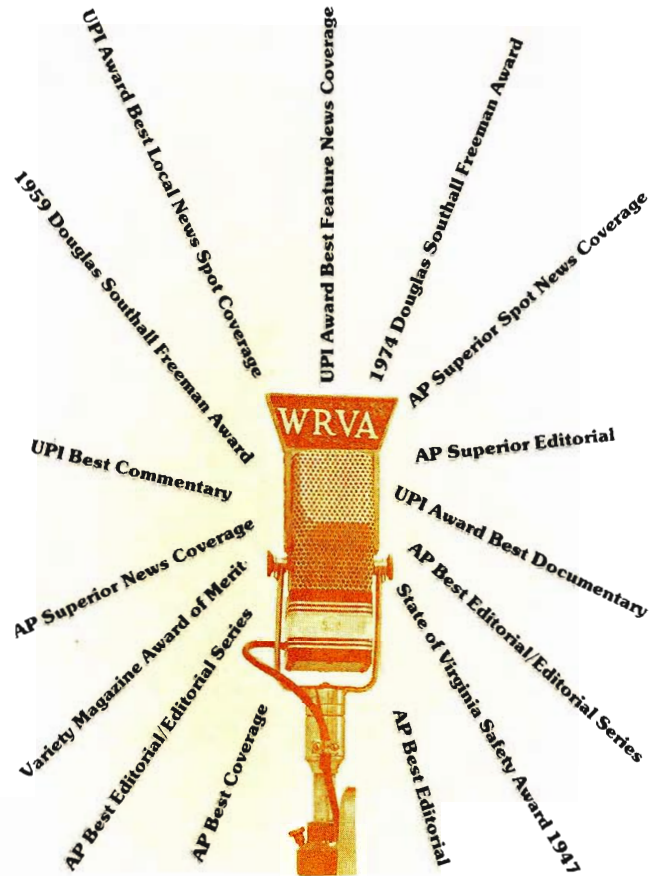


WRVA's Frank Messer, now the voice of the New York Yankees, shown here during the Virginians 1961 baseball season.



In response to WRVA's broadcast appeal, listeners donated used cars to aid Nelson County's flood victims in 1969.

## the 70's



...and WRVA entered into its fifth decade, firmly established as a way of life in Virginia. Just as styles and formats had changed throughout the decades, so had WRVA Radio and its staff. Four new voices came over the WRVA mike: Cory, Timberlake, Williams and Ridle.

Walt Williams, a University of Alabama graduate, was transferred from Southern Broadcasting Company's station in Birmingham to WRVA as Program Manager, Bob Cory, a High School English teacher in Ohio, became interested in broadcasting after receiving his degree from Wooster University and eventually changed his career to entertaining WRVA's vast listening audience. . . . and from Randolph Macon College came part-time student, part-time announcer Tim Timberlake. Tim graduated from Randolph-Macon College in Ashland and besides having his own daytime show, is now WRVA's Trafficopter Reporter. Bob Ridle, WRVA's Music Director, moved to WRVA from Blacksburg and V.P.I. and is heard on his own show regularly Monday through Friday from 6:30 to 10:00 P.M.

*"Nolde Brothers, Richmond's progressive bakers, broadcast a daily Bakers Serenade at 10:15 A.M. in the interest of their health-giving Prun-o-Wheat Bread, which is meeting with enthusiastic reception on the Market. Smoky and Poky, the Hi-Plane Dark Knights, have returned after a vacation and may now be heard over WRVA Monday, Wednesday and Friday at 6:50 P.M."*

*WRVA's Blue Book, July, 1935*

June 30, 1972, WRVA FM became WRVQ FM and changed its programming to Stereo-Rock to appeal to teens and young adults, which became an overnight success. Early in 1970, another subtle change came swaggering into WRVA with a svelte waddle. Millard the Mallard arrived and decided to make the 50,000 watt Voice of Virginia his home. Fast becoming central Virginia's #1 fantasy character, WRVA's talking duck copes with situations and vies for star billing with Alden Aaroe. And with his glass of 'cold delicious' beside him, authored MILLARD THE MALLARD'S HOUSEHOLD HINTS book, which was a sellout in Richmond area stores.

Newcomers in the 70's to WRVA's award-winning news staff include News Editor Charles Davis, University of Virginia graduate, and reporters Dave Miller, George Washington University; Neil Cotiaux, Ithaca College; and Ashley Martella, C. W. Post College. In 1974 Bill McGowan joined WRVA as Director of News. Bill, among his many years of broadcasting, worked three years on ABC and the NBC network news team. In addition to his function as Director of News, he supervises WRVA's Intern News Program.

*"One Man's Family the popular program which won first place in a recent national popularity poll of dramatic radio features now comes over WRVA at 10:30 Sunday evenings. Among other excellent dramatic programs listed on our schedule are the Mary Pickford Company drama presented by the manufacturers of Royal Gelatin at 8 o'clock Wednesday evening and Lux Radio Theater broadcast Sunday afternoon at 2:30 when leading cinema personalities are featured in a radio version of some of the best loved plays."*

*WRVA's Blue Book, March 1935*

There is a certain magic aura surrounding WRVA, its staff and its family of listeners — a feeling that's tangible and intangible, probably best summed up in one word — trust. For 50 years, Virginians have known they can depend on WRVA for integrity in broadcasting and believability and listeners have responded over and over again to the station's pleas for help. One unusual example happened one morning in 1960 when Alden Aaroe told his listeners of a news story that had "really gotten his goat." Some teenage boys had shot and killed almost 30 pigs belonging to a Henrico County farmer. Aaroe said he could understand how a boyish prank could happen, but he really felt sorry for the farmer and the loss sustained. One listener, agreeing with Aaroe, sent a check "to help out". Other checks arrived and overnight the "Pig Fund" paid for the farmer's loss.

*"The Pittsburgh Symphony Orchestra begins a series of concerts under the auspices of the Pittsburgh Plate Glass Company at 8 o'clock Thursday evenings. The American Tobacco Company has added another program to its radio schedule presenting "The Hit Parade" Wednesday evenings at 10 o'clock as well as 8 P.M. Saturday."*

*WRVA's Blue Book, March 1936*

WRVA's awards and honors have been many, justifying the station's half century old motto of service to the people of Richmond and Virginia. But to the WRVA staff, the greatest satisfaction of a 'job well done' comes with the outstanding response of its listeners and friends. Meeting the increase in need, the WRVA/Salvation Army Shoe Fund grew from \$4,000 in 1968 to a gratifying total of \$53,663.27 in 1974, providing 5,649 pairs of new shoes to needy children in the Greater Richmond area . . . a direct result of personal appeal and the generosity of thousands of compassionate and warm-hearted listeners. When Hurricane Camille hit Virginia completely wiping out homes and possessions, WRVA went on the air asking for what flood victims said they needed most — cars. Once again WRVA listeners responded by donating used cars which were transported to Nelson County and given to the hard-hit families as a gift from WRVA

listeners. During the early 1970 floods along the James River, WRVA was on hand assisting and broadcasting from the ground while in the air, the WRVA Trafficcopter flew countless hours of rescue and observation missions. Recently WRVA was instrumental in gathering an "army of blood donors" for the Richmond Metropolitan Blood Service and for its effort, WRVA received the American Association of Blood Banks' Award of Merit for outstanding community service. The list goes on and on . . . WRVA's air personalities telling it 'as it is' and the listeners responding as they can — a 50 year friendship and to WRVA, a sacred trust.

*"Radio program popularity polls are always of interest, since through this expression of public opinion it is possible to arrive at many logical deductions. In a recent national poll, the result showed that of the 33 four and five star radio programs, 23 were broadcast on NBC. Of this number, 14 are heard regularly over*



Beginning 1939, the Silver Star Quartet has entertained WRVA listeners for 36 years. During W. W. II they sang on Joe Brown's OKAY AMERICA series.



Since 1968, listeners donated \$155,667.43 to the WRVA/Salvation Army Shoe Fund which provided 17,406 pairs of new shoes to needy children.



The late Howard Bloom in WRVA's Trafficcopter spent countless hours flying observation and rescue missions during James River floods.



Reporter Dave Miller exemplifies WRVA's involved on-the-spot news coverage as he talks with downtown Richmond sniper.



Pilot Willie Windham and Tim Timberlake operate from the WRVA Trafficcopter twice a day during peak commuter hours.



In appreciation of his community services, distinguished guests and friends honor WRVA's Lou Dean at surprise Testimonial Dinner. Gov. Godwin congratulates Dean as "Night Time Mayor of Richmond".





Aerial view of Little Oil Company fire from WRVA's trafficopter, as Timberlake reports directly above the scene.

*WRVA. Leading in the poll are the Palmolive Beauty Box Theater, Fred Allen's Town Hall Tonight, Lux Radio Theater, Jack Benny, Voice of Firestone, One Man's Family, Rudy Vallee's Fleischmann Variety Hour, Captain Henry's Maxwell House Showboat, Bayer American Album of Familiar Music and Cities Service Concert featuring Jessica Dragonette."*

*WRVA's Blue Book, March 1935*

Fundamentals of public service have been — will always be — foremost at WRVA regardless of the decade because its owners, managers and personnel are dedicated to the goal of community service twenty-four hours daily. Be it Lost or Found Pets or school closing announcements, WRVA helps its listeners with programs like: Cathy Hinton, State Department of Agriculture, informs the audience on how to help beat inflation by giving the best food buys on her weekly Retail Market Report; Jane Sheck, Extension Service of V.P.I., relays information to the con-

sumer on everything from canning to household budgets; Fred Hazeltine speaks in behalf of the Virginia Museum; timely comments on activities at the Valentine Museum are given regularly; and, Darrel Rollins, lecturer on Black Studies at Virginia Union University, broadcasts THE BLACK PERSPECTIVE, a thought-provoking look at society as seen by a black man.

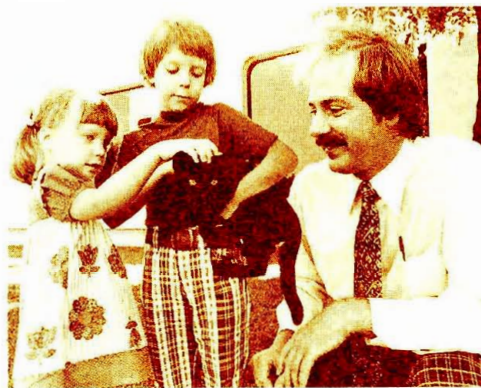
Play-by-play action in sports has been a part of WRVA programming since its early days and in 1975 sport fans can again hear V.P.I. football every week and college basketball games. WRVA is proud of its 50 continuous years of broadcasting years of religious programs. Notable "firsts" in WRVA's history are Virginia's first remote broadcast — the first telephone talk show, OPEN FOR OPINION — the first broadcast station to editorialize in Virginia — the first to develop and put into action unscheduled school closing announcements.

Fifty years ago, newspaper headlines quoted: "Crystal Set to Bedspring Will Bring in WRVA". Today WRVA's 50,000 watt voice goes out to the world. WRVA is proud and gratified that its audience listenership has placed it as one of the leading stations in this nation. WRVA has the unparalleled position of #3 in the nation with the Alden Aaroe and Bob Cory Shows Monday through Friday and has climbed to #5 position in the USA's top 50 radio markets from 6 A.M. to midnight Monday through Sundays.\*

Although computers and electronic journalism dominate the technical aspects of broadcasting, WRVA's friendly "down home" atmosphere still permeates the radio set. Service is still its motto. And on the western brow of historic Church Hill rises a sculptured tower, symbolizing the powerful 50,000 watt "Voice of Virginia" . . . a voice of strength and value which has had a great past . . . will have an even greater future serving the people of Richmond and Virginia. WRVA — WHERE YOUR FRIENDS ARE!



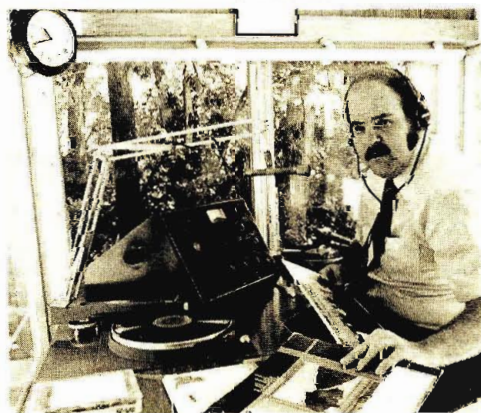
WRVA's personalities are always in demand for personal appearances for community affairs. Here, Alden Aaroe, Vice President and Public Service Director for WRVA, discusses a civic problem.



Bob Cory reunites 3 "friends". Requests on WRVA's Lost and Found Pet announcements include everything from skunks to a mother pig and all her babies.



Larry Dodd, Moderator, has interviewed thousands of guests on WRVA's OPEN FOR OPINION, Virginia's first radio-telephone talk show.



Bob Ridle working in WRVA Radio's Mobile Studio—a familiar site around Richmond.

\*Top 5 radio stations, top 50 markets, persons 12+ 6 A.M.—midnight, Monday—Sunday metro area and 12+ 6 A.M.—10 A.M. and 3—7 P.M. Monday—Friday, metro area. Reproduced by permission of TELEVISION/RADIO AGE. Based on ARB and FCC Market data reported in TV/R Age, August 18, 1975.





THE RICHMOND NEWS LE  
**PEARL HARBOR ATTACK**

Richmond Times  
**POWS COME**

HOTEL  
RICHMOND

WRVA

WRVA  
RADIO

Alden Aaroe  
6:00 – 10:00 A.M.

Tim Timberlake  
10:00 – 12:00 Noon  
Also Trafficopter Reporter

Lou Dean  
11:15 P.M. – 5:00 A.M.



Bob Cory  
2:00 – 6:00 P.M.

Bob Ridle  
6:30 – 10:00 P.M.

Lamy Dodd  
OPEN FOR OPINION  
12:35 – 2:00 P.M.

# where your friends are . . .

Versatile and diversified, WRVA's popular air personalities entertain

24 hours a day. Musical moods are many and varied, punctuated with

interesting conversation, information and entertainment.

# WRVA . . . all the radio station you'll ever need.



John B. Tansey  
President and General Manager



William McGowan  
Director of News



Mike Henson  
Announcer



G. W. "Mike" Garthright  
Studio Technical Supervisor



Lewis Madison  
Account Executive



Joan Snow  
Traffic Manager



Katy Strickland  
Program Production Assistant



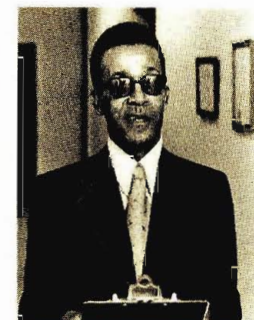
Virginia Jordan  
Receptionist



Dick Via  
Account Executive



Ann Williams  
Secretary



Thomas Parker  
Mail Clerk - Messenger



John Harding  
Reporter



Wayne LeSturgeon  
Business Manager



Alice Green  
Traffic Accounting Clerk



Julian Huckstep  
Radio Engineer



Gene Shalit  
NBC Entertainment



John Chancellor  
NBC News



Dr. Joyce Brothers  
NBC Commentator



Joe Garagiola  
NBC Sports



Edwin Newman  
NBC News



Douglas Kiker  
NBC News



David Brinkley  
NBC News

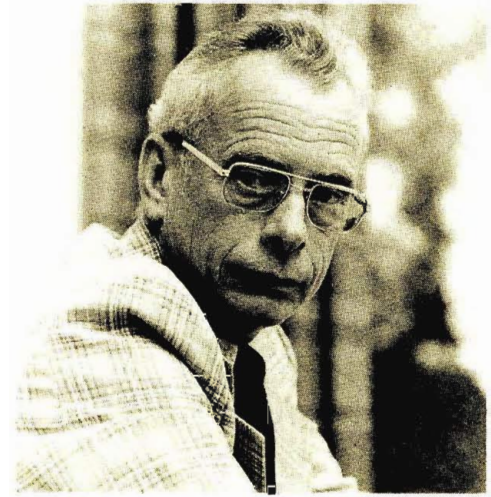


Don Blair  
NBC News

WRVA possesses one of the finest radio facilities found in the industry, designed to be totally versatile by top flight engineers. Two 50,000 watt transmitters through constant updating with the latest equipment available, afford WRVA's listeners the best reception possible. Sufficient power for 17 days is available from WRVA's emergency automatic generator. Through the years, WRVA has broadcast from 72 of Virginia's 98 counties and from 28 of its 34 cities.



Neil Cotiaux  
Reporter



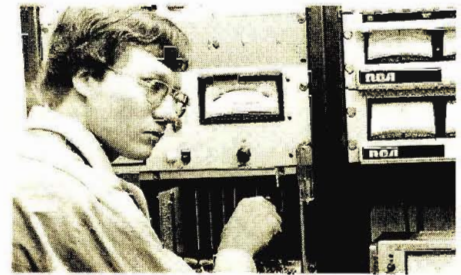
Harold B. Barre  
Vice President & Sales Manager



Wilson Yarbrough  
Supervisor, Buildings & Grounds



Bob Mills  
Announcer



James Krause  
Transmitter Supervisor



Charles Davis  
News Editor



Earle McDonald  
Account Executive



Constance Ober  
Reporter



John Fisher  
"Hampton Institute News Intern"



Walt Williams  
Program Director



Diane Byrd  
Sales Secretary



David Miller  
Reporter



Curtis Wingfield  
General Mechanic



Malcolm Roddenberry  
Traffic Availabilities



Rev. Oliver Green  
"Gospel Hour"



Rev. Hugh Smith  
"Religion  
in the News"



Roy Chiles  
"Market Reports"



Richard De Hahn  
"Radio Bible Class"



Cathy Hinton  
"Retail Market  
Reports"



E. Cullen Johnson  
"Virginia  
Farm Bureau"



Darrell Rollins  
"A Bible Perspective"



Rev. Theodore Epps  
"Back To The Bible"



Rev. Ed Bousman  
"God Is Just  
A Prayer Away"

WRVA's door is open every day to people from all walks of life . . . some to talk to the listening audience . . . some to talk to those they listen to. The WRVA Studio and Office with its imposing 78-foot tower houses administrative, sales, traffic, program production, news and continuity facilities as well as ON AIR studios with control booths.

The 50,000 watt Voice of Virginia

# WRVA-RADIO

200 North 22nd Street  
Richmond, Virginia 23212  
Telephone: (804) 643-6633



Alden Aaroe  
Vice President, Public Service Director



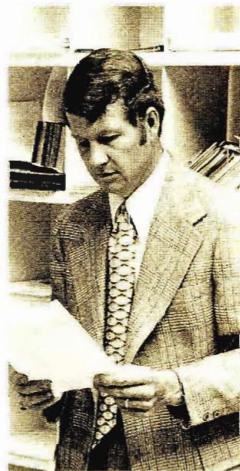
Theodore Chezik  
Chief Engineer



Broaddus Jones  
Account Executive



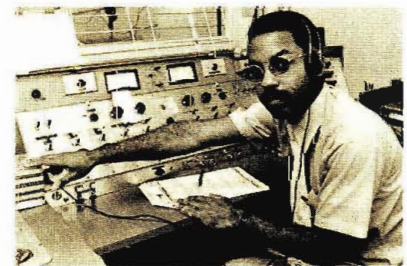
Valerie Watkins  
"Hampton Institute  
News Intern"



Carl Adams  
Account Executive



Joyce Wise  
Reporter



Johnnie Dozier  
Program Production Assistant



Ashley Martella  
Reporter



William Woody  
Account Executive



Russell Hummel  
Radio Engineer



Kaye Erhardt  
Director of Continuity



Vernell Langley  
Mail Clerk - Messenger



John Doremus  
"Spirit of '76"



May Jane Walsh  
"Theatre Reviews"



Fred Hazeltine  
"Virginia Museum  
Report"



Jeff Kellam  
"Sunday Morning"



Jane Sheck  
"Momemaker's Dollar"



Billy Graham  
"Hour of Decision"  
Report



Jean Duval Kane  
"Valentine Museum  
Reports"



Garner Ted Armstrong  
"World Tomorrow"

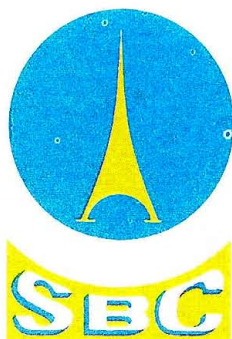


Directors of Southern Broadcasting Company:

- John G. Johnson
- Leonard G. "Bob" Jones
- Albert L. Butler, Jr.
- Earl F. Slick
- L. P. McLendon, Jr.
- Gordon Hanes
- Eugene H. Bohi
- Ed Kemp



Headquarters of Southern Broadcasting Company



**Southern Broadcasting Company**

Winston-Salem, N.C.