

**W
W
V
A**

10TH ANNIVERSARY

**FAMILY
ALBUM**

**THE FRIENDLY VOICE FROM OUT
OF THE HILLS OF WEST VIRGINIA**

WEST VIRGINIA BROADCASTING CORP., WHEELING, WEST VA.

**THE FRIENDLY VOICE FROM
OUT OF THE HILLS OF
WEST VIRGINIA**



True friendship generates that fine feeling towards others that must be expressed in an honest manner—it is the Golden Rule—it is the language of the heart that does not speak, that the deaf understand, that the blind can see.



MRS. GEORGE B. STORER, SR.

INCLUDED in the wonderful word "success" is the highest and most valued gift to man—woman. It is said that back of most successful men you will find a sensible woman. And so, we feel that a Tenth Anniversary word and picture story of WWVA would hardly be complete without paying tribute to a woman who can aptly be classified as "Mother W W V A." Mrs. George B. Storer, Sr., Mother of the President of the West Virginia Broadcasting Corporation, has, by her kindly influence, unquestionably identified herself as an important factor in the growth of W W V A, "The Friendly Voice from out of the Hills of West Virginia." It is with unbounded pride that we reserve for her a position of honor in this W W V A Tenth Anniversary Family Album.



GEORGE B. STORER

President

YOUNG in years—forceful in personality—thorough in his conception of modern radio broadcasting—and extremely generous in his support of W W V A's activities—our President, Mr. George B. Storer, commands the respect and admiration of W W V A's entire personnel. To his characteristic foresight must be attributed much of our growth in a great industry.



J. H. RYAN

Vice President and Treasurer

VERY few organizations are favored with a finer inspiration to achieve than that which radiates from the friendly and thoughtful personality which is Mr. J. H. Ryan's, Vice President and Treasurer. Mr. Ryan's influence on "The Friendly Voice from out of the Hills of West Virginia" is far-reaching and we are proud to have the opportunity to serve him.

TEN YEARS

AT A GLANCE

December 6, 1926—Federal Radio Commission grants W W V A its first broadcast license on 860 kilocycles.

December 13, 1926—W W V A's first broadcast goes on the air from the parlor of the John C. Stroebel residence, National Road, the 50-watt transmitter being located in the basement.

June 12, 1927—Power increases to 100 Watts and frequency changed to 770 kilocycles.

October 1, 1927—Power increases to 250 watts on frequency of 890 kilocycles.

November 1, 1927—Power again increases, to 500 watts, making W W V A one of the strongest stations then on the air. Frequency also changes again, to 580 kilocycles. Station establishes first regular broadcasting studios, in the Fidelity Investment Building, Wheeling.

January 15, 1928—Cooey-Bentz Co., Station's oldest advertiser goes on the air. Has been on station ever since without interruption.

November 25, 1928—Federal Radio Commission assigns W W V A to present spot on dial—1160 kilocycles.

July 1, 1929—New broadcast license authorizes W W V A to continue on 1160 kilocycles and to increase power to 5000 watts.

January 1, 1931—Columbia Broadcasting System requests W W V A to carry Bond Bread program, featuring Julia Sanderson and Frank Crumit. This was first network commercial, and the advertiser is still on W W V A.

March 19, 1931—West Virginia Broadcasting Corporation takes over ownership of W W V A.

May 29, 1931—W W V A joins the Columbia Broadcasting System and dedicates new, modern studios in Hawley Building.

May 20, 1932—Transmitter moves to Avalon, near West Liberty—highest spot in Ohio County, West Virginia.

August 27, 1932—Wheeling Gospel Tabernacle broadcasts first program over W W V A.

September 24, 1932—Station offers new idea in radio drama in hour long presentation of "Mock Wedding."

October 15, 1932—W W V A carries first broadcast of Opening of Congress.

April 1, 1933—Marks first public appearance of famous W W V A Jamboree at Capitol Theatre, Wheeling.

December 12, 1933—W W V A Jamboree's "prowling Mike" makes first appearance.

February 15, 1933—W W V A erects twin 225-foot steel towers at transmitter plant, greatly improving reception of the station.

May 30, 1934—Station dedicates Wurlitzer studio pipe organ.

June 14, 1934—English radio fan records W W V A Jamboree as he hears it in England and presents recordings to station.

October 13, 1934—W W V A holds first Harvest Home Festival, with championship fiddlers contest. Crowds unable to get into Capitol Theatre to see Festival Jamboree.

October 16, 1934—Station takes over entire top floor of Hawley Building and opens one of Wheeling's finest ballrooms, the "Air Castle."

January 10, 1935—Studio puts quality of programs on highest level by installing latest Western Electric Speech Input Equipment.

January 20, 1935—Columbia Broadcasting System conducts fan mail survey, which shows W W V A mail as exceeding mail record of all other Columbia stations.

June 3, 1935—W W V A inaugurates United Press News Service.

June 1935—Station broadcasts first Wheeling election under charter plan with microphones at counting board headquarters.

March 1936—For 92½ continuous hours station remains on air serving the public during Wheeling's greatest flood. Entire flood relief program centered around studios.

April 6, 1936—American Red Cross presents W W V A with Certificate of Appreciation for service rendered during Wheeling flood, and bearing signature of President Franklin D. Roosevelt.

June 6, 1936—Elaborate program celebrates W W V A's Fifth Anniversary as a member of the Columbia Broadcasting System.

July 27, 1936—W W V A expands United Press news service to full 18-hour private wire release.

July 28, 1936—One-hundred mile an hour gale destroys twin 225-foot steel towers at W W V A's transmitter plant. Station engineers had temporary antenna ready for service in record time of 30 minutes.

September 1936—W W V A plays a vital part in success of Wheeling Centennial and in addition to much promotional work, broadcasts 37½ hours of various features during Centennial week.

September 22, 1936—Centennial Jamboree held in Wheeling Football Stadium, and more than 5000 persons witness first open air presentation of this show.

September 5, 1936—W W V A first station to broadcast musical Presidential poll.

October 1, 1936—W W V A installs latest type 279-foot vertical radiator antenna, designed by the Blaw-Knox Company.

OF FRIENDLY SERVICE



GEORGE W. SMITH

Managing Director

Joined W W V A July 1, 1931

We have tried to make such cooperation helpful as well as entertaining. We have endeavored to add a touch of intimacy to our service, without overstepping the bounds set by sensible judgment. It is our sincere hope that our listeners have judged us worthy of the tremendous responsibilities associated with ten years of friendly broadcasting service.

But no service, regardless of its scope or perfection, can rest content on the laurels of past performance. The future is a severe taskmaster and demands much from those who wish to continue to climb the ladder of success. Perhaps there is no industry which holds greater possibilities for future development than does radio broadcasting. Television will soon be here and with it will come almost unbelievable advancement in broadcasting. It is safe to assume that the ten years ahead of us will completely overshadow the ten years which have passed, that is, if we are to keep faith with those we serve.

Step by step, W W V A has gone forward, always endeavoring to render such friendly service as is set forth by the exacting demands of good broadcasting practice. And, above all, we have

WE ARE ALL selling some kind of service. We may teach, preach or play for pay, mine coal, watch for fires, wait on table, manage men and be managed by women—but in every calling we are offering service.

And such is a fact which should tend to level all humanity and stimulate an appreciation in all of us for the rights of each of us, as such appreciation may be identified with our own individual service.

Our ten years of friendly broadcasting service to the Tri-State district of Eastern Ohio, Western Pennsylvania and Northern West Virginia have indeed emphasized the wide range of opinions to which a successful radio station must, of necessity, give thoughtful consideration. They have been ten intensely fascinating and interesting years,—years filled to overflowing with listener reactions which have added much to the pleasure of our business.

It has been our privilege to enter the humble mountainside cabin and bring a bit of radio sunshine to the simple folk therein. We have dared to knock at the massive mansion door, which was swung wide in response. We have played that the young might dance; our songs have lightened heavy hearts; we have brought news of the hour; we have spoken when sunbeams brightened the paths of toiling millions, likewise when moonbeams carressed a resting world. But always, in every endeavor, we have tried to be a friend to those we served.

Our ten years of friendly broadcasting service presented many responsibilities and we considered it a distinct pleasure to have accepted them in a spirit of helpful cooperation to our thousands of loyal listeners.

keyed our operations to be a friend to those we serve. We are extremely proud of our title "The Friendly Voice From Out of the Hills of West Virginia." And even as we have tried to keep pace with development of the past, we pledge ourselves to maintain a standard of broadcasting service for the future which will measure up to the miraculous developments which are sure to follow in rapid succession in the years to come.

We are extremely grateful for that brand of W W V A listener loyalty of which very few radio stations can boast and we are likewise extremely grateful to those who have contributed their talents in generous measure so that we could be deserving of this wonderful support.

The purpose of this Tenth Anniversary Family Album is to, in a measure at least, establish an even closer relationship between those served and those who serve.



BABY GEORGE

George W. Smith



PAUL J. MILLER
Production Manager
Joined WWVA Dec. 15, 1931

I FIRST SAW the light of day in the South side section of smoky Pittsburgh some few years ago. At a very early age my inborn curiosity got the better of me and I wondered why I was called by such a Biblical name as Paul and consequently besieged my mother with questions until she told me. It wasn't because they expected me to be so religious, but I was a very small baby and when my mother asked the doctor to suggest a name the only one he could think of was the Latin word meaning small—*paulis*—which translated is Paul—and that is why my name isn't Walter, Murrell, Bob or Wayne. Radio became my hobby before I was out of grade school. I well remember a broadcast in those early days of radio when I was continually and severely criticized by the owner of a radio station for using the word "folks." How different now, when radio has become so friendly and we're all "just friendly folks." Thanks for "Listenin' In"!

Paul Miller



BABY PAUL



WALTER S. PATTERSON
Program Director
Joined WWVA Oct. 23, 1933

HELLO, FRIENDS! Well, here they are—both of them—"Before and After," you might say! You know—they say you change a lot from time to time. Well, let's see—

I don't remember who took that "baby one" over there—but they tell me it's typical. They had to give me something good to eat before they could get enough concentrated interest out of me for one "still" picture. That was me—and I guess that's still me. I'm always eating! That baby picture was taken in my old home town, Bluefield, West Virginia. And after living here and there, Cincinnati most of the time, and working in radio stations here and there—here I am—back in West Virginia! Oh yes, I loved to talk when I was a baby, and I'm still at it! I liked to sing and laugh then, too—and I certainly like to yet! No, folks, I don't think you change much from time to time—And the biggest thing is this—if all of you friends out there like me now, the way I am—I'll certainly NEVER change!

Walter Patterson



BABY WALTER



GLENN G. BOUNDY
Chief Engineer
Joined WWVA Sept. 11, 1928

ALTHOUGH the wigwams had long since vanished from the little Indian town of Brave, Pennsylvania, a log cabin handed down by the early settlers provided me with a birthplace there on May 5, 1901. My radio experience dates back to 1915, when I studied and instructed radio in Carnegie Institute of Technology and the University of Pittsburgh. During 1925 and 1926 I kept getting closer to Wheeling and in that period served as assistant engineer at W C A E in Pittsburgh. During the summer of 1927 I was associated with the California Radio Service Company in Los Angeles. Coming to Wheeling to work for John Stroebel in 1928, I was sent to W J S V then operated by Mr. Stroebel. After eight months in the Capitol I returned to Wheeling as Chief Engineer of W W V A, where I have been located ever since. Among my associations I am proud of my membership in the Institute of Radio Engineers.

Glenn G. Boundy



BABY GLENN



WAYNE A. SANDERS

Announcer

Joined WWVA November 1, 1935

WELL, FOLKS, it was in 1911, on a cold winter morning, January 3, to be exact, that I made my entree in the city of Edwardsville, Illinois! It is said that my ears, hands and feet were *then* of their *present* size! Mother and I were consoled by kindly, sympathetic friends, who exclaimed "why, he'll be a pretty baby when he fills out!" The secret is that I cried so incessantly it was soon an easy matter for me to worm and squirm out of any sort of crib, carriage, harness or dog collar! What a skinny baby!! I'll confess that I did not "take" to the piano. My parents "took" me to it with a firm hand, a switch and a "paralyzed" clock! For that I am most thankful. There was nothing of the extraordinary in my "fetchin' up." I grew, went to school and got a job, just like any other normal American boy. Which reminds me of the two elderly ladies who were discussing childhood. One said, "why I weighed only 3 pounds when I was born!" The other, amazed, asked "And did you live?" The answer came "They say I did!"



BABY WAYNE

Wayne Sanders



PAUL A. MYERS

Announcer

Joined WWVA November 1, 1932

HELLO, THERE!

Perhaps you've often wondered just what that fellow looks like who says—"At 1160 on your dial" over W W V A! Well, here's your chance to see for yourself.

Being a local contribution to the radio business, I was born in the beautiful city of Moundsville-on-the-Ohio in 1914. Upon graduating from Moundsville High School I immediately became interested in radio broadcasting. My first venture in this interesting work was as an entertainer, playing my fiddle and singing. And then I wanted to be an announcer—I kept wishing and working, and then my chance came. I love my work and am proud to be represented in our Family Album as a member of the W W V A Staff. And as the days come and go, I hope that I can continue to speak to you through the medium of radio as one of the "Friendly Voices from out of the Hills of West Virginia!"



BABY PAUL

Paul Myers



OLIVER MURRELL POOR

Announcer
Joined WWVA March 17, 1935

OLIVER MURRELL POOR—Commodore Perry had something to do with that front name—born in, believe it or not, a little log place in Rockport, Pike County, Illinois. The age, (Praises be!) is this side of forty, but not enough to brag about! Followed the urge of many boys and hoboed around over the country to the harvest fields. Lost the swellest Dad a boy ever had just when I needed someone to pound some sense into my head. Travelled on the Chautauqua circuits for Redpath for five years and then for eight years with the Missus and myself putting on the show—The Murrell Poor Duo. Been married to an awfully sweet little, and very, very patient, lady for fifteen years come this Christmas day. Got a red-headed boy five years old and meaner than his Pop ever was—and that's going some! Been in radio for five or six years, two of them, for which I am deeply appreciative, at WWVA, the finest station, finest bunch of colleagues and by far the finest audience of radio friends a man could hope to find.



BABY MURRELL

Murrell Poor



ROBERT PRITCHARD

Announcer
Joined WWVA May 15, 1936

I'VE BEEN inquiring around lately and there seems to be no doubt that I *was* born! I thought that, like Topsy, "I jes' growed"—but it seems not! The first good look at myself so discouraged me that I've never been the same—So-o-o-o I became an entertainer. I've tried every thing from musical comedy in New York to straight drama on the West Coast, and from concert singing to dancing, and had a grand time with it all. And then for radio—well, from the West Coast's K F I, east to Oklahoma City, Cincinnati W L W, Pittsburgh stations—all of them—then back to Chicago, and the 'dramatic staff at the National Broadcasting Company. Just as life is one darned thing after another, so have things been for me. While on the dramatic staff at W L W, I heard that WWVA was looking for an announcer. I caught them in a weak moment when they were all worn out from reporting the election returns and after an all-night siege—they gave me a job—and here I am!



BABY ROBERT

Robert Pritchard



JACK SUPLER
Control Operator

Meet the man who has served W W V A for the longest period. Jack Supler became identified with us December 20, 1926. His ten years of service in the engineering department would read like a story book. He says they have, indeed, been ten intensely interesting years, filled with noteworthy developments. Jack claims to be a veteran hunter and fisherman, and also dabbles with dance orchestras on the side.



"EDDIE" KEIM
Engineer

"Eddie" Keim joined the Engineering Department of W W V A March 29, 1931. His early training as a marine radio operator qualified him to render efficient service to the radio broadcasting industry. "Eddie" is not inclined to save much, which of course makes him a "do-er". He is a boating enthusiast and during summer off-hours can be found at the helm of his speed boat, coursing up and down the Ohio River.



CARL BESELER
Control Operator

Carl Beseler came to W W V A in August 1933. His services as an apprentice operator quickly stamped him as a conscientious and extremely practical young man. He was soon assigned a regular shift at the control panels and by conscientious effort has become an important cog in our service. Carl is the possessor of an infectious smile and has a wonderful sense of humor which combine to make him a very likeable chap.



"BUSTER" DUVALL
Apprentice

"Buster" Duvall is the youngest member of the W W V A Engineering Staff, having joined the organization May 1, 1935. He is an efficient "handy man" around the Transmitter plant.

BILL McGLUMPHY
Engineer

Bill McGlumphy came to W W V A from the teaching staff of Moundsville Junior High. He is well versed in the mechanical end of broadcasting and divides with Glenn Boundy, Chief Engineer, and Eddie Keim the important assignment of sending W W V A's programs into a wide area with clarity. Bill is quite an amateur photographer.



MILDRED COGLEY

Secretary to Managing Director

Miss Cogley is the veteran of the W W V A clerical staff. She joined our organization April 6, 1931. Her extreme interest in the "Friendly Voice" has earned for her the enviable title of "Mrs. W W V A"! Mildred is Secretary to George W. Smith and shares many of the interesting problems connected with the operation of W W V A. Her's is a service with a friendly smile. She is active in the Little Theatre of Wheeling and frequently does herself proud in WWVA radio dramas.



FRANCES DIEGMILLER

Accountant

Miss Diegmiller became associated with W W V A March 1, 1933. Her's is the exacting service of figures. While her work is far removed from the "Voice of W W V A" our listeners know, it is, nevertheless, extremely important in our general activities. Frances has a delightful mezzo voice which is occasionally heard and enjoyed through "Eleven Sixty." She is quiet, unassuming and friendly.



ELIZABETH HADDEN

Telephone Operator

Miss Hadden is one of the newer members of the W W V A staff, having become identified with us July 18, 1936. She is the "hello girl" who greets you with a smile when you call Wheeling 5383. Elizabeth was quick to grasp the importance of W W V A's friendly attitude and has done much to create a closer relationship between listeners and broadcasters via the telephone route. Her hobby is sports—the two pets being basketball and fishing—and they do say she catches fish, too!



SOPHIA BIENASH

Fan Mail Clerk

Miss Bienash joined the W W V A staff July 20, 1936. To point out the extreme importance of her duties we cite that 290,297 pieces of fan mail were addressed to W W V A during 1935. Miss Bienash is jovial, efficient and friendly.



MARTHA PORTER

Program Clerk

Miss Porter joined the staff of W W V A March 1, 1934. Her first service is secretary to Paul J. Miller, Production Manager. She also assists Walter Patterson, Program Director, in such clerical work as is necessary in keeping W W V A's schedule of programs functioning smoothly. Martha is the "silent partner" in our program service. She is a typical, athletically inclined Twentieth Century girl of unusual charm.



CORNER OF STUDIO A

A delightfully appointed studio, which despite its spacious proportions has that warm, homelike atmosphere which inspires friendly and cheerful broadcasts. The manual of the W W V A studio pipe organ adds charm to the setting, even as it contributes much of musical beauty to W W V A programs.



STUDIO B

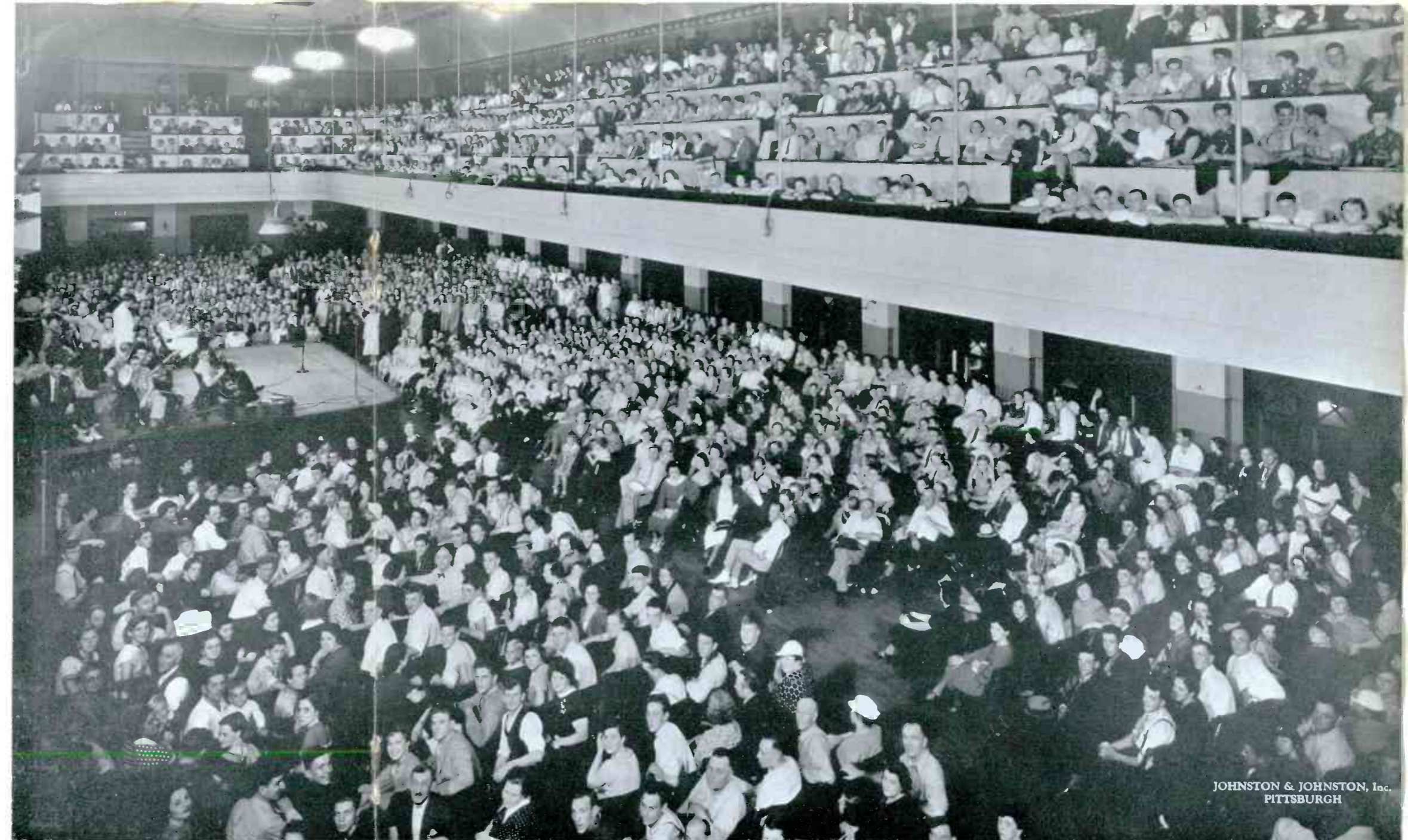
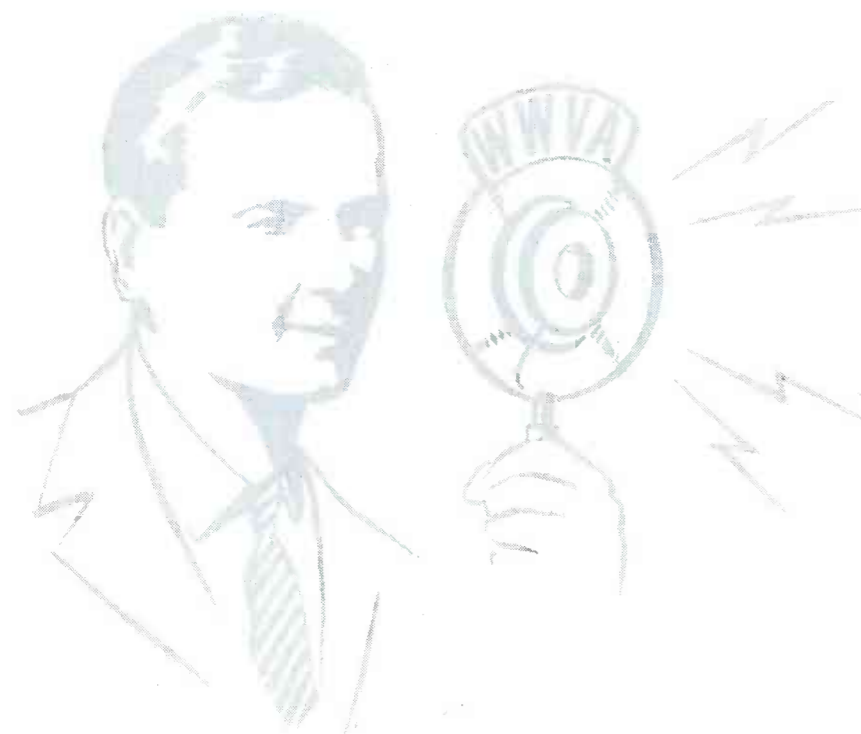
A chummy sort of studio, which finds favor with many WWVA entertainers. Like Studio A it has been designed and furnished to inspire the best in broadcasting. In the background can be seen the equipment used to present electrically transcribed programs.

WWVA

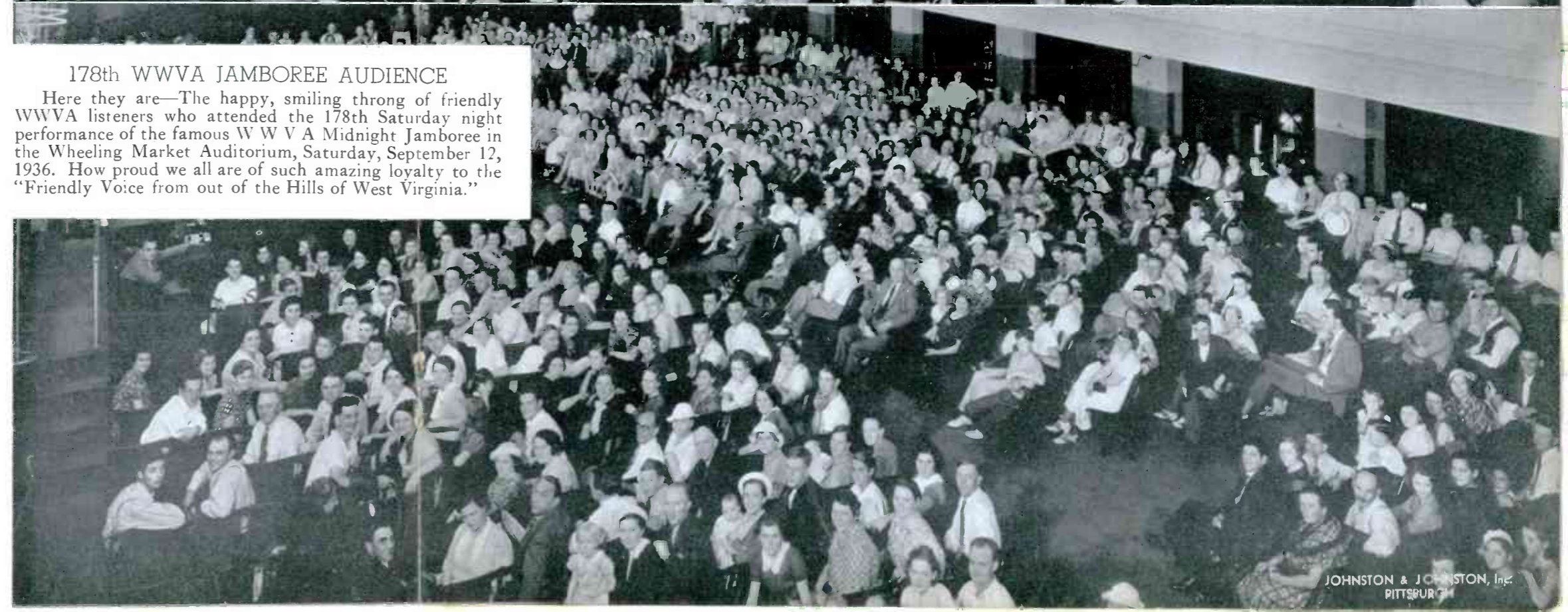
SATURDAY

JAMBOREE

MID-NIGHT



JOHNSTON & JOHNSTON, Inc.
PITTSBURGH



JOHNSTON & JOHNSTON, Inc.
PITTSBURGH

178th WWVA JAMBOREE AUDIENCE
Here they are—The happy, smiling throng of friendly WWVA listeners who attended the 178th Saturday night performance of the famous W W V A Midnight Jamboree in the Wheeling Market Auditorium, Saturday, September 12, 1936. How proud we all are of such amazing loyalty to the "Friendly Voice from out of the Hills of West Virginia."



178th WWVA JAMBOREE GUESTS OF HONOR

Walter "Pat" Patterson certainly has every right to wear that friendly smile of satisfaction. On his left in the foreground is Mrs. J. L. Rainey, who drove all the way from State Oregon, Virginia, (900 miles) for the express purpose of seeing the 178th W W V A Jamboree performance. At "Pat's" right is charming Mary Ellen Fox of Bridgeport, Ohio, who made it her 40th Jamboree on the same evening. These friendly folks are flanked by the W W V A entertainers whom they came to see and hear.



PAUL MILLER'S "PROWLIN' MIKE"

"Hello Mom! Hello Pop!" Every Saturday night they line up at the W W V A Jamboree to tell the World that they're on hand to cheer their W W V A favorites. It's a grand crowd of wonderful friends and Paul Miller has the time of his life interviewing these Jamboree "broadcasters." The young man in the foreground seems to have Paul a bit worried!



AUDITION STUDIO

It is in this cheerily furnished studio that programs are heard before they are finally passed for broadcast. Many of your favorites presented in this Family Album were heard and approved in this audition studio before going on the air. The desk occupied by Walter Patterson, Program Director, is seen in the background at the right.



AIR CASTLE

Beautiful Ballroom, completely equipped with remote broadcast facilities. Many are the happy hours that W W V A listeners have spent on the glass-like floor of the "Air Castle," high over the Ohio! W W V A was the first radio station in the country to offer such a service to the public.

WWVA

SATURDAY

JAMBOREE

MID-NIGHT



JOHNSTON & JOHNSTON, Inc.
PITTSBURGH



JOHNSTON & JOHNSTON, Inc.
PITTSBURGH

178th WWVA JAMBOREE AUDIENCE

Here they are—The happy, smiling throng of friendly WWVA listeners who attended the 178th Saturday night performance of the famous W W V A Midnight Jamboree in the Wheeling Market Auditorium, Saturday, September 12, 1936. How proud we all are of such amazing loyalty to the "Friendly Voice from out of the Hills of West Virginia."



178th WWVA JAMBOREE GUESTS OF HONOR

Walter "Pat" Patterson certainly has every right to wear that friendly smile of satisfaction. On his left in the foreground is Mrs. J. L. Rainey, who drove all the way from State Oregon, Virginia, (900 miles) for the express purpose of seeing the 178th W W V A Jamboree performance. At "Pat's" right is charming Mary Ellen Fox of Bridgeport, Ohio, who made it her 40th Jamboree on the same evening. These friendly folks are flanked by the W W V A entertainers whom they came to see and hear.



PAUL MILLER'S "PROWLIN' MIKE"

"Hello Mom! Hello Pop!" Every Saturday night they line up at the W W V A Jamboree to tell the World that they're on hand to cheer their W W V A favorites. It's a grand crowd of wonderful friends and Paul Miller has the time of his life interviewing these Jamboree "broadcasters." The young man in the foreground seems to have Paul a bit worried!



AUDITION STUDIO

It is in this cheerily furnished studio that programs are heard before they are finally passed for broadcast. Many of your favorites presented in this Family Album were heard and approved in this audition studio before going on the air. The desk occupied by Walter Patterson, Program Director, is seen in the background at the right.



AIR CASTLE

Beautiful Ballroom, completely equipped with remote broadcast facilities. Many are the happy hours that W W V A listeners have spent on the glass-like floor of the "Air Castle," high over the Ohio! W W V A was the first radio station in the country to offer such a service to the public.



THE CHAMPION OF THEM ALL

The delightful WWVA Friendly Fan in white is Mrs. William Valentine of 20 A Street, Wheeling, West Va., who on Saturday, September 12, saw her 174th WWVA Jamboree. Mrs. Valentine has missed only four Jamborees. At her left are Mr. and Mrs. Farrell Gage, who drove from Johnson, Tennessee (700 miles) expressly to see the 178th Jamboree. George W. Smith, Managing Director of WWVA has just cause to be happy for the opportunity to pose with these grand friends.



THE MOUNTAIN BOYS

Presenting "Four of a Kind"—alike in personality; alike in habits and alike in a supreme desire to please their radio listeners. Their smiles are identified as follows: From left to right—Elden White, Willard Spoon, Elmer Crowe and Blaine Heck.



GERRERO VIOLIN QUARTETTE

A popular proup of WWVA entertainers who bring to radio listeners delightful contributions, expressed through the singing strings of the violin. H. F. Gerrero, director is in the center of the group composed of Rocky Mancano, Dominick A. Sarracino, Michael Reddish and Albert Filippini, accompanist.

WWVA
Baby



LITTLE JERRY "COWBOY" PACK

"A chip off the old block"—that's Gerald Malcolm Pack, lovable little son of Cowboy Loye. "Jerry" is every ounce of his 37 sturdy pounds, a real boy. We are extremely proud that he is our own Baby WWVA. When the little shaver was born, Daddy Cowboy asked his thousands of WWVA listeners to name him. 11,225 names were submitted within six days, from which Gerald Malcolm were chosen by mother and daddy. Each of these 11,225 letters is being saved and will surely be treasured by "Jerry" when he grows up to be the man that his daddy is. "Jerry" was born April 17, 1934.



COWBOY LOYE

A born entertainer of the sort folks love. Always ready to lend a helping hand, Loye D. Pack has endeared himself to countless friends. Cowboy was first heard over WWVA, November 11, 1933.

DR. H. LAMONT

Dr. Lamont's friendly and helpful voice has been heard daily except Sunday over WWVA since Nov. 1, 1930. His has been six years of pleasant association for us.



VIVIAN McDONALD MILLER

"The Lady of the Organ" is WWVA's Vivian. Her delightful personality and exceptional art have contributed much to the progress of WWVA.



ELMER CROWE

A veteran WWVA entertainer in every sense of the word. For eight years Elmer has been searching for his "lost rib" over the WWVA airways.



"MA PERKINS"

Oxydol's own grand old lady, heard daily except Saturday and Sunday at 2:30 p. m. over WWVA. Her's is a marvelous contribution to radio broadcasting.



Hester Weems

Colvig's Radio Gossiper who for five years has ringed the ears of her WWVA listeners with last-minute gossip at 6:00 P. M. daily.



Jack Lloyd

"That Swell Singer of Sweet Songs," whose romantic voice thrills. Jack is vocalist on the Coeey-Bentz "Twilight Reverie" series.



Hazel E. Hanley

Your "Helpful Helper" who points her radio conversation in the direction of your kitchen. Her's is indeed, a helpful service.



Chief Norman B. Myhr

United States Navy recruiting officer whose "salty" radio word cruises make young men long to join the Navy and see the world.



Molly Weith

For six years she has been identified with WWVA kiddie broadcasts. "Aunt Molly" can be seen at the Stifel Kiddie Theater of the Air.



Paul N. Elbin

President of West Liberty State Teachers' College. Dr. Elbin conducts the West Liberty State Teachers' College Radio Salute.



Earl L. Grose

Conducts WWVA's "Bible School of the Air." Rev. Grose makes it possible for shut-in's to enjoy the weekly Sunday School lesson.



LaVelle Marshall

Now Mrs. Jack Lloyd. Her accompanying of Jack on the piano led to her accompanying him to the altar. A happy radio romance, indeed!



W. Elza Scott

Nored educator and historian, recognized as the country's leading authority on history of the West Virginia Panhandle.



Marshall "Grandpa" Jones

Somewhat of a newcomer to WWVA, but one would judge by "Grandpa's" legion of friends that he were a member of the "Friendly Family" throughout our entire 10 years of service.



Melvin "Slim" Cox

Genial ranch boss of the "Flyin' X Round-up". "Slim" loves his violin and plays it well. He ropes a steer with equal skill.

Velma Young

Velma deserted the stage to cast her lot with radio broadcasting. Her's is a friendly personality—for proof listen to "Home Time" every Monday, Wednesday and Friday afternoon.



Wheeling Weird Travelers

Their many friends have been won through their authentic interpretation of the Negro spiritual. Wilber J. Daniels (seated) is director. Standing left to right—Earl Dilworth, Virginia King, Leroy King and James Brown.



Chuck and Don

They reflect the musical atmosphere of the Mountains of Tennessee. Chuck at right, sings favorite mountain ballads with a true Southern flavor—Don is master of the steel guitar.





"Flyin' X Round-Up"

Here they are—all three—"Slim" Cox, "Red" Kidwell and "Happy Hal" Harris. The sweet songs of these "Warblin' Waddies" have captured the hearts of WWVA listeners.

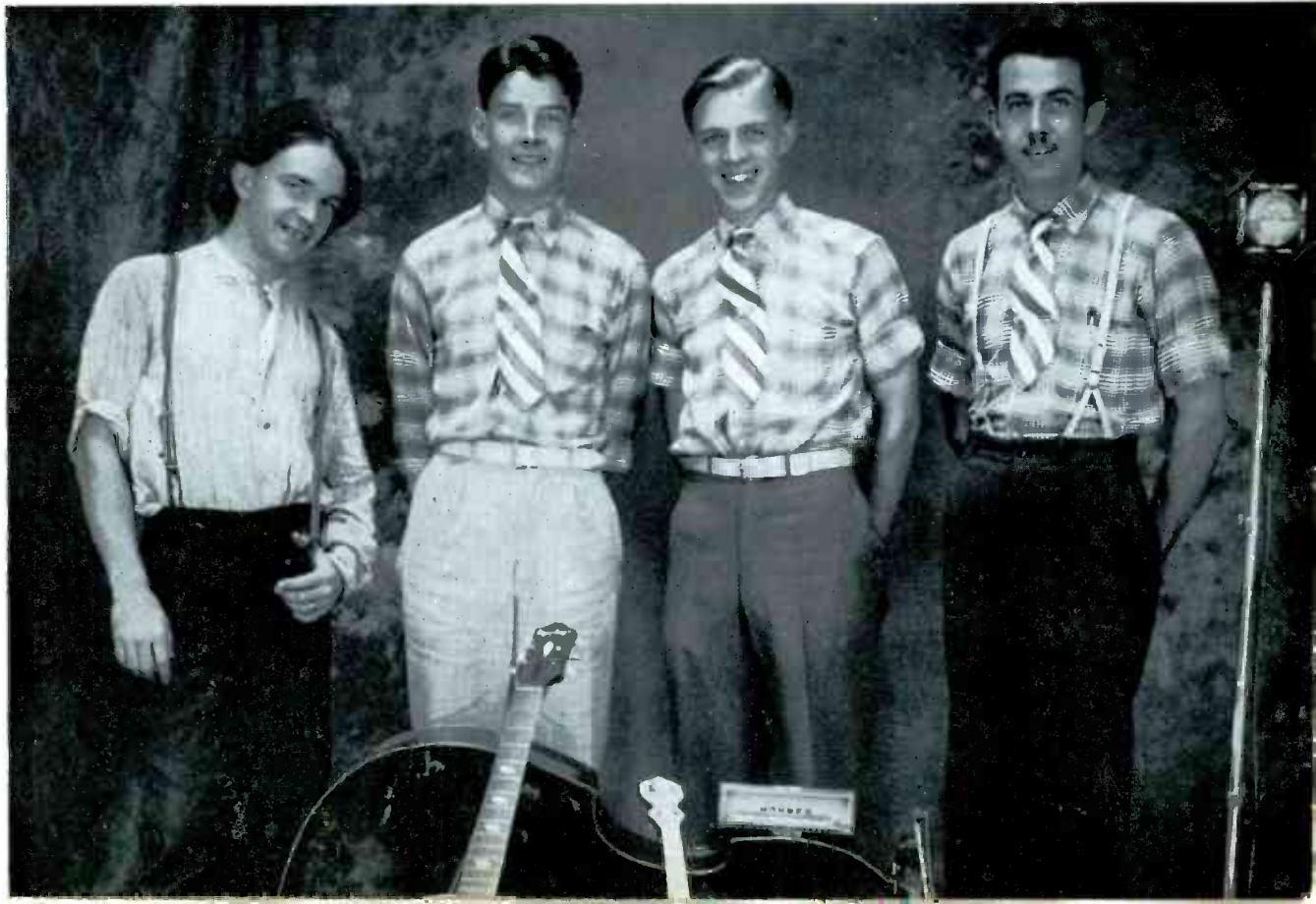
Samuels and Idahl

Art Samuels and George Idahl bring to their radio listeners a distinctive style of dual piano music all their own. Art is also a commercial artist of "note" and George is a composer of many "no-es."



Hoosier Merrymakers

Their hearts are young—their songs mellow—their smiles contagious. Left to right: Harry Lewis, Elmer Dyer, Walter James and Allen Arthur, the boss.





SONS O' GUNS

Paul Jones, Francis Oxley and Harrison Frey in deep study over one of their masterful interpretations of unique vocal harmony. Buz Way gives the "Guns" a bit of piano powder.



RHYTHM RANGERS

Good to look at—good to listen to—good to know. From theme to theme, their music sparkles with rhythmic sunshine. Left to right: Harold Rentschler, Loren R. Bledsoe, Floyd Houser and Kenneth Coopriker.



COOEY-BENTZ CO.'S "EVENING STARS"

Their melodies are as the twinkling stars in a midnight sky—their is the sweet music that soothes the heart "when day is done." At the piano, Lucille Jackson; at the pipe organ, Mary Bell Dague; at the violins, Earl Summers, Jr., Earl Summers, Sr. and Albert Scherrer.



"IT'S SWING TIME."

No foot can remain inactive when "Swing Time" goes into action. These boys are true pioneers in radio swing of true Dixieland tempo. Read 'em and swing: Paul Myers, bass; Jay Woods, trombone; Tommy Whitley, saxophone; Earle Summers, Jr., violin; Blaine Heck, guitar and Wayne Sanders at the piano.



"MUSICAL MAJORS"

There is something about a soldier that is fine, fine, fine! And that introduces your "Musical Majors" of Linsly Institute fame. Counting off from left to right: Joseph S. Redinger, Claude F. Schouse, Herman D. Haigwood, Nelson Darrah and Mrs. C. B. Price, accompanist.



EARL SUMMERS, JR. AND HIS ORCHESTRA

The dance is the thing and that makes these gentlemen "Favorites of the Air." Many is the hour they have packed with irresistible dance tempo. First row: Earl Summers, Sr., Louis Gafft, Tommy Whitley, Roy Stumpp. Second row: Jay Woods, Donald Boyd, Howard Chambers, Russell Miller and Earle Summers, Jr., maestro, at extreme right.



ROYAL SERENADERS

"Music in the Hawaiian manner"—a program scented with the romance of the far-off South Sea Isles and spiced with chuckles by that infectious character, "Grandma." We present: Frank Gates, alias "Grandma," steel guitar; Wm. Burkhart, bass; Bud Taylor, vocalist; Virgil Smith, Guitar and Charles Gates, steel guitar.



CROATIAN JUNIOR TAMBURITZA ORCHESTRA

With a distinctly foreign musical touch, typical of their nationality, this interesting group fills a very definite need in our general program structure. Their unique melodies inspire and please many. Seated from left to right: Joe Perkovich, Olga Perkovich, John Jelacic. Standing: Emil Jalacci, Walter Shalayka and John Perkovich. Murrell Poor presides at the microphone.