

# WWVA

*"The Friendly Voice"*



## FAMILY ALBUM

1950





**1170 ON YOUR DIAL  
WHEELING, WEST VIRGINIA  
50,000 WATTS OF FRIENDLINESS**

## *FOREWORD*

To you our listeners and friends this 1950 WWVA Family Album is respectfully dedicated.

Our contact with you, the countless thousands of loyal WWVA listeners, is through the singing and speaking voices of those who participate in programs broadcast over the Friendly Voice. These are the voices that bring you comedy, news, drama, sports, religion, special events and every other form of entertainment and public service that only the modern miracle of radio makes possible.

In this Family Album you will find the pictures of your WWVA radio friends and we hope this brief story of our personnel and service will enable you to know us more intimately.

# Executives

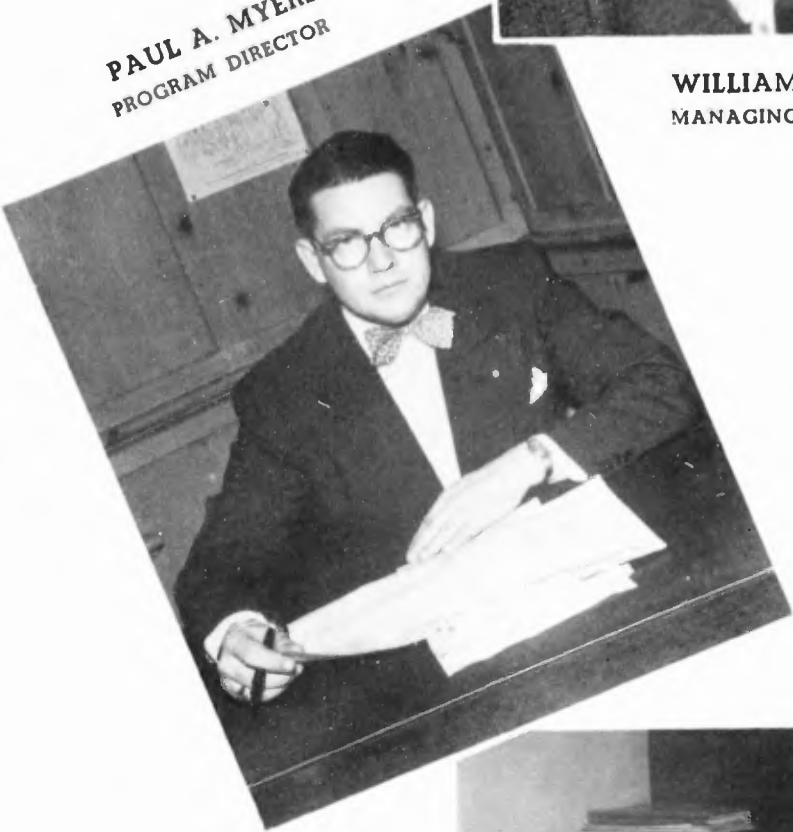


**WILLIAM E. RINE**  
MANAGING DIRECTOR

**PAUL J. MILLER**  
ASSISTANT MANAGING DIRECTOR



**PAUL A. MYERS**  
PROGRAM DIRECTOR



**EDWIN L. KEIM**  
CHIEF ENGINEER

# Friendly Voices



**LEW CLAWSON**

Joined WWVA June 1, 1939. After a hitch in the Navy returned in June 1946. Collects different recordings of "Star Dust". "Musical Clock" M. C. and special events and Sports director.



**DAVE SWINEHART**

Newest addition to WWVA announcing staff is fast winning friends among WWVA's vast listening audience. Heard regularly on the 11 P. M. news.



**WYN SHELDON**

Wyn is the friendly informal type of announcer. Works in Little Theatre Plays and enjoys sketching with charcoal. Jamboree announcer and popular newscaster.



**JIM WHITAKER**

Named James Knox Polk Whitaker III after two famous presidents. Came to WWVA from the deep south, June 30, 1941. Hobby is collecting old records. Jim is WWVA News Editor.



**TOM GEORGE**

Tom's friendly appeal has built a country-wide audience on the Midweek Jamboree. One of the Nation's "Top 5" disc jockeys and announcer of the WWVA Jamboree.



**JOE McQUAY**

Became WWVA staff announcer May 18, 1944. Was a radio "ham" and built low power broadcasting station in his home. Hobby is still radio and television. Joe is WWVA Farm Director.

# In Action



Millie Wayne is one of radio's few girl disc jockeys. Monday thru Saturday 4:30 to 5:30 A. M.



Frank Marchlenski conducts the Polish Program each Sunday 8:45 to 9:15 A. M.



Joe McQuay is WWVA Farm Director. This is typical noon-day broadcast.

Naomi Hartley is heard Monday, Wednesday and Friday on the Stone & Thomas Radio Newsreel at 10:00 A. M.



Lew Clawson and "Elmer" preside over the Musical Clock daily 7:15 to 8:45 A. M.







Jim Whitaker in a typical pose while broadcasting the Cooney-Bentz "Telephone Quiz", Monday, Wednesday and Friday 7:00 - 7:15 P. M.



Wyn Sheldon is well known for his Fort Pitt News broadcast each day at 12 Noon.



Gloria Rogerson is Colvig's Radio Gossip each Monday, Wednesday and Friday at 6:15 P. M.

Uncle Tom George featured on Mid-Week Jamboree 11:15 Monday thru Friday.



Dave Swinehart checks the news wire for his 11:00 P. M. newscast.





Accounting office - Martha Donoghue and Frances Diegmiller



Music Library - Elizabeth Neumann



Traffic - Lucille Bock



Reception - Gladys Stempien at telephone

Margaret Stenda at typewriter



Mail Department - Mary Parrish, Kathryn Shook, Lois Cline and Joan Doyle



Promotion Director - Howard W. Meagle





Managing Director - William E. Rine and his secretary, Mildred Cogley

## At Work

Behind the voices of the announcers, the songs of the entertainers and the duties of the engineers are others who are an important part of the WWVA Family. We title this page "At Work" because without glamour or applause of fan letters these folks are "at work" behind the scenes.



Sam Woods, Studio Custodian



Continuity Director - Bob Ragase



Sales Department - Andy Hofmann, Lucille Bock, Howard Meagle and Lou Dickey

# Engineering

- A. Jack Supler inspecting high voltage rectifier.
- B. Harold Timblin making disc recording.
- C. Ted Donat checking tape recorder.
- D. Bob Arnold adjusting relays at transmitter.
- E. Harold Hughes in Virginia Theatre Jamboree Control Room.
- F. Ralph Schneider in Master Control Room.
- G. Bill McGlumphy, transmitter supervisor.
- H. Bob Scott preparing to make a check of WWVA frequency.
- I. Fred Gardini takes meter readings of F M Transmitter.
- J. Larry Hopp at transmitter master control console.
- K. Francis McCann, transmitter caretaker.



A



B



C



K



D





# Public Service



A regular Sunday morning feature for many years has been the services broadcast from Wheeling Churches.



29 high schools participate in the Junior Town Meeting of the air broadcasts.



Governor Okey Patterson of West Virginia speaks to the 4th of July crowd in Wheeling Stadium.



The Tri-State Farm and Home program is one of the oldest farm programs on the air in the entire country.



Broadcasts by the Wheeling Symphony are regularly scheduled in the winter season. —A Morosko Photo



Mayor Carl G. Bachmann of Wheeling is heard frequently over WWVA.



Both West Virginia and Ohio State Patrols cooperate in the highway safety program.



The Ohio River World Trophy race is broadcast each fall.



Mayor Robert Bruce of New Martinsville, 40 miles south of Wheeling, interviewed on WWVA.



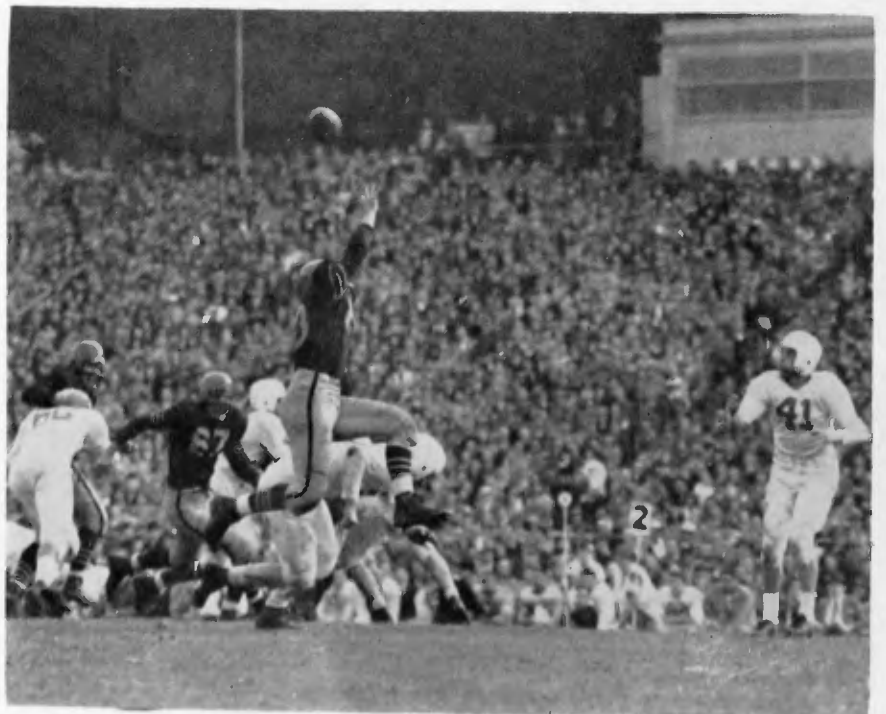
The WWVA Sports Mike sits in on the annual Golden Gloves Boxing Tournament.



WWVA feeds speech by Secretary of Defense Louis Johnson to CBS from American Legion Convention in Wheeling.



Mildred Cogley presents WWVA Cup to owner of winning horse at Wheeling Horse Show.



Entire schedule of West Virginia University football games broadcast from WWVA.

# Family Portrait of



**FRONT ROW**—Left to Right: Hiram Hayseed, Gertrude Miller, Abbie Neal, Gay Franzi, Wanda Saylor, Chickie Williams, Wilma Lee, Tena Franzi, Shirley Barker, Crazy Elmer.

**SECOND ROW**—Left to Right: Bill Carver,

Don Kidwell, Red Watkins, Joe Barker, Glen Ferguson, Doc Williams, Buddy Nelson, Hawkshaw Hawkins, Herman Lemley.

**THIRD ROW** — Left to Right: Howard Meagle, Lew Dickey, Fred Gardini, Larry Hopp, Marian Martin, Jack Dunigan, Paul

J. Miller, William E. Edwin Keim, Hugh Cr. George, Lew Clawson, Ragase.

**(GIRL'S ROW ONLY)**  
Doyle, Martha Donogh



# The WWVA Staff



ine, Paul Myers,  
Monty Blake, Tom  
Dve Swinehart. Bob

Kathleen Shock, Joan  
Lucille Bock, Mil-

dred Cogley, Elizabeth Newman, Francis  
Diegmiller, Lois Cline, Vivian Miller, Mary  
Parish, Gladys Stempien, Margaret Stenda.

BACK ROW—Mitchell Lilly, Jim Whitaker,  
Harold Hughes, Harold Timblin, Cowboy

Phil, Cy Williams, Stoney Cooper, Blain  
Stewart, Tex King, Red Belcher, Everett  
Lilly, Joseph McQuay, Ralph Schneider,  
Robert Scott, Wyn Sheldon, William Mc-  
Glumphy.

# Entertainers



The Chuckwagon Gang - Tex King, Little Shirley and Joe Barker



Hugh Cross, The Smoky Mountain Boy



Hawkshaw Hawkins and the West Virginia Nighthawks. Red Watkins, Glenn Ferguson, Hawkshaw, Herman Lemley and Buddy Nelson.



Don Kidwell



**LEE AND JUANITA**  
 "Singers of Old Time Songs"



**Doc Williams Border Riders - Marion Martin, "Doc", Hiram Hayseed, Chickie and Brother Cy.**



**BIG SLIM**  
 "The Lone Cowboy"



**SUNFLOWER**



**BONNIE BALDWIN**



**Stoney Cooper's Clinch Mountain Clan - Dapper Dan, Bill Carver, Stony, Wilma Lee and Blaine Stewart.**



**Red Belcher Kentucky Ridge Runners - Everett Lilly, Red and Mitchell Lilly.**





**Sundown Serenade - Vivian Miller at the Organ and Jimmy Loughley at the Piano.**



**Sunshine Boys - Fred Daniels, Ace Richmond, J. D. Summers, Ed. Wallace.**



**The West Virginians - Jimmy Loughley, Monty Blake, Jack Dunigan, Artie Mancuso, Francis Oxley, Gertrude Miller, Vivian Miller, Tommy Whitley, Director.**



**Jack Dunigan and Gertrude Miller**



Birds eye view of the WWVA transmitter plant showing some of the 30,000 pine trees planted on the 160 acre tract in cooperation with the U. S. Forestry Service.



Between shows entertainers relax in the Talent Room where they keep their instruments and music.



This is what happens to cakes sent to the "1170 Club."

# The WWVA Jamboree



This is the stage of the Capitol Theatre in Wheeling as the curtain opened on the big 16th Anniversary Jamboree show.



Virginia Theatre crowd before show. Jack Supler and Haze Cochran selling souvenirs.



Visitors to studios for Harvest Home Festival hear Vivian Miller at the organ.



Part of the crowd that filled Wheeling's Capitol Theatre twice for 16th Anniversary shows.

Harvest Home Festival visitors get autographs from Don Kidwell.



Overflow crowd that could not get into theatre for 16th Anniversary.





# The World's Original



Genial Wyn Sheldon, one of the Jamboree's popular announcers.



How the Jamboree stage looks to Jamboree fans in the Virginia Theatre on Saturday nights.



Tom George, Jamboree announcer ready to catch Crazy Elmer in hilarious comedy skit. Monty Blake in center.



Highlight of Harvest Home Festival was West Virginia's Champion Square Dancers.

Outside Virginia Theatre as thousands visit Harvest Home Festival Jamboree.



Open house visitors for Harvest Home Festival pack studios during broadcasts.



HEAR THEM ALL

on

CBS

and

W W V A



"That mean widdle boy" is Red Skelton. Sundays at 8:30 P.M.



"F. B. I. In Peace and War" Stars Bob Sloane and Martin Blaine. Thursday - 8:00 P.M.



Lovable "Ma Perkins" is heard Monday through Friday at 1:15 P.M.



Inspector Keen and partner Mike Clancy solve mysteries. Thursday - 8:30 P.M.



"Wendy Warren" is Florence Freeman who broadcasts Monday thru Friday at 1:00 P.M.



Jack Benny and Mary Livingston head the Sunday line-up. From 7:00 to 7:30 P.M.



"Club 15" Stars Dick Haymes and the Andrews Sisters, Monday thru Friday at 7:30 P.M.



Lucille Ball's "Favorite Husband" is Richard Denning. Top Friday listening at 8:30 P.M.



The Roi-Tan Cigar Indian is Joan Davis. "Leave It To Joan", spreads laughter Friday at 9:00 P.M.



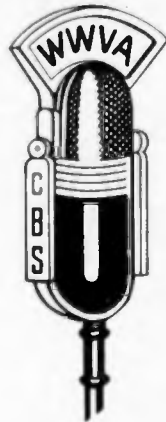
Lovely Evelyn Knight is a star that shines on "Club 15". Monday thru Friday at 7:30 P.M.



Joan Fontaine and James Stewart are regulars on Lux Radio Theatre. Monday at 9:00 P.M.



Arthur Godfrey is one of radio's brightest stars. Heard Monday at 8:30 P.M. on "Talent Scouts" and Monday thru Friday at 10:15 A.M.



"Der Bingle", the one and only Bing Crosby, entertains each Wednesday at 9:30 P.M.



Amliable Bob Hawk tries to make Lemacs every Monday at 10:30 P. M.



"Crime Photographer" features Staats Cotsworth as Casey. Thursdays at 9:30 P.M.



"This Is Nora Drake" is a popular daytime drama heard Monday thru Friday at 2:30 P.M.





That beautiful but dumb blonde "My Friend Irma" is none other than Marie Wilson. Mondays at ten.



"Amos 'n' Andy" are perennial favorites. Make Sunday's line-up sparkle from 7:30 to 8:00 P.M.



Meet "Mr. and Mrs. North" played by Alice Frost and Joseph Curtin. Every Tuesday at 8:30 P.M.



Here is Eve Arden, "Our Miss Brooks" and "that" biology teacher, Mr. Boyington. School takes up on Sundays at 6:30 P.M.



William Spier is radio's foremost mystery drama producer. His "Suspense" is broadcast on Thursday at 9:00 P.M.



Every Saturday, Wyn Elliot takes you down the midway of Borden's "County Fair" at 2:00 P.M.



Molly Goldberg poses with her family. They are heard on Friday evenings at 8:00 P.M.



Vaughn Monroe sings with the Moon Maids on the Camel Caravan on Saturday nights at 7:30 P.M.



"This is the news", Edward R. Murrow's opening words are heard each weekday at 7:45 P.M.



Lowell Thomas, world famous globe trotter, is one of the nation's top newsmen. He broadcasts Monday thru Friday at 6:45 P.M.



"Sugar throat" George Burns and Gracie Allen delight audiences each Wednesday at ten.



It is no wonder "You Bet Your Life" on Wednesdays at nine, because Groucho Marx emcees the program.



"Curt Massey Time" stars Curt Massey and Martha Tilton in an early evening musical show. Monday thru Friday at 5:45 P.M.



Nila Mack presents one of radio's most imaginative programs for children from 4 to 104. Heard on Saturday morning at 11:05.



This famous funster trio is Edgar Bergen, Charlie McCarthy and Mortimer Snerd. Riotous comedy every Sunday at 8:00 P.M.

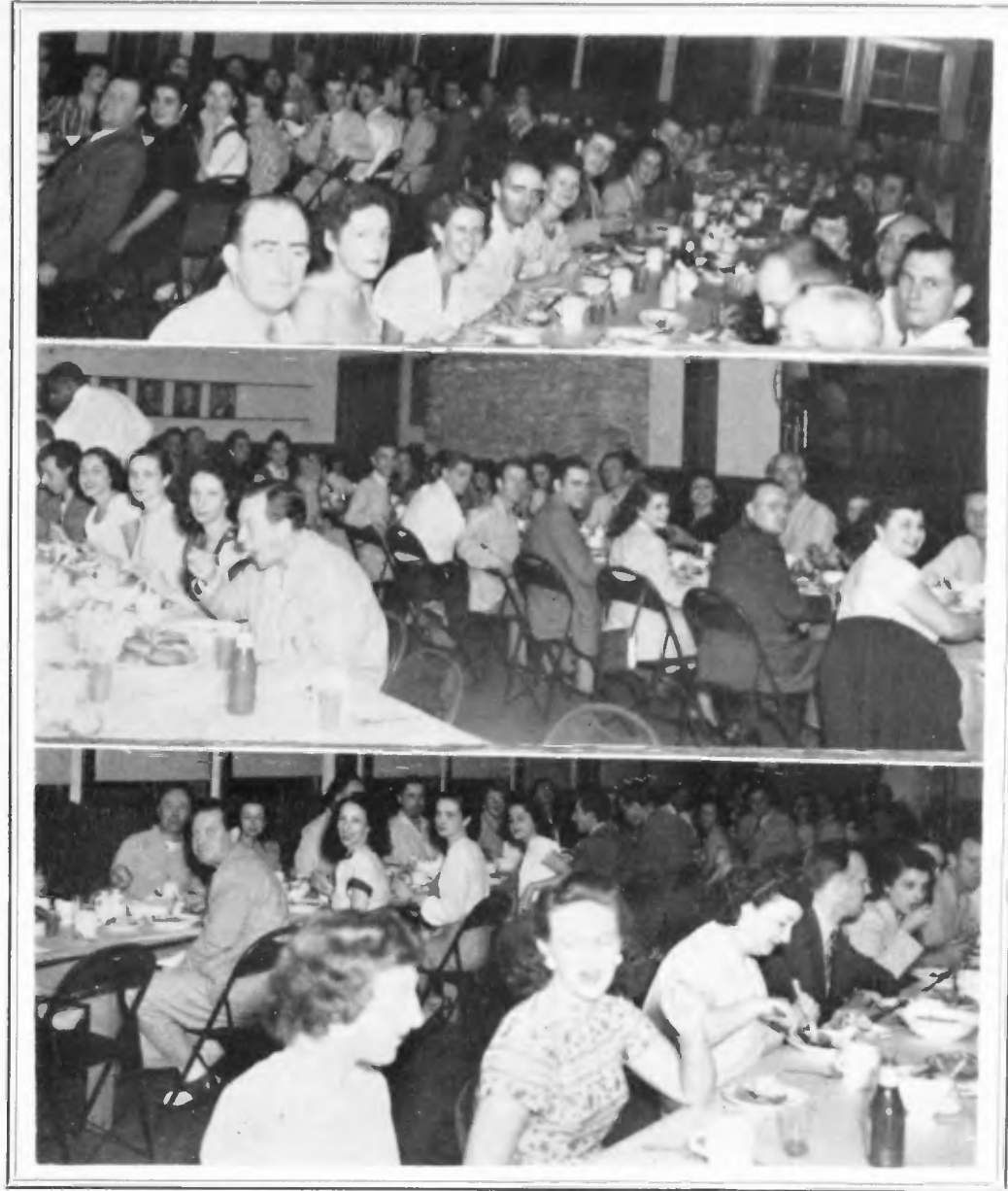


Make a "Grand Slam" with Irene Beasley every week-day morning at 11:30.



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