

A Guide to the Records of WRVA Radio Station 1925-1968

Records of WRVA Radio Station 1925-1968

1925-1968



A Collection in The Special Collections Department 9340; 9340-a

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Descriptive Summary

Accession number

9340; 9340-a

Language

English

Physical Characteristics

This collection consists of 114 Hollinger boxes (ca. 50 shelf feet).

Repository

Special Collections, University of Virginia Library

Administrative Information

Access Restrictions

Stored off-site. Users must request boxes 48 hours in advance of desired use. Neither drop-in nor next-day requests can be fulfilled. For additional information, contact Special Collections.

Use Restrictions

See the [University of Virginia Library's use policy](#).

Acquisition Information

The materials were a gift to the University of Virginia Library from the management of WRVA, and were picked up at the Richmond studio and Chesterfield County transmitter site by representatives of the Library in August, 1969.

Processing Information

The station logs, some ninety huge volumes, were included with the gift materials from the station, but the logs have been systematically microfilmed and the originals destroyed because of the problem of storage. The station management also kindly loaned its collection of historical tapes and discs, and those that seemed historically useful were copied on tape by the Library for addition to the collection. Finally, a number of scrapbooks containing newspaper listing of the daily programs of the station, and clippings, were discarded as the Library has files of the Richmond newspapers.

Preferred Citation

Records of WRVA Radio Station, Accession #9340; 9340-a, Special Collections Dept., University of Virginia Library, Charlottesville, Va.

Additional Descriptive Data

Related Materials

The Library of Virginia holds another substantial collection of material from WRVA Radio Station. The collection spans the years 1925-2000 and contains applause letters, minutes, anniversary booklets, program scripts, program guides, newsletters, histories, interviews, employee questionnaires, sales manuals, audience and sales promotions, rate cards, listener surveys, posters, newspaper clippings, FCC applications and reports, drawings, photographs, and sound recordings. [The guide to the collection is available online.](#)

Biographical/Historical Information

Radio Station, WRVA, originally owned and operated by Larus and Brother Company, Richmond, Virginia, was inaugurated November 2, 1925. Broadcasting with a 1,000-watt transmitter, WRVA was the highest powered station in Virginia-- a position it has continued to occupy. As a civic and community station, it obtained program material from all sections of Virginia, developing musical talent and originating special events of Virginia, developing musical talent and originating special events broadcasts in increasing number. The non-commercial policy was modified of November 10, 1927, in order to accept a popular National Broadcasting Company (NBC) weekly series. On January 15, 1929, a 5,000-watt transmitter was placed in operation at Mechanicsville, five miles from Richmond, and studios in Hotel Richmond were occupied in May, 1933. In 1935 the first all-wood self-supporting radio tower in America was erected to support the WVRA antenna at its Mechanicsville site. One June 27, 1937, WRVA became an affiliate of the Columbia Broadcasting System (CBS), continuing to broadcast some Mutual Broadcasting System programs until a full-time MBS affiliation was made in Richmond. The station began operating on a power of 50,000 watts on March 17, 1939, with its transmitter located on the James River ten miles from Richmond.

In 1946 when the owners of WRVA leased the Lyric Theatre, a former legitimate playhouse, for the purpose of presenting outstanding dramatic and musical attractions currently not appearing in Richmond, the theater stage became available for broadcasting programs by orchestras, bands, and choral groups requiring greater studio space. Broadcasts originating in this WRVA Theatre included the Saturday evening "Old Dominion

Barn Dance" and other special productions presented before audiences in the 1,300-seat auditorium half a block from the Hotel Richmond studios of WRVA. WRVA's FM affiliates, WRVB near Richmond and WRVC in Norfolk, began operation in 1948.

WRVA from the time of its inauguration in 1925 was closely identified with Virginia communities and with the civic, educational, governmental, cultural and entertainment life of the state. Leading talent from these communities broadcast from the station's studios, with community leaders speaking in regard to the historic, business and cultural aspects of their respective areas. Special events were covered by remote control from counties and cities in Virginia. Beginning with the address of President Coolidge in Williamsburg in 1926, all visits to Virginia by United States Presidents were covered by WRVA. The station also handled proceedings incident to the inauguration of Virginia governors. From Williamsburg, WRVA broadcast numerous special events, including the biennial visit of the state legislature for a one-day session in the old capitol, occasions on which distinguished visitors are honored by the College of William and Mary and, after broadcasting from its studios the finals in the Virginia high school student competition in the Voice of Democracy Contest, the exercise in connection with the visit of the four national winners who come to Williamsburg as part of their award.

Other special events include keel-laying and christening of major ships of the U.S. Navy at Newport News and Norfolk, and such annual features as the Shenandoah Apple Blossom Festival in Winchester; National Tobacco Festival in Richmond; Mother's Day exercises at the home of the mother of George Washington in Fredericksburg; the Institute of Public Affairs at the University of Virginia; and anniversaries of the landings of the First Permanent English Settlers in America at Cape Henry and Jamestown and of the surrender of Cornwallis at Yorktown. WRVA special events included the White Top Mountain Folk Music Festival in Southwestern Virginia, Virginia Music Festival in Charlottesville, dedication of the restored McLean House at Appomattox where the War between the States ended, Richmond Bi-Centennial and numerous centennials and special observances of counties, cities, churches and colleges throughout Virginia. During World War Two, WRVA broadcast frequent programs from Camp Pickett, Fort Lee, Fort Eustis, Langley Field, Quantico Marine Base, and Norfolk Naval Base, and following the war, the ceremonies incident to visits to Virginia by General Eisenhower, Admirals Nimitz and Halsey and Prime Minister Churchill. WRVA's war correspondent, Jack Stone, the only radio correspondent from a Virginia radio station, covered the final action in the Philippines, retaking of Manila, occupation of Japan and surrender ceremonies aboard the USS Missouri. War effort promotions included the sponsoring of delivery of Savings Bonds to Richmond by Navy blimp.

In cooperation with the Virginia State Chamber of Commerce and non-profit Virginia Cruise Corporation, WRVA personnel conceived and broadcast a series of programs originating by short wave from aboard ships at sea to assist in promoting Virginia ports' importance to national and world commerce.

After covering all political campaigns, WRVA provided a complete news service for Primary and General Election returns with statements of winning and losing candidates from their homes or at studios. The public was invited to visit WRVA Election Night Headquarters in the studio newsroom or at the WRVA Theatre where an elaborate listing of returns could be seen on the stage. The congressman from the Third District, in which Richmond is located, has for several years broadcast regular weekly reports while Congress is in session.

One of the oldest radio programs of continuous existence in the nation is the Virginia Department of Agriculture Market Reports. Inaugurated in November, 1925, this 5-day-a-week program originates in the offices of the Division of Markets where the latest market news and quotations are available. Early morning farm programs brought to the WRVA microphones the Virginia Commissioner of Agriculture and other authorities on matters of agricultural interest. Special agricultural events broadcast by WRVA include exercises at Hopewell incident to the corn-production-per-acre contest and Soil Conservation demonstrations in Mecklenburg and Charlotte counties.

WRVA, since it was inaugurated with a prayer of dedication, has been closely identified with the religious interests of Virginia. The station's 25th anniversary was opened with an inter-faith observance in Richmond's largest auditorium with ministerial leaders and choirs of Protestant, Jewish, and Catholic affiliation participating in a program in which the WRVA facilities were rededicated to the religious life of the community. On this occasion, leading churchmen offered voluntary tribute to the station's quarter of a century of service to Virginia churches. WRVA has continued to enjoy the cooperation of ministerial associations, the Virginia Council of Churches, and other religious organizations.

WRVA for a number of years broadcast the Easter Sunrise service at the State Capitol grounds in Richmond under auspices of the Richmond Federation of Christian Young People; the Thanksgiving Day service from historic Leigh Street Baptist Church; a Christmas Eve Protestant service; and, the midnight Pontifical Mass from Sacred Heart Cathedral with the Bishop of the Richmond Catholic Diocese as celebrant. WRVA broadcast features in connection with religious events such as church dedications and conventions.

Educational programs produced and presented by WRVA included the Schools and Cross-roads forum under PTA auspices with educators, parents, and business and civic leaders participating, and the annual University of Richmond Scholarship Quiz in which high school students in Virginia counties and cities participated in comprehensive examinations in the classrooms and before WRVA microphones in various school auditoriums with winners receiving scholarships to the University of Richmond.

In 1968, Larus and Brother Company reorganized and became the Larus Investing Company. In July 1968, WRVA AM and FM became, respectively, WRVA Radio, Inc. and WRVA-FM Radio, Inc., subsidiary corporations of the Larus Investing Company. Larus Investing Company sold its entire WRVA stock in November 1969 to Southern Broadcasting Company of Winston, Salem, North Carolina. Harte-Hanks Newspapers, Inc., purchased Southern Broadcasting Company, including WRVA-AM and WRVA-FM in August 1977. Harte-Hanks Communications, Inc., sold the radio stations to Edens Broadcasting Company, a company formed by the senior managers of Harte-Hanks Radio, Inc., a subsidiary of Harte-Hanks Communications, Inc. in December 1984.

WRVA was sold to Force II Communication, L.P., of San Diego in September 1991, and in the spring of 1992, Clear Channel Communications bought WRVA and is the current owner.

Scope and Content Information

This collection consists of 114 boxes of papers, tape recordings of broadcasts, scrapbooks, printed materials, 1925-1968, etc., (ca. 50 shelf feet) from the files of Richmond Radio Station WRVA, Virginia's only 50,000 watt clear channel AM radio station.

A large segment of the collection is devoted to the files of Walter R. Bishop. These files, created by the station's public relations manager, begin in the first month of broadcasting and continue until Bishop's death in 1963. They demonstrate the influence which his work had over station policy. Bishop was a religious and conservative man with great gifts of energy and friendliness. His correspondence with many state and national figures in broadcasting, politics, the church, and business, is all present, as is much material on Bishop's private life, civic activities, church, work, etc.

Soon after his arrival at the station, the manager made Bishop WRVA's "roving ambassador of goodwill," and ordered him to join every organization in sight, and to publicize their activities over WRVA. He plunged enthusiastically into his work, and became a leader in many of the organizations which he joined. Soon the connections became so close that Bishop's life became very nearly a barometer of Richmond's civic life and activity.

The great strength of the collection is its detailed documentation of the services of civic awareness, inspiration, and solidarity a radio station can provide for its community. WRVA's pre-eminent status among Richmond stations--for some time it had the highest average rating in the nation--and its unswerving devotion to these same public-spirited ideals make it a perfect object of study for the researcher seeking examples of the realization of certain aspects of radio's potential as a mass medium.

Unfortunately, some of the station's files were destroyed when the station moved from its old quarters in the Hotel Richmond to its new office and studio building at 22nd and Grace Streets. Thus, there is practically no material on the relationship between the station and Larus and Brother, its original owners, for instance.

Other materials, such as much of the historical files of the first years of the station, were borrowed from Mr. Calvin T. Lucy, the first station manager, and microfilmed (See accession no. 9040-a) by the University of Virginia Library.

WRVA broadcast church services and speeches of local civic leaders, politicians, and educators to a far greater extent than strictly necessary to evidence a perfunctory concern with such matters. From the earliest times WRVA proved its desire to create a strong civic awareness in Richmond. Its success as a station and the widespread acceptance of many of the station's ideals show how pervasive has been its influence.

Organization

Series I:

Boxes 1-28: This group comprises three files on the station's everyday happenings kept by Walter R. Bishop. The years 1942, 1946-1948, and 1954-1963 are present. Bishop died 5 May 1963, and information after that date is sketchy.

Boxes 1-11: File for 1942: An excellent, complete picture of the problems of operating a radio station during World War II: restrictions, propaganda, news, and advertising, all aimed at the war effort.

Boxes 12-16: Files for 1946-1948

Boxes 16a-28: Files for 1954-1963

Series II:

Boxes 29-42:Economic and Technical Growth Files, 1939-1961. These fourteen boxes contain information about advertising, personnel, construction, transmitters, budgets, and other aspects of WRVA's economic and technical growth. One files on advertisers, 1940-1942, has survived.

Boxes 29-34:WRVA advertisers, 1940-1942

Boxes 35-39:Station Finances, 1939-1961. Very valuable materials on station expenses and dealings with the Federal Communications Commission. There are several budgets, office memos, and data on sale of air time to political candidates and agencies. How this was allotted may be of special interest. In Box 39 there is material on the stations' business in the first year of its existence, and in box 40, several journals and ledgers.

Box 40:WRVA Advertising History. Data on a few special aspects of WRVA's advertising in the past.

Boxes 41-42: Scientific, Personnel Material. Data on the growth of WRVA's physical plant, demonstrating how often it had proven necessary to discard old ideas, machines, and even station locations. Other information on personnel and personnel policies is in box 43.

Series III:

Boxes 43-81:Walter R. Bishop Files, 1925-1963.

Boxes 43-44:"Bishop's Cracker Barrel", 1955-1963. Material used on a folksy-chat type of radio program treating Virginia politics, the state of the nation, etc., and which presents perhaps the best opportunity to delve into Bishop's mind to see how his ideas interacted with the potential of broadcasting to create an actual program.

Boxes 45-51:Bishop Personal Material. Undifferentiated personal materials come first, followed by Naval Affairs in box 48, Financial Affairs, box 50, and Letters in box 52.

Boxes 52-64:Bishop's Public Relations and Civic Activities Files.

Boxes: 65-76:Religious Miscellany

Boxes: 77-81:Political Miscellany

Series IV:

Boxes 82-114:Miscellaneous Station Files, 1933-1962. This section contains chiefly general purpose files from the station, but included is some material on the history of the early years of the station, plus a short file of materials on anniversaries and other observances.

Series V:

(Microfilm) Station Logs from 1925-:These logs, required by the Federal Communications Commission, record the minute-by-minute broadcast activities of the station. The three earliest logs were borrowed from Mr. Calvin T. Lucy for filming and the originals were returned to him. The other original logs were destroyed as filming was completed.

Series VI:

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Printed A Tribute to Our Flag, Protestant Radio and Television Center award, U.S. Air Force award, set of publicity posters 1950s

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Schematic diagrams for WE 407-A1 transmitter, etc. Blueline and photostatic copies n.d.

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Logbooks: recorded songs aired 1930s

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Promotional display album 1950s

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Public Service Jingles...for the 'Give, Register, and Vote' Campaign n.d.

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Henrico County Commemoration, w/ Rt. Rev. F.D. Goodwin 1957 May 1

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Scope and Content

A27-12P

Logbook 1950 Aug 10 - 1950 Oct 16

Reel 38

Scope and Content

A27-12P

Logbook 1950 Oct 16 - 1950 Dec 19

Reel 39

Scope and Content

A27-12P

Logbook 1950 Dec 19 - 1951 March 4

Reel 40

Scope and Content

A27-12P

Logbook 1951 March 4 - 1951 May 11

Reel 41

Scope and Content

A27-12P

Logbook 1951 May 11 - 1951 June 21

Reel 42

Scope and Content

A27-12P

Logbook 1951 June 21 - 1951 Aug 29

Reel 43

Scope and Content

A27-12P

Logbook 1951 Aug 29 - 1951 Oct 11

Reel 44

Scope and Content

A27-12P

Logbook 1951 Nov 5 - 1952 Jan 10

Reel 45

Scope and Content

A27-12P

Logbook 1952 Jan 10 - 1952 Mar 14

Reel 46

Scope and Content

A27-12P

Logbook 1952 Mar 14 - 1952 May 21

Reel 47

Scope and Content

A27-12P

Logbook 1952 May 21 - 1952 July 28

Reel 48

Scope and Content

A27-12P

Logbook 1952 July 28 - 1952 Oct 4

Reel 49

Scope and Content

A27-12P

Logbook 1952 Oct 4 - 1952 Dec 9

Reel 50

Scope and Content

A27-12P

Logbook 1952 Dec 9 - 1953 Feb 12

Reel 51

Scope and Content

A27-12P

Logbook 1952 Feb 12 - 1953 Apr 17

Reel 52

Scope and Content

A27-12P

Logbook 1953 Apr 17 - 1953 Jun 23

Reel 53

Scope and Content

A27-12Q

Logbook 1953 Jun 23 - 1953 Aug 20

Reel 54

Scope and Content

A27-12Q

Logbook 1953 Aug 20 - 1953 Oct 24

Reel 55

Scope and Content

A27-12Q

Logbook 1953 Oct 25 - 1953 Dec 29

Reel 56

Scope and Content

A27-12Q

Logbook 1953 Dec 29 - 1954 Mar 2

Reel 57

Scope and Content

A27-12Q

Logbook 1954 Mar 2 - 1954 May 13

Reel 58

Scope and Content

A27-12Q

Logbook 1954 May 13 - 1954 July 27

Reel 59

Scope and Content

A27-12Q

Logbook 1954 July 27 - 1954 Oct 11

Reel 60

Scope and Content

A27-12Q

Logbook 1954 Oct 11 - 1954 Dec 14

Reel 61

Scope and Content

A27-12Q

Logbook 1954 Dec 14 - 1955 Feb 18

Reel 62

Scope and Content

A27-12Q

Logbook 1955 Feb 19 - 1955 Apr 18

Reel 63

Scope and Content

A27-12Q

Logbook 1955 Apr 19 - 1955 June 17

Reel 64

Scope and Content

A27-12Q

Logbook 1955 June 17 - 1955 Aug 17

Reel 65

Scope and Content

A27-12Q

Logbook 1955 Aug 17 - 1955 Oct 15

Reel 66

Scope and Content

A27-12Q

Logbook 1955 Oct 15 - 1955 Dec 15

Reel 67

Scope and Content

A27-12Q

Logbook 1955 Dec 15 - 1956 Feb 27

Reel 68

Scope and Content

A27-12Q

Logbook 1956 Feb 1 - 1956 Mar 23

Reel 69

Scope and Content

A27-12Q

Logbook 1956 Mar 23 - 1956 May 3

Reel 70

Scope and Content

A27-12Q

Logbook 1956 May 4 - 1956 July 4

Reel 71

Scope and Content

A27-12Q

Logbook 1956 July 5 - 1956 Sept 11

Reel 72

Scope and Content

A27-12Q

Logbook 1956 Sept 11 - 1956 Nov 19

Reel 73

Scope and Content

A27-12Q

Logbook 1956 Nov 19 - 1957 Jan 31

Reel 74

Scope and Content

A27-12Q

Logbook 1957 Jan 31 - 1957 Apr 13

Reel 75

Scope and Content

A27-12Q

Logbook 1957 Apr 13 - 1957 June 21

Reel 76

Scope and Content

A27-12Q

Logbook 1957 June 21 - 1957 Aug 29

Reel 77

Scope and Content

A27-12Q

Logbook 1957 Aug 29 - (?)

Reel 78

Scope and Content

A27-12R

Logbook (?) - 1957 Dec 8

Reel 79

Scope and Content

A27-12R

Logbook 1957 Dec 8 - 1958 Feb 9

Reel 80

Scope and Content

A27-12R

Logbook 1958 Feb 9 - 1958 Apr 11

Reel 81

Scope and Content

A27-12R

Logbook 1958 Apr 11 - 1958 June 5

Reel 82

Scope and Content

A27-12R

Logbook 1958 June 5 - 1958 Aug 4

Reel 83

Scope and Content

A27-12R

Logbook 1958 Aug 4 - 1958 Oct 4

Reel 84

Scope and Content

A27-12R

Logbook 1958 Oct 4 - 1958 Dec 5

Reel 85

Scope and Content

A27-12R

Logbook 1958 Dec 5 - 1959 Feb 12

Reel 86

Scope and Content

A27-12R

Logbook 1959 Feb 12 - 1959 Apr 20

Reel 87

Scope and Content

A27-12R

Logbook 1959 Apr 20 - 1959 June 16

Reel 88

Scope and Content

A27-12R

Logbook 1959 June 16 - 1959 Aug 6

Reel 89

Scope and Content

A27-12R

Logbook 1959 Aug 7 - 1959 Sept 30

Reel 90

Scope and Content

A27-12R

Logbook 1959 Sept 30 - 1959 Nov 21

Reel 91

Scope and Content

A27-12R

Logbook 1959 Nov 21 - 1960 Jan 15

Reel 92

Scope and Content

A27-12R

Logbook 1960 Jan 15 - 1960 Mar 12

Reel 93

Scope and Content

A27-12R

Logbook 1960 Mar 13 - 1960 Apr 29

Reel 94

Scope and Content

A27-12R

Logbook 1960 Apr 30 - 1960 June 13

Reel 95

Scope and Content

A27-12R

Logbook 1960 June 13 - 1960 July 24

Reel 96

Scope and Content

A27-12R

Logbook 1960 July 25 - 1960 Sept 5

Reel 97

Scope and Content

A27-12R

Logbook 1960 Sept 5 - 1960 Oct 17

Reel 98

Scope and Content

A27-12R

Logbook 1960 Oct 17 - 1960 Nov 25

Reel 99

Scope and Content

A27-12R

Logbook 1960 Nov 26 - 1961 Jan 4

Reel 100

Scope and Content

A27-12R

Logbook 1961 Jan 5 - 1961 Apr 6

Reel 101

Scope and Content

A27-12R

Logbook 1961 Apr 7 - 1961 July 3

Reel 102

Scope and Content

A27-12S

Logbook 1961 July 3 - 1961 Sept 26

Reel 103

Scope and Content

A27-12S

Logbook 1961 Dec 25 - 1962 Mar 28

Reel 105

Scope and Content

A27-12S

Logbook 1962 Mar 29 - 1962 June 20

Reel 106

Scope and Content

A27-12S

Logbook 1962 Jun 21 - 1962 Sept 12

Reel 107

Scope and Content

A27-12S

Logbook 1962 Sept 13 - 1962 Dec 31

Reel 108

Scope and Content

A27-12S

Tape Recordings of Material from WRVA Archives

Extent

All tapes, with exception of no. 1, are recorded on one side only. All tapes should be played at 3 3/4 ips.

Tape 1

Scope and Content

T 102Va. State Chamber of Commerce Show- 37th Anniversary Talk Show with Dick Gillis, C.T. Lucy and Walter Bishop about the first days of WRVA in 1925 with 1000 watts. Some remarks about Ladysmith, Caroline Co., where Lucy now lives. Then on to the String Band run by various members of the Lucy family (Mandolin and Guitar Club). Many remarks about C.T. Lucy by Bishop. Remarks about changes in radio over the years. Growth from 425 stations to over 5000 in U.S. Not a commercial station at the beginning. Larus and Bros. wanted to be a community station. Invited community groups from Va., Md., and N.C. to perform. Went commercial about 2 1/2 years later because cost of operating was high as hours extended. 1962 Nov 11 0-190

Senator Harry Byrd Funeral and Chris Cabell comments on the preparation for the funeral of "Monitor."(191-228)

Chris Cabell naming of Sen. Harry Bryd's pallbearers.(228-238)

Chris Cabell: an obituary of Harry F. Byrd together with description of funeral and clips of service.(239-306)

Larry Dodd: obituary on day of death includes a clip of Gov. Godwin commenting at a breakfast, off-the-cuff, when he learned of Sen. Bryd's death. Also includes Godwin's later formal statement; Albertis Harrison's statement- live; J. Lindsay Almond's statement- live; William Tuck's statement- live; Colgate Darden's statement- live. Then switches to clips from WRVA archives to illustrate Byrd's life by comments from others: (1) Bernard Baruch; (2) Mike Mansfield; (3) Everett Dirkson; (4) Lyndon B. Johnson. Then clips of Byrd himself. (306-473)

WRVA News- Retirement of Sen. Harry F. Byrd. Includes Gov. Harrison's live announcement- Live comment: Robert Corber of State Republican Party, William Tuck's comments; Sidney Kellam's, David Satterfield of 3rd Cong. District. Gov-elect and then Lt. Gov. Mills. Godwin's comments quoted, Everett Dirkson's live comments. H.H. Humphrey quoted. Strom Thurmond quoted. Eugene McCarthy quoted as is Phillip Hart. Voice of Sen. Byrd commenting on WRVA itself.(473-603)

WRVA News- Lengthy (24 min), obituary using many clips from their archives re Bryd's career. 1952 at U.Va. Institute of Public Affairs Byrd spoke on fiscal responsibility and on central government as threat. 1958 statement on his running again when he had not wished to. H.H. Humphrey's statement live. Governor-elect Godwin's remarks live and informal and later his formal statement. Former governors as on previous section. 1966 Oct 20 (605-943)

Senator Byrd's denouncement of the use of Federal troops in Oxford, Miss. (946-1031)

Walter Bishop resolution passed by the Virginia House of Delegates and Senate.(1032)

Albertis S. Harrison's news conference, 1966 Nov 12 re the appointment of Harry S. Byrd, Jr., as U.S. Senator.(1-182)

Walter Bishop obituary and memoir by John B. Tansey, the station manager.(182-205)

Walter Bishop obituaries as broadcast. Various members of the staff, including John B. Tansey(206-425)

Walter Bishop tribute from Dick Gillis Show with John B. Tansey and Calvin T. Lucy. Includes much history of station because of Bishop's lengthy connection with WRVA from the first month. Many stories, etc. (272-425)

Testimonial dinner for Calvin Tompkins Lucy by the Va. Association of Broadcasters. Toastmaster, Ervin Kemp of the Chamber of Commerce. Mentions Lucy as 1st Pres. of VAB. Mr. W.T. Reed of Richmond (Chairman of Larus and Bros.) makes chief address. Attributes to Lucy the great ability to train his people well and citesthe 1956 WRVA-TV which was put on the air by Lucy-trained people. Cites Lucy's independent mind; his strong belief in public service; his excellent choice of personnel, their fine training, and his willingness to leave them alone to do their jobs when trained. Mr. Lucy speaks, reminiscences about station and his experiences, with getting a liscence, with ASCAP, the United Federation of Musicians. Told stories on himself. Mentioned Ed Allen of Lynchburg, the founder of VAB in 1937. Then 11 stations (by 1961, 128 stations). Walter Bishop speaks. Gifts to Lucy, etc. 1961 Oct. 2 (426)

Tape 2

Scope and Content

T 103

Continued testimonial dinner for C.T. Lucy. 1-18

Gov. Albertis Harrison's news conference re pre-free schools. 1963 July 10 (20-84)

Senator A. Willis Robertson interviewed by Joe Weeks of WRVA on inflation and the right-to-work law. (85-162)

Ex-Gov. Albertis S. Harrison Speech on Overpopulation to the Va. Population Conference. 1966 Dec 6 (164-368)

Senator A. Willis Robertson on the Test Ban Treaty, 16 Aug. 1963. (369-472)

Senator A. Willis Robertson I Was There Campus Life at Richmond College around 1903 (at age 16). Tell of his family background, life in Rocky Mount, Franklin Co., Va., the founding of the first high school in the county by his parents. Much railing at the slothful modern college student. He spent \$250/year on his college education. Speaks of his athletic ability. The sacrifice to raise \$15 to join Pi Kappa Alpha. Dr. S.C. Mitchell, Chandler and Metcalf mentioned. 1964 (late) (474-586)

Governor A.S. Harrison News Conference. Remarks on death of Bill Thompson (WRVA staffer?). Remarks on beauties and wonders and benefits of living in Virginia. Director for the Economic Opportunity Act (Poverty Program) in Va. Sales Taxes. Chicken import quotas. Reapportionment. This conference breaks off abruptly. (687-1006)

Ex-Governor A.S. Harrison News Conference. Political statements re Sen. Byrd, Jr., Conservatives, Democrats, etc., for the primary election of Byrd and A.W. Robertson. Appointment of Harry F. Byrd, Jr. to U.S. Senate. Continued on next reel. (1007-A8512)

Tape 3

Scope and Content

T104

Ex-Governor A.S. Harrison news conference continued from Reel 2. Discussion about who should vote in primary; (should conservative Republicans vote in primary to insure Byrd-Robinson win?) Reporters press him hard on legal aspects. [1966] June 23 (1-35)

WRVA Corn Cob Pipe Club, 1933. One of the acts is a bit of doggerel about E.A. Poe and his Raven. Some music, "Chinese Breakdown" by the Old Timers, and vocal of "I'm Sitting on Top of the World" by the main announcer. (38-120)

J. Vaughn Gary introduced by Walter Bishop thanking citizens of 3rd District for an election victory 1962 Nov 6 (121-148) no.7937

40th Anniversary Pepsi Jingle- re-recorded from 1937, the first singing commercial for radio. (149-157)

Events of 1964 - "Year of the Crumbling Walls." 1964 March 12 (160-777)

Appomattox Ceremony of 1950 as re-broadcast 1963, with Douglas Southall Freeman's address, 1950, at dedication of the McClain house at Appomattox. 1963 April 9 (778-984) 14 min 30 sec. no. A7047

J. Vaughan Gary's resignation announcement and news conference. Questions on run-off election laws. Supports Lyndon Johnson. 1964 Feb 29 (985 to end)

Agency Day at the WRVA transmitter. One of 57 U.S. AM stations at 50,000 watts - of 3600 AM stations in U.S. 1961? (1-122)

J. Vaughan Gary's last report (no. 535) to the people of the 3rd Va. Congressional District. 1964 Aug 22 (122-222)

WRVA's Open for Opinion on the loss of the Lyric Theater (torn down to make room for a new building for the Life Insurance Company of Virginia), conducted by Frank Brooks. Guest is George W. Anderson, president of Lyric Theater Corp. The Lyric was used by WRVA Radio for years for such programs as the "Old Dominion Barn Dance," but the building was owned by the Life Insurance Company of Virginia, and came down ending much of the amateur theater in Richmond. (223-664)