

Ellis L. Loveless
Advertising Federation of Greater Hampton Roads
1962 Silver Medal Award Honoree



The inaugural Advertising Federation of Greater Hampton Roads' Silver Medal Award honoree was Ellis L. Loveless, former vice president and advertising director for Norfolk-Portsmouth Newspapers (now *The Virginian-Pilot*).

Long recognized as one of the outstanding advertising executives in the south, Loveless was active with the newspapers from 1919 until his retirement in January 1961. He served as a consultant on national advertising for the papers until his death on April 16, 1966.

A native of Uniontown, Alabama, Loveless had his first introduction to the newspaper business when, at the age of eight, he became a carrier boy. He quit high school to help support his family when his father, also a newspaperman, died. He joined the classified advertising staff of the *Birmingham News*.

He continued his early career with the Albany-Decatur (Ala.) *Daily News*, the *Portsmouth Star* and the *Birmingham News* again before World War I presented him for Navy service here and the start of his Hampton Roads newspaper career.

Loveless joined the advertising staff of *The Ledger-Star* in 1919 and became assistant business manager in 1926. He served as promotion manager, advertising manager, and assistant business manager for Norfolk Newspapers. In 1951, he became advertising director for the organization, and was named a vice-president in 1954.

A charter member of the Norfolk Lions Club, Loveless rose to district governor and international director of Lions International. He was a member of the boards of the Salvation Army, DePaul Hospital, YMCA, YWCA, American Red Cross and other organizations. The Norfolk Sports Club later named an annual award in his honor.