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The
560
News

JUNE, 1953



RENEW YOUR SUBSCRIPTION NOW!

If you are a regular subscriber to "The 560 News" please note the expiration date of your present subscription which always appears on the mailing label following your name and address. If your subscription is about to expire—or already has—be sure to fill out the blank provided for your convenience below and mail it today. Don't miss one single issue of Southern West Virginia's most popular radio magazine. The cost, \$1.00 a year, payable in advance, for twelve months (12 issues).

NAME

ADDRESS

Renewal: Yes No

*The 560 News, Southern West
Virginia's Favorite Radio Magazine!*

.. Wherever You Go ..

There's RADIO!



Yes wherever you go this Summer, be sure you have your best friend along . . . a radio! In your car . . . at the beach . . . sunning in the back yard . . . relaxing in the living room. No matter where you are you can listen to the radio. And for the best in radio, stay tuned to 560 . . .

Beckley's Personality Station

W J L S

560 On Your Dial

"THE 560 NEWS"



MIKE MEMOS

Those of you who have wondered why Production Department Head Bob Brown hasn't been heard on the air as often as you would like can find the answer contained in the following information. Bob's been visiting the V-A Hospital in Beckley quite often since his return from service, and only on May 18th, did he undergo a minor, yet serious operation. At 560 News press time he was getting along well, and by the time you read this he should be in the swing of things once again.

Further in this month's issue you'll find a story and pictures about the increase in power for WJLS. But it's rather hard even in the article and pictures, to tell the true story of hard work by the engineering department. These fellows, there are four of them counting the Personality Network Chief engineer, labored many hours after station sign off time to get the new 5,000 watt transmitter into operation. To them go what ever praise that might be forthcoming for a job well done.

With the arrival of June, and the closing down of school for the summer months, two of the Station's announcers will be minus some fan mail. The kids at the Joe Cole school at Mount View have been keeping Uncle Samuel's Post Office department busy these past months with an unusual heavy load of mail for Jack Davis and Joe Gries. Both Jack and Joe are going to miss the mail — they've already indicated as much. But the students, in their last mail, indicated they'd continue to listen through the summer months, and would take up the writing habit again when school resumes in the fall.

And speaking of Joe Gries he had a rather unusual telephone call early in May.

"THE 560 NEWS"

While doing the Hymns of the Hills program one afternoon, a lady called and asked whether the announcer was there in the studio or on transcription. Joe, of course, replied he was very much alive, and in the studio. She laughed and remarked — "That's what I tried to tell my girl friend here."

The boys in the WJLS Commercial Department have been engaged in quite a contest lately. The answer, no doubt, will be known when this appears in print. It all stems from the fact that Salmes Sid Doherty and his wife are expecting an addition to the family — and the contest is over whether it would be a boy or a girl. As we said, the answer is obvious now, but the contest was still on when this was written. Anyhow, in advance, it's congratulations to both of them.

News Editor Bill Barrett had the tables turned on him recently. In persuing a story from Mrs. Harold Riffe, jr., recently elected head of Women Voters in Beckley, he mentioned that the WJLS news department always sent a copy of the item used on the air to the person involved. Mrs. Riffe, who works for the Raleigh Register, had an occasion shortly thereafter to present Barrett with some news — to which she clipped a story from the newspaper — and inscribed "I'm learning to be an executive, too."

And here it is the end of the line again. Before shutting down for another month, let's congratulate WJLS for becoming Beckley's most powerful radio station. The Personality Station now serves southern West Virginia with 5,000 watts.

World
News
Roundup
8 a. m.



Winston Burdett



Bill Shadel

News
of
America
9 a. m.

Your best 15 minute
morning news pro-
grams every Monday
through Saturday

on

WJLS

560 on every radio dial

NOW 5,000 WATTS

"THE 560 NEWS" PERSONALITY PARADE

*Devoted to a Better Use
and Understanding of Radio*

JUNE, 1953



Volume 7 Number 6

Published Monthly by Radio Station WJLS
Beckley, W. Va.

Joe L. Smith, Jr. President
Virginia N. Cooper Station Manager

EDITORIAL STAFF

William R. Barrett News Editor
Joe Gries Music Editor

On The Cover

June is Ice Cream Festival Month, and petite vocalist Betty Johnson has won the title of "Girl of the Month." Her pet cocker spaniel poses to convince the photographer that another ice cream cone could tie the honors. Miss Johnson is heard on the Friday night program, "There's Music in the Air" and the Sunday afternoon show, "On A Sunday Afternoon" both heard over WJLS.

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"THE 560 NEWS"

Know the Personalities!

CAN YOU GUESS?

This star — to be heard as the two-fisted RICHARD DIAMOND, PRIVATE DETECTIVE, began his career as a crooner in the movies. He later switched to playing tough guy detectives and is now embarking on a brand new career as a motion picture producer-director.

He was born in Mountain View, Arkansas, a village of some 900 people. Before he was school age his family moved to



Ed Murrow

Little Rock, Arkansas, where he stayed until he graduated from college. In college he began singing in the church choir, at dances and at church socials — a spare time occupation that continued after graduation when he had entered the business world as a telephone com-

pany employee.

However, he couldn't shake the urge to make a career of singing so he grabbed the opportunity to join a small travelling orchestra which was passing through Little Rock and offered him a job as soloist. Opportunity was short-lived. He was stranded in Anderson, Indiana, in a matter of a few weeks with but forty cents in his pocket. He lived for four days on one hamburger per day. Then came a wire from orchestra leader Charlie Davis in Indianapolis. There was a job for Powell if he could play a banjo. With a \$50 advance he spent several weeks learning to play a second-hand banjo, and hitch-hiked to Indianapolis where he got the job.

After that it was a series of bands and one night stands until his voice slowly became known through radio and recordings.

On August 19, 1945, he married June Allyson. They have one adopted daughter, Pamela, and a son born December 24, 1950.

Our personality is six feet tall, weighs 175 pounds, has blue eyes and reddish brown hair. His sports are hunting, deep-sea fishing, sailing and golf; hobby, photography. He is also an experienced aviator and until recently, owned his own plane.

Check the answer on page 22, if you haven't guessed.

"THE 560 NEWS"

America's Most
Honored
News Reporter

Broadcast Five Nights
Every Week

on

Beckley's
Personality Stations

WJLS — WJLS-FM

560
Kc.

or

99.5
Meg.

Editor's Scrapbook

These little choice items this month are picked up from among the pictures and other bits of information that has floated across the editor's desk in the past 30 days.

Janette Davis, popular vocalist of the "Little Godfreys" gave Robert Q. Lewis, a "Welcome Back" scroll from the Arthur Godfrey time cast as he began a four months fill-in for the red-head. Arthur took a leave of absence to undergo surgery in Boston, and at last report was doing very well.

Harold "Hawkshaw" Hawkins is one of the leading guitarists of the Wheeling "World's Original WWVA Jamboree" which is highlighting its 20th anniversary this year with nation-wide broadcast on Saturday night "Country Style" broadcast over the C-B-S Network and WJLS.

In a nationwide poll to determine listeners' "favorite radio daytime serial actress" Jan Miner of "Hill Top House" (Weekday afternoons at 3 p. m.) took top honors for the third consecutive year. In the Monday through Friday series she portrays the supervisor of an orphanage where children from all walks of life find refuge, sympathy and understanding.

Jo Stafford — CBS songstress — recently received her Associate Girl Scout badge from Adele Evans. It was in recognition of the star's assistance in planning the summer program for Scout Evans' Troop 786 of Los Angeles.

Bing Crosby's application to take part in the British Amateur golf championship

aroused the concern of some British sports critics because a stampede of high-heeled fans ruined the greens the last time the star participated. The crooner last month was in Paris to tape seven of his radio programs (Thursday nights' at 9:30) with leading entertainment personalities on the continent.

Gene Autry recently completed his annual tour of 49 U. S. and Canadian cities. He's now back on Melody Ranch for his weekly Gene Autry Shows (heard Saturday nights at 8 p. m.)

Two fine letters have been received. To say the least, they were very much appreciated. Victor C. Salazar, Project Manager, Productivity and Technical Assistance Division of the Mutual Security Agency, penned one. It said in part, "The Results of the German Miners' Housing team visit to Beckley were outstanding. I just hope that the personal satisfaction which you people get out of doing this job is commensurate with the success you achieved."

And the other letter came from the Student Council of Woodrow Wilson high school, signed by Robert Pulliam, President and Jane Ann Roberts, Secretary. It said, "The students and faculty of Woodrow Wilson high school thank you sincerely for the good wishes expressed in your message sent during the tournament. We are, of course, proud of the fine record our Flying Eagles made and feel that it would not have been possible had it not been for the support of such good friends as you."

The Editor

"THE 560 NEWS"

MAINLY for WOMEN

By Jane Randall

One of our most popular sopranos is offering her songs for sale . . . outside the concert or opera stage.

Licia Albanese, who made her debut with the Metropolitan Opera Company 13 years ago, says before June third she'll sing for any organization or private party, on two conditions. One is that the fee . . . one thousand dollars . . . be turned over to the "Met," as a contribution to the company's fund drive. The other is a limitation on programming.

Says the sparkling, black-eyed singer, "I'm willing to sing opera or semi-classical selections . . . but not jazz."

Before her debut at the "Met" Licia, one of six children of a musical Italian family, had won acclaim throughout Europe.

The highlights of her career, at the age of 27, were many and varied.

Her first singing engagement terrified her. She was just 12, then, and had done some singing in school in her native Bari, Italy.

Licia was apinfully shy then, but her family insisted she sing a solo at her father's birthday party. Licia was so nervous she sang her piece . . . an Aria from Tosca . . . with her back to her audience. However, her father, Michele Albanese, a salesman for a chain grocery, was delighted with her voice. He insisted she take lessons from a professional coach from then on.

Three years later, Licia's father who was ill took his daughter to Naples with him when he went to consult a specialist. Operatic coach Mario Bellini recommended that Licia continue her studies in Naples. But the doctors reported that Albanese's illness was serious, and Licia insisted on returning to Bari with her father. Before he would agree, Michele Albanese made Licia promise she would make singing her career. He reminded her of that promise just before he died, three years later.

Two years after that, Licia made her debut in Milan when the prima donna was too ill to sing in the role of the luckless Madam Butterfly.

Says Licia Albanese, "Madam Butterfly" always has been a lucky opera for me."

Musical Notes

By Joe Gries

Just how important is this thing called music in your life?

The other day we were comparing notes (pardon the pun) and we discovered that it is mighty important in our lives. Not only because we play it for a living, but because, being considered as an average human being, we learned that we depend on it even after hours. The younger one in the crowd, who was brave enough to get up in the wee hours



Joe Gries

of the morning, said he twisted the dial each day looking for that kind of music he liked best at this hour. I asked him what type of music would this be. And he replied that he liked to be spirited away to work feeling half alive, therefore, he wanted music with a beat . . .

favorably march type music. I believe the kid has a good point. If I ever get up that early I believe I'll find out just how right he is.

How about the other extremity? Ah yes this is a little more difficult to put a finger on. Here you have about as many different opinions as stars in the sky. Ask the young teenager and she'll tell you that she likes jazz music to drift away to. Those a little older want mood music. The chances are they created some kind of mood that day and now want to follow through with it. Here is one reason the music of Jimmie Gleeson, Henri Rene and Winterhalter are so popular today. How about the older folks. Believe it or not I found out, through error, that it doesn't make much difference here. They seem to be able to take it either way. Of course this isn't a golden rule, but true in more cases than not.

The other member of the crowd worked in the middle of the day and he claimed give them Aunt Jenney, Big Sister, Ma Perkins and the rest and they'll be happy. You know he might be right.

He was asked what happens if you don't have these people to depend on. The reply was give them a little of everything. Be-

(Continued on page 22)

Move To 5,000 Watts By WJLS On May 18th

Beckley Mayor, George Chambers, Throws Switch At 11:53 A. M.

By Mark Hodson

The hour of 11:53 a. m. on the third Monday in the month of May and the year 1953 will long be remembered by southern West Virginia residents. For at precisely that moment, once again Radio Station WJLS became the most powerful radio voice emanating from the city in the heart of the billion dollar coalfields, Beckley.

In 1939, at noon on March 5th, WJLS first went on the air. Then it was the only radio voice between Charleston and Bluefield, and though it was powered only by a 250 watt transmitter it covered a great portion of the same area it was serving prior to May 18th this year.

In 1946, its power allocated authority was increased to 1,000 watts, and now some

seven years later, it has gone up again, this time to 5,000 watts.

The ceremony denoting the change in power output was short and to the point, and it took only a matter of a second or two for Beckley Mayor, George Chambers, to push the switch that made WJLS, Beckley's most powerful radio voice without question.

At 11:45 that Monday morning, the Esso Reporter started a special broadcast direct from the transmitter site at Gray Flats. He told the listeners why the broadcast was being aired — what they were about to hear, and how it would affect them, especially if they lived any appreciable distance from Beckley.

Then he introduced the Personality Network's chief engineer, A. J. Ginkle, who spoke briefly in behalf of the technical department. Then came News and Special Events Director, substituting for Production Director Robert R. Brown, who was undergoing surgery in a Beckley hospital. Barrett told the listeners that the change to the new power authority would mean a more concentrated effort on behalf of the Production department to better serve southern West Virginia residents.

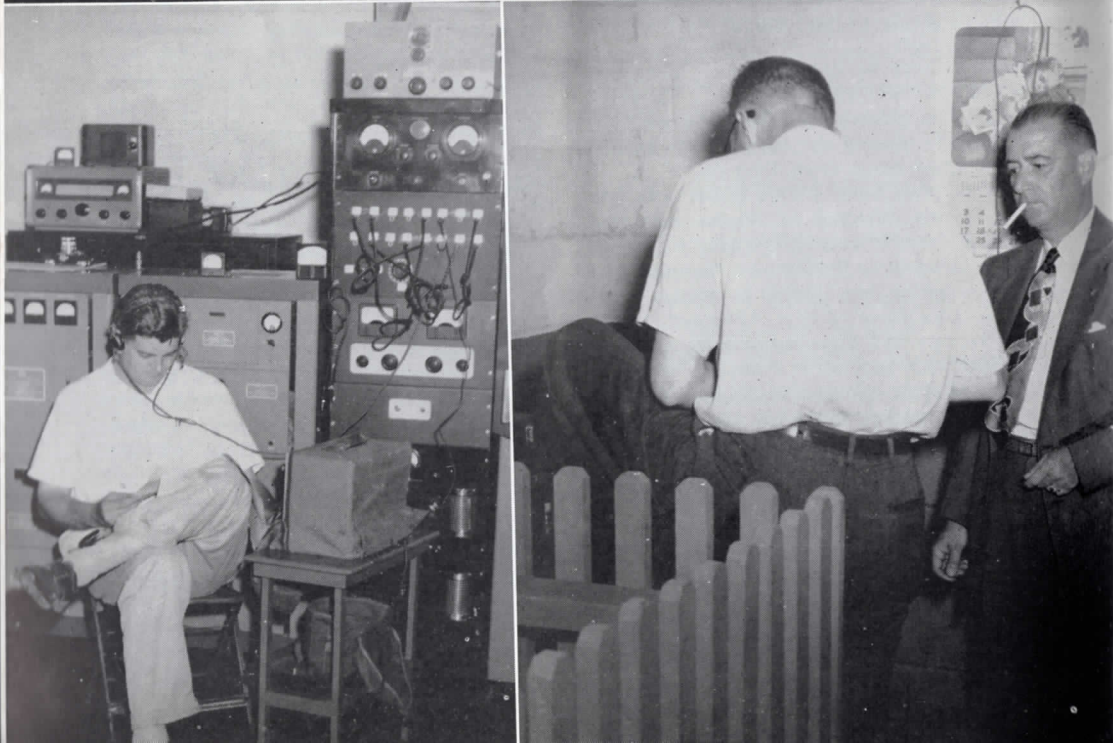
Next to speak was Sales Manager, Willard S. Jackson, who spoke in terms of the number of additional families that could now hear WJLS, and he pointed out the advantages to advertisers who used WJLS as a means to sell their goods.

And within the short space of a little more than five minutes, it was time for the big moment.

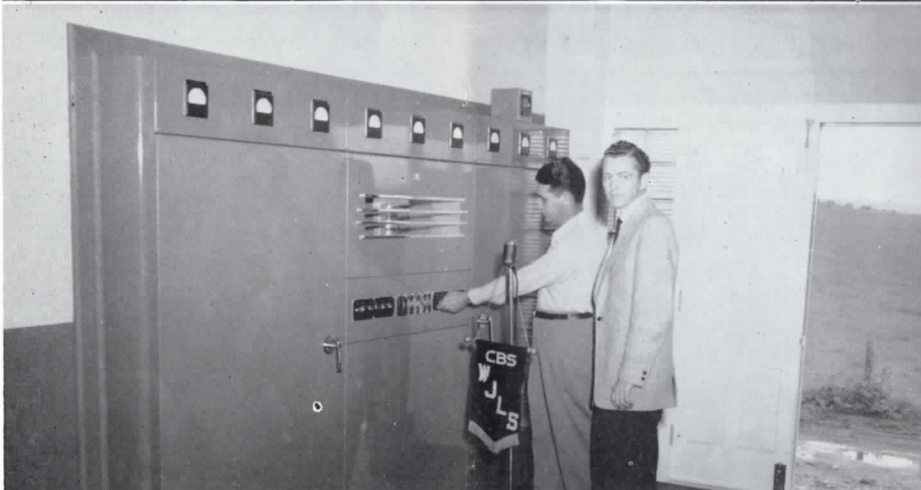


At top left, Mayor George Chambers tells the WJLS listening audience what a pleasure it is for him to congratulate the station on its increase in power. The Esso Reporter stands to his left. Seconds later he turned and pushed the switch which gave WJLS its 5,000 watt operation. Immediately after the ceremony (top right) Mayor Chambers congratulates Chief Engineer Al Ginkle on the work he and his staff had done in preparing for the event. At bottom left, Engineer Don Moye checks the broadcast script for cues before the special program went on the air. At bottom right, Engineer Estil Wills, (back to camera) and Ginkle go over some testing equipment in the newly constructed workshop.

"THE 560 NEWS"



Beckley's Most Powerful Voice



Mayor Chambers was introduced and he told the radio audience that WJLS should be congratulated on achieving the distinction of becoming once again Beckley's most powerful voice. He charged the station personnel to use this new authority to make additional friends for Beckley; and he added that he hoped the station would be able to from time to time, take its broadcasting facilities into other towns in the area for special broadcasts.

He concluded his remarks by saying, "It is indeed a distinct pleasure for me to throw the switch that gives WJLS this new authority."

And seconds later WJLS was operating with its new 5,000 watts of power.

And in the ten minutes this special program was on the air, the climax of many weeks of hard work had come to pass. The engineering staff had born the blunt of the burden. They had stayed up 21 nights, putting together the new transmitting equipment, and even more nights by testing the equipment after the regular station sign off hours.

As a result of this new power, more than 180,000 homes are in the WJLS listening area, and this means by using national



Here's the transmitter and the personnel responsible for its operation. The three engineers who'll be faced with the task of operating the unit, now that their work of installation is completed are shown left to right, Dane Lane, Don Moye and Estil Wills as they look over the new console in the transmitter house. Before broadcast time, Lane showed the Esso Reporter the switch which would give the increase in power. However, the Reporter turned his head just as the camera shutter blinked. Chief Engineer Ginkle is shown participating in the broadcast in the third picture, with the Reporter standing by.

average figures more than a half-million people hear WJLS in a week's time.

Just after the new transmitter was put into operation, special announcements asking for listeners in areas where WJLS had just barely been heard before, to write the station and tell how the reception was now. Those that did write (at press time no count had been made) will receive copies of this edition of the 560 News so they can read this and the other stories, and see the pictures taken during the ceremony.

If you live quite a distance away, and haven't written, then your letter will be appreciated.



He tried to beat a traffic light and LOST . . . the time he tried to save is being spent in a cemetery!

Drive with **EXTRA** caution in traffic and obey all signs and signals. Remember, better late . . . than never!

CAREFUL DRIVERS LIVE LONGER!

H O M E
Insurance Agency

PHONE 7344

BOX 109

111 MAIN STREET BECKLEY, W. VA.



WJLS FM



Programs For The Month of June, 1953

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5 00 15 30 45		Party Line - News Party Line	Party Line - News Party Line	Party Line - News Party Line	Party Line - News Party Line	Party Line - News Party Line	Party Line - News Party Line
6 00 15 30 45		Party Line Farm Journal News-Party Line Cousin's Corner	Party Line Farm Journal News-Party Line Cousin's Corner	Party Line Farm Journal News-Party Line Cousin's Corner	Party Line Farm Journal News-Party Line Cousin's Corner	Party Line Farm Journal News-Party Line Cousin's Corner	Party Line Farm Journal Farm News Time Cousin's Corner
7 00 15 30 45	Sunday Morning Hymn Time	Cousin's Corner Hillbilly Stars Cowboy Jack Hunt Weather - Keep Time Esso Reporter	Cousin's Corner Hillbilly Stars Cowboy Jack Hunt Weather - Keep Time Esso Reporter	Cousin's Corner Hillbilly Stars Cowboy Jack Hunt Weather - Keep Time Esso Reporter	Cousin's Corner Hillbilly Stars Cowboy Jack Hunt Weather - Keep Time Esso Reporter	Cousin's Corner Hillbilly Stars Weather - Keep Time Esso Reporter	Cousin's Corner Cowboy Jack Hunt Esso Reporter
8 00 15 30 45	The Old Fashioned Revival Hour	CBS News Roundup What's New Kitchen Club Tune Topics - News	CBS News Roundup What's New Kitchen Club Tune Topics - News	CBS News Roundup What's New Kitchen Club Tune Topics - News	CBS News Roundup What's New Kitchen Club Tune Topics - News	CBS News Roundup What's New Kitchen Club Tune Topics - News	CBS News Roundup Rev. John Gowen Rev. Gowen - News
9 00 15 30 45	Assembly of God Hr. Renfro Valley	News of America Rev. Peyton Second Mrs. Burton	News of America Rev. Peyton Second Mrs. Burton	News of America Rev. Peyton Second Mrs. Burton	News of America Rev. Peyton Second Mrs. Burton	News of America Rev. Peyton Second Mrs. Burton	News of America Sat. Song Convention Silver Dollar Man
10 00 15 30 45	Renfro Valley Sunday School Hour CBS News	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Silver Dollar Man Navy. Q. Lewis Show Robt. O. Lewis Show Robby Band
11 00 15 30 45	I Believe - Church Baptist Church	Arthur Godfrey Dinnerbell Music Till Noon	Arthur Godfrey Dinnerbell Music Till Noon	Arthur Godfrey Dinnerbell Music Till Noon	Arthur Godfrey Dinnerbell Music Till Noon	Arthur Godfrey Dinnerbell Music Till Noon	News-Grandpaapy Hill Grandpaapy Hill Give and Take
12 00 15 30 45	Highways of Melody Will Jackson News Sammy Kaye	Wendy Warren News Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren News Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren News Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren News Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren News Aunt Jenny Helen Trent Our Gal Sunday	Theatre of Today Stars over Hollywood
1 00 15 30 45	Rev. Peyton	Road of Life Ma Perkins Young Dr. Malone Guiding Light	Road of Life Ma Perkins Young Dr. Malone Guiding Light	Road of Life Ma Perkins Young Dr. Malone Guiding Light	Road of Life Ma Perkins Young Dr. Malone Guiding Light	Road of Life Ma Perkins Young Dr. Malone Guiding Light	Grand Central Sta. Garden Club Personality Parade
2 00 15 30 45	Word of Life N. Y. Phil. Sym.	Mainly for Women Perry Mason Nora Drake Brighter Day	Mainly for Women Perry Mason Nora Drake Brighter Day	Mainly for Women Perry Mason Nora Drake Brighter Day	Mainly for Women Perry Mason Nora Drake Brighter Day	Mainly for Women Perry Mason Nora Drake Brighter Day	Personality Parade
3 00 15 30 45	N. Y. Phil. Sym.	Hilltop House House Party	Hilltop House House Party	Hilltop House House Party	Hilltop House House Party	Hilltop House House Party	Personality Parade
4 00 15 30 45	Sylvania Serenade Arthur Godfrey Sunday Hour	Dallas Boyd - News	Dallas Boyd - News	Dallas Boyd - News	Dallas Boyd - News	Dallas Boyd - News	Gospel Songs Youth For Christ Rev. C. H. Martin
5 00 15 30 45	King Arthur's Roundtable Dallas Boyd News Jerry Elloit	Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Rev. C. H. Martin Hymns of the Hills Saturday at the Chase
6 00 15 30 45	Baker's Theatre Our Miss Brooks	Eso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News	Eso Reporter-Sports C-and-O Reporter News-Top Tunes Evening News	Eso Reporter-Sports C-and-O Reporter News-Top Tunes Evening News	Eso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News	Eso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News	Eso Reporter-B-Board Today's Tunes - News WJLS Hayout
7 00 15 30 45	Jack Benny Amos 'n Andy	Beulah Junior Miss Jo Stafford Show Edward R. Murrow	Beulah Junior Miss Jo Stafford Show Edward R. Murrow	Beulah Junior Miss Jo Stafford Show Edward R. Murrow	Beulah Junior Miss Jo Stafford Show Edward R. Murrow	Beulah Junior Miss Jo Stafford Show Edward R. Murrow	Eddie Arnold Show Vaughn Monroe
8 00 15 30 45	Charlie McCarthy My Little Margie	Suspense Escape	People are Funny Mr. and Mrs. North	F. B. I. In Peace and War Dr. Christian	Meet Millie On Stage	Mr. Keen Mr. Chameleon	Gene Autry Tarzan
9 00 15 30 45	Hallmark Playhouse Salt Lake City Tabernacle Choir	Lux Radio Theatre	Johnny Dollar My Friend Irma	Broadway Playhouse Broadway's My Beat	Time for Love Bing Crosby Show	Music In The Air	Gangbusters Gangbusters-Salute Gunsmoke
10 00 15 30 45	Pastor's Study Music For Sunday	Bob Hawk Show News-Merry-go-round	Louella Parsons Doris Day News-Merry-go-round	December Bride News-Merry-go-round	American Way News-Merry-go-round	Capital Cloakroom News-Merry-go-round	Country Style
11 00 15 30 45	CBS News Serenade In Blue Moods and Melody	CBS News Magic Carpet	CBS News Magic Carpet	CBS News Magic Carpet	CBS News Magic Carpet	CBS News Magic Carpet	CBS News Country Style
12 00 05 10	CBS News Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	Up Late With C. Jack News This I Believe Sign Off

MORNING

AFTERNOON

EVENING

KEEP THIS LOG ON YOUR RADIO

WJLS 560 Kc. -- WJLS-FM 99.5 Meg.

Know The Sponsor:

Appalachian Power Service – Good Service – At Heat Of Operation

Better service. Cheaper ways of producing more electrical power. These are the two prime objectives of the Appalachian Electric Power Company. And the company is continually working on both of them.

Take for instance a plan they have put into effect in the area between Shady Springs, through Coolridge, and on to Flat Top Mountain. There, the rural houses have been numbered so that now, if you were looking for house number 11 on the Odd road, it would be easy to find.

This house number project was started about two years ago as an experiment. It would give Appalachian workmen a better idea of where their customers lived, and in case of trouble they could easily locate the site.

Since putting in the service, it also has allowed the company to send extra men into the area, or workmen not originally familiar with that section of the company's operation, and they too have found the numbering a definite time saver.

Presently the company is preparing to put the same plan into all of the Beckley district. It won't come over night, but it will be here someday. They'll add to the current numbered area, little by little.

And too, at present when they take over the operation of the electrical system for a company, if the houses in the small mining community are not already numbered, this is one of the first things done.

Cheaper ways to produce electrical power. This phase of Appalachian's operation is almost beyond the comprehension of the ordinary layman. It's hard to conceive the advancements that have been made in a little more than a year. They are so plentiful, and so well thought out, that for instance the new Kanawha River plant that is still under construction, might be considered an ordinary electrical producing unit, compared to one in Ohio that has been let for contract just recently.

To illustrate, at the Kanawha plant, a boiler that will hold 2200 lbs. steam per

square inch in the generating system is now just a little fellow. In the new plant, there'll be a boiler that will hold 4500 lbs of steam per square inch at 1150 degrees temperature. That's a little more than two-tons of pressure on each inch. It's hard to believe, yet it's true. And what's more important, it will produce more electricity and cheaper electricity in the years to come.

Where this cycle of improved ways of making electricity will stop is anyone's guess.

But from the girl behind the desk in any part of Appalachian's vast system that covers most of southern West Virginia, to the lineman atop a pole there's a constant effort to provide better service, to reach more people.

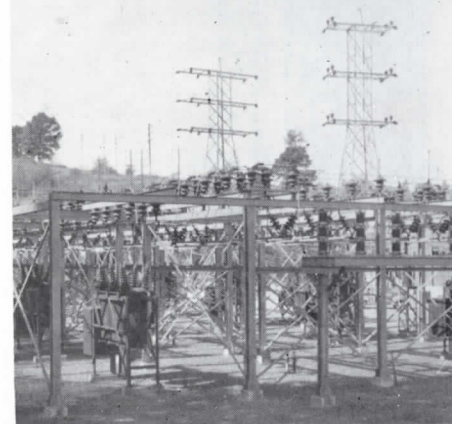
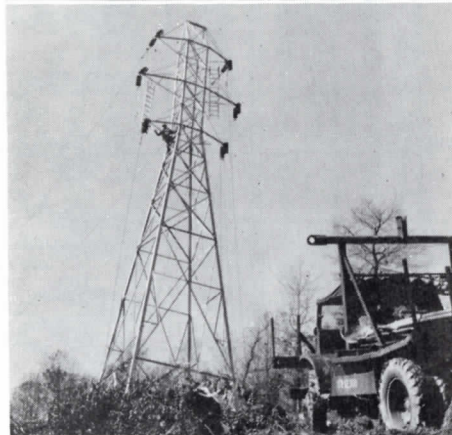
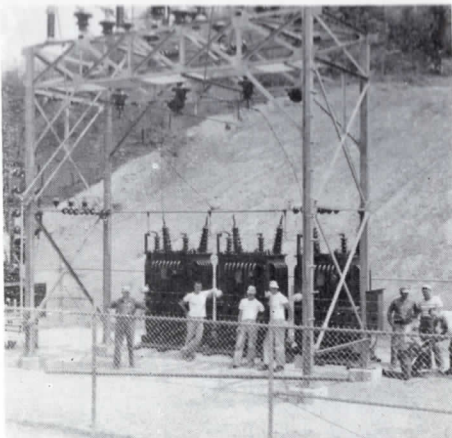
Since the end of World War II, some 1800 miles of additional electric lines have been put up throughout this part of the state. New customers are being reached every day. This new construction was done at a cost of between \$1,200 and \$1,800 a mile, depending upon the terrain.

Automatic section devices have been installed throughout most of the system, a unit which lets workmen know the source of trouble almost instantly. And a complete system of 19 radios in repair trucks and special cars, have given workmen an even faster start on much of the trouble.

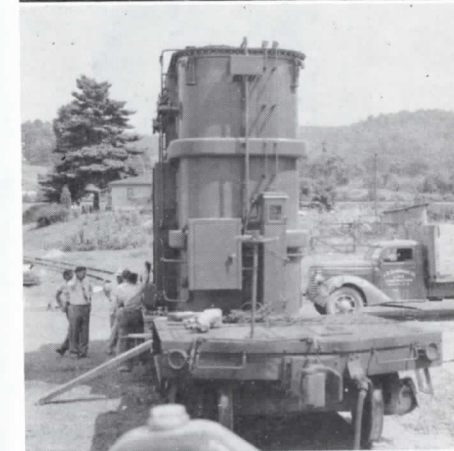
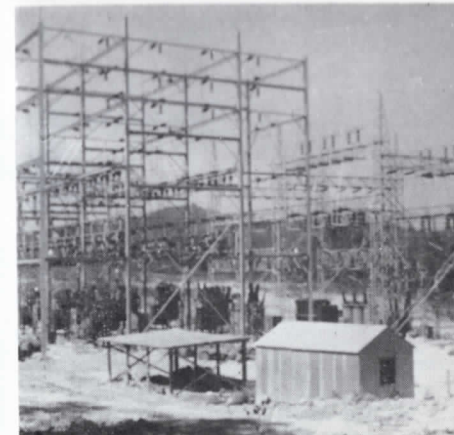
And there's no stopping in sight. The company will spend nearly a half-million dollars this year for additional improvements in the system.

The Appalachian system has confidence in the future for this area. It started operating here in the early 30's and has seen Beckley grow from a small town of less than 10-thousand people to almost 20-thousand and with the count in the 1950 census.

It has seen its own company grow from a small electrical service to a major utility in southern West Virginia. And it believes the years ahead will allow both the company and the city, and its surrounding neighboring cities, to grow.



At top, the new Mt. Hope sub-station recently put in operation; In the middle a tower for the Bradley station, at bottom the Scarbro sub-station.



At top the Bradley station in construction, in center a new transformer for Bradley, at bottom one of the many service trucks.

FARM JOURNAL



Dr. A. H. VanLandingham, acting Dean of the WVU College of Agriculture (left) and Jack Whiting of the Department of Agriculture go over a recent broadcast with Ed Miller, Personality Station Farm Director.



The average person would no doubt be amazed at the many different operations undertaken by the Department of Agriculture on behalf of farmers and consumers here in West Virginia. Our camera caught a number of interesting operations, some of them shown on these pages . . . A mailing list of some 75 thousand names in the files of the Department. Crop, market and livestock reports are mailed each day to farmers in all parts of West Virginia to keep them posted on late developments (left, above) . . . All seeds sold in West Virginia are checked before their manufactures are permitted to place them on sale. (right, above) Carrie Casto checks seeds for germination in the Department of Agriculture's Seed Growing Laboratory, where constant conditions of actual average West Virginia climate are maintained . . . Below, left, Marvin Snyder, head of the Agricultural Laboratory inspects corn for germination as Jack Whiting looks on . . . Center, below, Mrs. Forrest Kee checks a sample of milk from a West Virginia Dairy for butterfat content . . . Right, below, through a distillation process fertilizer is checked for content by chemist Virginia Sneed . . . These, plus many additional operations are performed every day in the laboratories of the West Virginia Department of Agriculture to assure West Virginia farmers a continuous flow of vital information so important in today's scientific farming.

Keeping the farmers of West Virginia posted is the idea behind the new WJLS series, Farm Journal, now heard daily on the Personality Station from 6:15 until 6:30 every morning.

Featuring reports of interest to farmers in this area, the show is under the direction of Ed Miller, Personality staff man who has undertaken the farm director's position.

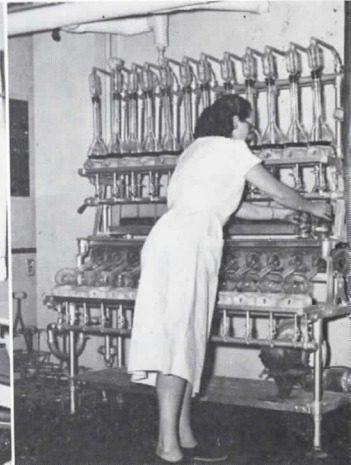
Ed gives late livestock reports, produce and dairy figures, and valuable tips to farmers in the WJLS area of West Virginia.

In addition to the reporting on the state farm picture by Miller, a special direct report from the offices of the West Virginia Department of Agriculture is featured each day. Jack Whiting, the Department's publicity chief handles this portion of the show. This direct report gives the inside track on actions of the Department, plus timely interviews with men of the State who are "in the know" when it comes to things agricultural.

These official reports from the Department of Agriculture are what makes this program a listening must with the rural section of the WJLS audience. The vast resources of the department around the state are brought into play to make the show one that will keep the agricultural audience interested.

Of the many operations performed every day for the benefit of West Virginia farmers, we chose those on the opposite page as the most interesting, and photographed them for you. This is a good example, we think, of how efficient the State Department of Agriculture is, and how they constantly keep the farmers' best interests in mind.

Without a doubt this new series of programs will find much favor with the many listeners of WJLS in the West Virginia agricultural regions. It's another public service that The Personality Station is glad to present six days a week at 6:15 — FARM JOURNAL.



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Philharmonic Sets Plans For Next 30 Week Broadcast Season

For the first time in its 24 consecutive years of broadcasts on CBS Radio, the New York Philharmonic-Symphony will be heard during the 1953-1954 season for 30 weeks instead of 28, as has hitherto been the practice. The CBS Radio broadcasts of the orchestra's Sunday concerts from Carnegie Hall in New York will begin on **Sunday, Oct. 11.**

Beethoven's "Missa Solemnis," an all-Brahms program with Erica Morini, an all-Mozart program with Dame Myra Hess, an all-Beethoven program including the rarely-played Triple Concerto, and the appearance of three distinguished soloists for the first time with the Philharmonic-Symphony will be among the highlights of the CBS Radio broadcasts for the coming season.

Mr. Mitropoulos will be musical director for the third year. Guest conductors on the CBS Radio broadcasts will be Bruno Walter, George Szell and Guido Cantelli.

Three soloists will appear on the Philharmonic broadcasts in the course of their first American tours: the Spanish pianist Soriano, the Dutch pianist Daniel Wayen-

berg and the Italian violinist Alfredo Campoli.

Well known soloists returning to the Philharmonic broadcasts will include pianists Robert Casadesus, Rudolf Firkusny, Leon Fleisher, Nicole Henriot, Dame Myra Hess, Byron Janis, William Kapell and Rudolf Serkin; violinists Mischa Elman, Zino Francescatti, Yehudi Menuhin, Erica Morini and Isaac Stern.

Beethoven's "Missa Solemnis" will be performed under the direction of Dimitri Mitropoulos, with singers Eleanor Steber, Nell Tangeman, Harvey Smith-Spencer, Jerome Hines and the Westminster Choir. For the Beethoven Triple Concerto on an all-Beethoven program under the direction of Bruno Walter, pianist Joanna Graudan, violinist John Corigliano and cellist Laszlo Varga will be soloists. During his four weeks with the orchestra, Dr. Walter will present one program devoted to Brahms, one to Mozart, one to Beethoven, and a special Christmas program.

James Fassett will be commentator and intermission host for the fifth consecutive season.

LOCAL NEWS

ABOUT

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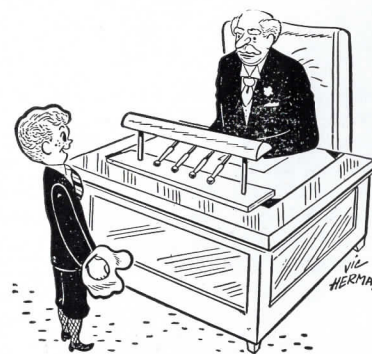
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"But who could give me a better reference than myself?"

"THE 560 NEWS"



"Can I have the afternoon off? Grandma wants me to shag flies for her."

"THE 560 NEWS"

Music Festival Schedule

The planned schedule for "World Music Festivals" broadcasts of seven major European music events and the Tanglewood Festival in Massachusetts was announced today.

The series, first of its kind in radio history, started its broadcasts of European music in 1953 on Sunday, May 31 at 2:30 p. m. and will continue to present highlights and sidelights of the world's major music festivals each Sunday afternoon through Oct. 4. James Fassett, CBS Radio Director of Music, left for Europe recently to visit the festivals there, record their highlights and add his own commentary.

The schedule follows:

Sunday, May 31 — Santa Cecilia Orchestra of Rome, Leopold Stokowski guest conductor, performing at the Academia di Santa Cecilia.

Sunday, June 7 — Maggio Musicale of Florence, Italy. The seldom-performed opera "Medea" by the early 19th century composer Luigi Cherubini will be presented during this festival, and excerpts from this performance are scheduled to be broadcast.

Sundays, June 14 and 21 — First International Festival of Bergen, including concerts of the Oslo Philharmonic Orchestra conducted by Odd Gruner-Hegge and the Bergen Symphony Orchestra conducted by Carl Garaguly and Otto Klemperer. These broadcasts also will include excerpts from concerts given at Trolldhaugen, the home of Edvard Grieg; as well as folk music, drama and folklore of Norway.

Sundays, June 28 and July 5 — Sibelius Festival in Helsinki, Finland. Music of Sibelius and other Finnish composers will be performed by the Helsinki City Symphony Orchestra and the Finnish Radio Symphony Orchestra, under Leopold Stokowski as guest conductor, as well as under their regular conductors, Tauno Hannikainen,

Nils-Eric Fougstedt and Jussi Jalas.

Sundays, July 12 and 19 — Holland Festival at The Hague, Schveningen and Amsterdam. This full-month festival will present orchestral concerts by five distinguished symphonic groups, in addition to operas, choral concerts, lieder recitals, chamber music, ballet and drama.

Sundays, July 26 Aug. 2, 9 and 16 — Berkshire Festival at Tanglewood, Mass. These four broadcast concerts will be performed by the Boston Symphony Orchestra, with Charles Munch as conductor for three of the programs. The concert of **Aug. 2** will be conducted by Pierre Monteux.

Sundays, August 23 and 30 — Salzburg Festival, originating in the German city where Mozart made his home. Mr. Fassett plans to present a concert by the Vienna Philharmonic Orchestra, the world's oldest orchestra, conducted during the festival by Guido Cantelli, Wilhelm Furtwangler and Bruno Walter, among others. Excerpts from operatic and dramatic performances also are scheduled for broadcast.

Sunday, Sept. 6 — Richard Wagner Festival in Bayreuth, the little German town where Wagner made his home and built his house. Scenes from one of the "Ring" operas are scheduled for broadcast, as performed under the direction of the composer's two grandsons, Wolfgang and Wieland Wagner.

Sundays, Sept. 13, 20, 27 and Oct. 4 — Edinburgh International Festival of Music and Drama in Scotland. Plans call for broadcasting many aspects of this notable festival, including excerpts from symphonic concerts, theatrical performances, chamber music and presentations of the Glyndebourne Opera. Mr. Fassett will augment this with his own word-and-sound pictures of the military tattoo, the Highland games and other colorful local events.

THIS AND THAT FROM THE STARS

Marie Wilson and Cathy Lewis, co-stars of the Tuesday night comedy show, My Friend Irma, who celebrated birthdays three days apart on December 27th, and 30th, recently compared notes and learned they were both born on Sundays, at the hour of 11:30.

Gale Storm, who plays the title role on the Sunday feature, My Little Margie, will fill a three-week singing engagement at the Thunderbird Hotel in Las Vegas beginning July 2nd.

Following his London broadcasts of the Coronation of Queen Elizabeth II, Robert Trout (week-nights at 10:30 with the news) will leave for Paris to begin his annual vacation. Accompanied by his wife, he will renew personal acquaintances with other C-B-S Radio correspondents on the continent and will visit the foremost cities of Europe.

Jack Benny netted a smashing \$131,300 in his three-week engagement at the Curran Theatre, in San Francisco. His third and final week's net was \$47,300. Mail orders grossing an estimated \$20,000 were returned, and Curran owner Lou Lurie, said Benny could have done SRO business for three more weeks.

Elliott Lewis, producer-director of the Monday night thriller, Suspense (which is off the air for the summer vacation series) has added to his unusual library of crime reports a number of original "penny dreadfuls" the printed one-page trial accounts of some of England's most spectacular crimes.

Bob Hawk (Monday night show of his own name) says "as a group, women make the best quiz contestants. He should know for he's been tossing questions at contestants for 11 years. He adds, "women have

had so much experience in ignoring distractions and getting in the last word that only rarely do they ever show 'nerves' over a mere microphone."

Marlene Dietrich is a trouper, as well as a glamour girl. Despite a sore throat, she recorded the drama "Mill of the Gods" for presentation on the Thursday show, "Time For Love" last month. At one point during the rehearsal, her voice gave out. Miss Dietrich dashed to her doctor's office, had her throat sprayed, and returned to the studio and completed her performance.

One of the most entertaining courtships since Miles Standish made his pitch to Priscilla Mullins is described in the May issue of Today's Woman, which reveals for the first time the circumstances of Jack Benny's wooing of Mary Livingstone. Written by Joan Gould under the title "How They Met: Jack Benny and Mary Livingstone.", the article reports that the first meeting between the luminary and his future wife was arranged as a practical joke.

When Wells Church, C-B-S Radio Director of News Broadcasts, asked the network's Chief European Correspondent Howard K. Smith for recommendations on the planned coverage of the Coronation this month, Smith suggestion that Edward R. Murrow be assigned the place of honor, inside Westminster Abbey for the actual ceremony. When Murrow heard of the assignment his reaction was immediate. "When I was Chief European Correspondent during the last Coronation," he said, "I was inside the Abbey. Now that Howard is Chief European Correspondent, his place is inside the Abbey." And so Howard K. Smith reported from inside Westminster Abbey, with Edward R. Murrow covering the event from Buckingham Palace.

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HILLTOP HOUSE IN TENTH YEAR

"Hilltop House," sociological drama starring Jan Miner as a young orphanage supervisor who faces the dual problem of caring for homeless children and finding personal happiness, entered its tenth year of broadcasting Monday, May 18.

The dramatic series was first heard from 1937 to 1941, then left the air to return in 1948. In the story, children from homes broken by loss of parents or family disagreement develop a new sense of security and happiness under the guidance of the far-seeing supervisor, Julie Paterno. In her work at the sadly financed little orphanage, the sympathetic Julie has taught her charges to regard Hilltop House not as an institution but as a home.

For her convincing portrayal of Julie Paterno, actress Jan Miner has been winner of three annual nationwide polls to determine the "favorite radio daytime serial actress."

The series is directed by Jack Rubin, radio pioneer in his field since 1928. It is heard at 3:00 p. m. — Monday through Friday on WJLS.

Musical Notes—

(Continued from page 7)

hind this power of fact, he said, you've got to reach every possible type of music lover. That's the time of the day when you have a cross section of listeners. When we adjourned we agree that everybody was right and called it a draw. Just then the boss walked in and asked who knows anything about concert music. I passed but somebody got caught!

The newer discs in the local wax works are getting some good plays now on the Personality Station. Catch our record shows and I'm sure you'll enjoy hearing them.

See you next month in this same corner.

Answer To Know Your Personalities

As the column indicated, this star will head the new Summer Sunday night radio Series, Richard Diamond, Private Detective. Tune in Sundays at 7:30 and hear DICK POWELL as the star. You'll enjoy it!

"THE 560 NEWS"

IT'S VACATION TIME!



And you can bet nearby will be a radio. Also, it'll probably be tuned to WJLS — a favorite among radio listeners in Southern West Virginia.

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