

Sec. 34.66 PL&R
U. S. POSTAGE
PAID
Permit No. 20
Beckley, W. Va.

TO:

Mrs. E. R. Weikle 8-53
RFD No. 1—Box 15
Greenville, W. Va.

The
560
NEWS



October—1952

— 10c —

*Southern West
Virginia's Favorite
Radio Magazine*

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!*



**On Your Way To WORK –
On Your Way HOME –
Or Just Driving For
Pleasure:**

Remember:

WJLS's powerful signal means you'll get good reception on your car radio anywhere—25 miles — 50 miles — and even 100 miles out of Beckley! And say, Mr. Advertiser, bear this in mind: Close to 100 percent of the cars on the road today have radios, and over one-third of all car radios are on ALL the time, when the cars are in use. Think of the cars within 50 miles of Beckley! A bonus to you from

Beckley's Personality Stations

WJLS and WJLS-FM

Our salesmen are as close as your telephone, Call 7311



MIKE MEMOS

The behind the scenes workings of a radio station often find more than meets the eye, or in this case, should it be, the ear. That was the case just the other night when General Dwight Eisenhower the Republican Candidate for President appeared in Wheeling.

Announcer Joe Gries was settled back listening to the fight, when all of a sudden there was an interruption in the network program, and C-B-S Radio Newsmen Bob Trout was on the air. It probably caught a lot of listeners by surprise, just as it did the WJLS announcer—but the action was the result of a lot of work and planning, and fast action on the part of C-B-S- personnel in New York.

The fellows in the Special Events Department in New York sensed a dramatic development coming up in the Nixon case. They knew also that the C-B-S station in Wheeling was doing an on the spot job coverage of the event for their own listeners. With a little work, a few comments of "yes" from the right network personnel, the listeners across America were hearing an on the spot broadcast of the situation.

The development reminded one veteran newsmen of the manner in which the network covered the end of the war; the landing on D-Day, and other such historic events on the spur of the moment.

It all is a part of the policy that was established many years ago when the Columbia Broadcasting System established its news division. The principle upon which this service was built, as is still the case, was to give the radio listener an accurate and fast account of what was happening regardless of where the source might be in the scope of the world. C-B-S Radio News still follows that one basic principle. And in this election year particular pains have been taken to assure the proper coverage of

the outstanding developments.

There are still several weeks left before the campaign comes to a close and the people of our nation go to the polls to cast ballots for their favorites. Yet in these weeks ahead there'll be a great many other outstanding developments along the political campaign trail. C-B-S Radio news will be on hand to cover them.

And the same is true for WJLS News. Though it is operating, quite naturally, on a somewhat smaller scale, no effort will be spared in giving to Southern West Virginia listeners, complete coverage of the outstanding events.

Then when the climax of this political year finally arrives on November 4th, you'll find the greatest team of workers ever assembled ready to relay to you the results of the day-long ballot casting across the nation. C-B-S Radio News is already making arrangements for such coverage. WJLS and its sister station WKNA, in Charleston, also are putting their heads together devising ways and means of improving the election coverage over past years.

Radio will play an important part in the campaign during the weeks ahead — it'll also play an important part in relaying the results of the election to you, the listeners.

But radio will have fallen far short of a goal it set many months ago, unless a great many more people take the time to exercise their voting franchise this year. The entire broadcasting industry has been donating a great amount of its time in encouraging all eligible voters to be sure they register, and then to be sure they vote. If this is accomplished, then the American way of life is bound to continue.

Election day is still more than a month away, as this is written, but it's time now to begin studying the candidates; to begin analyzing the issues; to be prepared to vote on Election Day.

Liltin' Tilton



She's Pretty and
She Can Sing
It's MARTHA TILTON

Who Stars With
Curt Massey on

Curt Massey Time
Monday thru Friday
WJLS - 5:45 PM

**"THE 560 NEWS"
PERSONALITY PARADE**

*Devoted to a Better Use
and Understanding of Radio*
OCTOBER, 1952



Volume 6 Number 10

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
Hildred Mahoney Women's Editor
Joe Gries Music Editor

Subscription Rate—(By Mail—
One Dollar Per Year)

On The Cover

Fall is here, and most folks will be cleaning up the fallen leaves before too long. Pretty Evelyn Lovequist would be a nice helper for any man with the task raking leaves. There's no promise from Evelyn of assistance in that line, but she is on hand twice each week to provide radio entertainment. Miss Lovequist appears as an actress on the Lux Radio Theatre on Monday nights, at 9 o'clock on both WJLS and WJLS-FM.

Table of Contents

Mike Memos	3
Know the Personalities	5
Editor's Scrapbook	6
Mainly for Women	7
Musical Notes	7
All Week Long Radio	8
Program Schedule	12
Smith's Visit Beckley	14
Radio Covers Queen's Visit	14
Transmitter, Looks Like Cabinet	15
News Directors Watches WVU	16
University Football On Air	17
John Lair Hails Editors	18
Game of the Week	20
Listening Post	21
This and That	22

Know the Personalities!

CAN YOU GUESS?

Our star spotlight this month shines on a man who's first love has always been radio, despite the fact that he was interested in several professions before joining C-B-S Radio in 1938. He was, for instance, an instructor and later assistant professor of history and political science at Emmanuel College in Berrian Springs, Michigan. He too, was Public Relations Director for the National Rifle Association and was Managing Editor of the American Rifleman just before moving into radio.

However all during college, our October personality was kept busy writing scripts, announcing and delivering newscasts. This experience later paid off in dividends when he joined C-B-S' news department.



Since then, here are some of the highlights of his activities: During World War II, he covered nearly every important event overseas. He covered

the Italian campaign, Anzio, Cassino, the D-Day invasion of France and the Battle of the Bulge. He was also on hand reporting for C-B-S when American troops began to round up the top Nazi generals.

Along with Edward R. Murrow, this news personality was one of the first American correspondents to view the horrors of the Buchenwald Concentration Camp.

He was born, by the way, in Janesville, Wisconsin, on August first, 1908.

With his background and experience, it is little wonder then that his five minute news program every Saturday morning has become one of the important features of radio listening in Southern West Virginia. Listen next Saturday at 11 a. m. (Turn to page 20 for the answer.)

New 'Day' Time



**THE DORIS DAY
SHOW**

Has a New Time
on WJLS —

Listen Now At

10:05 P.M.

Every

THURSDAY

Editors Scrapbook

There's a funny thing about a radio station, every so often the personnel changes and as a result often times work piles up. That's what has happened in the case of the 560 News. Through a switch made some 60 days ago there was a change of editors. It came about in an effort to distribute the work load among station personnel and to also allow for more time in other activities in the various radio departments.

It worked just fine for the first issue. Everyone seemed happy with the September copy of the magazine. It was somewhat different than others; it contained some good publication ideas. But as often times happens, the editor of that issue decided to change jobs. Now we're right back where we started, only this time faced with the task of getting the magazine to bed on much shorter notice.

It's because of all this that you are asked to please accept the editor's apology for receiving the magazine late. In cooperation with the printer, everything humanly possible has been done to keep it from appearing too late. Thanks go to a great many people for this one fact alone. They worked hard, sometimes longer hours than one might expect, in an effort to make up for the lost editorial time. They accomplished wonders and deserve much more credit than can ever be given them through the mere printing of words.

This Editor's Scrapbook, an idea of the past editor, Julian Williams, is a good one, and will be continued as a feature of the magazine in the future. Just what it'll contain in the months ahead is hard to explain, but quite often there are little items about radio personnel that many listeners have come to feel they know personally, that never find their way into print. Some of

these little notes undoubtedly will find their way into this page. Other notes of interest will be passed our way as they happen. The page might well be called the "catch all" taking in the sentiments of a great many people and also giving out with information concerning this and that.

Now let's take a look at some of the things you'll find in this new issue of the magazine. There's a four-page feature story on the night-time listening available this winter on WJLS and WJLS-FM. You'll find a lot of your old favorites back, some of them on the air for the first time during the evening hours. And too, you'll discover that there are some new shows which will be heard over these stations for the first time this fall and winter. You're invited to spend some time reading about all of these shows and their stars in order that you'll be familiar with the programs when you first hear them. Next month, there are plans in the fire for doing the same type of series on the daytime programs; the Monday through Friday stories, and the Saturday features. You won't want to miss it either.

Next a few little notes that recently went across the desk.

Allan Jackson, C-B-S newsman, has his own name for political debate programs: forums and against-ums.

"Ma Perkins" and "Romance of Helen Trent" both have been on the air continuously since 1933, and for the same sponsors.

Susan Douglas, Kathy of the "Guiding Light" program, learned English after leaving her native Czechoslovakia at the age of 16.

The Editor

"THE 560 NEWS"

MAINLY for WOMEN By JANE RANDALL

Cousin Jack stopped by the office the other day and we got to talking about the recipes that he compiled from his early morning program listeners about six months ago. An odd thing about it was that I hadn't before seen the little booklet that was printed by his sponsor and distributed across this end of West Virginia.

When Jack found this out, he kindly excused himself from our informal get-together, and apparently vanished. About an hour later he returned with what he claimed to be, the "only copy" I know of in the station. He might be right because I haven't found one. Together we went through the booklet, and he had an interesting story about this woman or that one. It really was quite interesting.

But I found something that I thought might be even more interesting to the women readers of the 560 News in a couple of recipes. I'll pass one along here now, and you can try it out:

1828 SWEET POTATO PUDDING
1 pd. cooked and peeled sweet potatoes
1 cup sugar
½ cup fortified margarine, melted
6 egg yolks, well beaten
1 tablespoon silvered citron
¼ teaspoon mace
1 cup of orange juice
6 egg whites
¼ cup sugar
1 tablespoon grated lemon rind.

Rub the sweet potatoes through a sieve. Add one cup of sugar and margarine. Combine with beaten egg yolks, lemon rind, mace and orange. Beat the whites until stiff and fold carefully into the margarine three-quart baking dish. Sprinkle with one-fourth cup of sugar and silvered citron. Bake in a 350 degree F. oven for about one hour. This pudding will serve eight to ten people.

The pudding recipe was sent in by Miss Judith Norma, a 17 year old girl who lives in Killarney.

"THE 560 NEWS"

Musical Notes

By Joe Gries

A short time ago an ever alert Stan Kenton heard and was attracted to the singing of young Georgia Carr. Kenton promptly brought her to the attention of a leading recording executive and who promptly signed her to a long term binder. That's the story in a nut shell of the rapid rise of one of the newest singing sensations to be found in many a moon.

In her first session she showed good sense by recording a ballad with a jump number. In this manner she aptly shows off two styles, both of which are very proficient.



Joe Gries

This lovely lass got her start as a dancer in a west coast night club. In between shows she'd chirp a song or two just for the experience. Georgia attended UCLA on a scholarship with an eye toward a nursing career. Singing is her chief occupation now, and this is good news for the popular record business.

According to this grey matter and leading music publications here are the top ten recordings in sales across the country. WISH YOU WERE HERE, AUF WIEDERSHEN SWEETHEART, YOU BELONG TO ME, HALF AS MUCH, HIGH NOON, I WENT TO YOUR WEDDING, DELICADO, BOTCH-A-ME, MEET MR. CALLAGHAN and SOMEWHERE ALONG THE WAY. By the looks of this list it looks like the ballad is finally coming back to claim its place in American music. This is good news for the band business and for you if you like to dance.

Now a couple of short shots in the dark: Frank Sinatra is back in the groove with his waxing of BIB BAM BABY and LUNA ROSA. Sarah Vaughn has two promising "pop" songs in YOU'LL WAIT FOR ME and MY TORMENTED HEART. Eileen Barton's waxing of "YOU LIKE" is moving up into a real smash hit with sales over the 100,000 mark in just three weeks. Ray Anthony's classic disc of SLAUGHTER ON FIFTH AVENUE in two parts is being hailed as one of the greatest instrumental recordings of all times.

All Week Long Radio

Now that the folks in southern West Virginia have put away the fly-swatter and the bathing trunks, it's time to start turning our thoughts away from last week's sun-burn and next week's picnic. Instead, plans are in full bloom for Fall and Winter fun and WJLS is certainly not excluded from the planning. You'll be glad to know that the Fall and Winter season of radio entertainment on Beckley's Number One Station will be bigger and better this year than ever before. All of the old favorites from years gone by — the shows that have made CBS Radio the nation's Number One Network—will be back for another fun-packed season and they'll be joined on WJLS by a host of new presentations designed to be just the exact listening fare that you and your family want to hear. With the first traces of Fall weather in the air, we've set aside quite a bit of space in this issue to talk to you about what you can look forward to at the "Star's Address" this year.

Putting first things first, on your assigned day for rest and relaxation we hope you will make WJLS your constant companion on Sunday because there are headline radio attractions all day long. We can't mention all of Sunday's shows in the space available so let's just pick up the late afternoon hours and the night block of shows for discussion here.

Starting at 4 o'clock on Sunday afternoon the bright-eyed, intellectual cream of American youth takes to the air with a fun-filled half hour that you've enjoyed for years. There's fun for young and old as Joe Kelly rings the bell and calls the weekly classroom session of the QUIZ KIDS to

order. QUIZ KIDS is real family listening and we hope you'll plan to hear it every Sunday at 4 PM.

Of special interest to everybody these days is the forthcoming election in which we will select our next President. When you go to the polls in November you will certainly want to be well informed on all the issues so that your vote will be cast properly. To help you know the issues in this greatest of all political campaigns, we call your attention to a truly outstanding program heard on WJLS every Sunday afternoon at 4:30 PM. The host on "PICK THE WINNER" is well-known C B S Newsman, Dwight Cook who referees a hot and heavy debate between two nationally known political guests who come to the microphone each Sunday afternoon to debate a different political subject related to the election each week. You owe it to yourself and your country to hear "PICK THE WINNER" on WJLS every Sunday at 4:30 from now until the election.

The workhorse at 485 Madison Avenue in New York (home of CBS Radio) is the old red-head, Arthur Godfrey, of course. In addition to his weekday morning stints on WJLS, Godfrey will continue into another season of his "ROUNDTABLE" shows on Sundays at 5:00 PM. Here in a fast-moving half hour of fun and music, the best portions of the weekday GODFREY shows are sandwiched in at a time the whole family can enjoy them.

Robert Trout is without question one of America's most respected news reporters and as he heads up a whole host of newsmen around the globe and ties together a thirty minute weekend report of the



Amos 'n Andy



Miss Brooks

Will Provide The Best--

news, you really need little more information to be up to the second on current events. WORLD NEWS WITH ROBERT TROUT on Sundays at 5:30 PM is a concise, complete report of all the news and its presented just the way you want it. Must-listening on Beckley's Number One Station most certainly includes this excellent news program. Don't miss it.

Many of you remember the popular TREASURE CHEST OF MUSIC series that was heard last season on WJLS. You will also be glad to know that Galperin's undertakes to provide to same service to our listeners again this year. At a new time, you will want to hear the many outstanding musicians of southern West Virginia who will appear each week on THE TREASURE CHEST OF MUSIC. Please make a note of the new time, 6:00 PM, Sundays.

Madison High School swings wide its doors of learning this month and inside we

year won't be any exception. Back with Jack will be his standbys of years gone by, Mary Livingston, Dennis Day, Don Wilson and this year's newcomer, Bob Crosby who will lead the band through the usual Sunday night masterpiece, THE JACK BENNY SHOW at 7.

The only radio artists to top JACK BENNY with "time in the saddle" are two of the most famous men in America, AMOS AND ANDY. They're back, too, at 7:30 and there is nothing we could say here that could make you love them any the better. Of course, you won't want to miss a single performance of the "AMOS AND ANDY SHOW". It's at 560 on your dial every Sunday night at 7:30 PM.

In the 8:00 to 9:00 PM segment of Sunday fun, last year's top shows return again with CHARLEY McCARTHY AND EDGAR BERGEN in their old time period and the PLAYHOUSE ON BROADWAY rounding out one of the bright spots in any-



Bob Hawk



Linkletter



Luigi



John Daily

will again find the very same mad-cap crew of teachers and pupils to keep you laughing all through the winter. At 6:30 PM, OUR MISS BROOKS hits the airwaves from WJLS and with her will be her old side-kicks, Philip Boynton, Walter Denton, Harriet Conklin and Mr. Conkin. Situation comedy was never better, scripts were never more cleverly written than those you will enjoy on the OUR MISS BROOKS show.

If JACK BENNY remains 39 years old much longer, he will have started in radio before he was born. Seven o'clock on Sunday night, America has performed the "ritual" of laughing to the antics of JACK BENNY for over twenty years. And, this

body's listening habit. Lionel Barrymore is your new host on HALLMARK PLAYHOUSE in its new time at 9:00 on Sundays. There's no change in the quality of this headline attraction and here—as always—will be found the finest drama series on the air. Also in a new time period this year is another old favorite, THE FBI IN PEACE AND WAR that becomes a Sunday night feature of WJLS at 9:30. But, we have to move along to Monday night now because Sunday night is just the beginning of a full-week's schedule of top entertainment.

Quickly, a run down of the radio bill-of-fare that will take the blue-edge off Monday

Please Turn To Next Page

"THE 560 NEWS"

"THE 560 NEWS"

In Listening Every Day

day. At 8:00 PM, Radio's outstanding Theater of Thrills is back. SUSPENSE is as jam-packed with excitement as ever and it's back to keep you in SUSPENSE every Monday evening. At 8:30, a sprightly half-hour of favorite music in a colorful CARNIVAL OF MUSIC that earned its stripes as a summer-replacement and now becomes a part of our Fall and Winter lineup. 9:00 PM is LUX RADIO THEATER time as usual and all of your favorite motion pictures will be adapted into superb Monday listening as in so many years past.

Bob Hawk finds his lemac of the week on THE BOB HAWK SHOW at 10:30 and we know you'll enjoy this series again in 1952 and 1953. Hazel Harless and O. D. Hall, Jr., weave a pattern of MOODS AND MELODY . . . ideal for relaxed listening . . . as the 10:30 PM feature of the Monday night schedule.

Tuesday is tops again on CBS Radio and WJLS as the evening block of shows gets



Louella Parsons



Dr. Christian



Crosby



Trout

off to a fast start when Art Linkletter proves that PEOPLE ARE FUNNY at 8:00 PM. MR. AND MRS. NORTH find mystery and a full share of murders at 8:30 in their allotted half-hour that remains as one of America's top-rated shows. LIFE WITH LUIGI, a thorough delightful dramatic letter to Mama Basco in Italy is yours for the dialing at 9:00 PM and, if there ever was a female counterpart to LUIGI who has an equally active capacity for getting into trouble, it would be MY FRIEND IRMA who returns to WJLS at a new time, 9:30 on Tuesdays. LOUELLA PARSONS reports all the latest gossip from gossip headquarters, Hollywood, at 10:00

PM followed by the spine-tingling adventures of MR. CHAMELEON at five minutes past 10:00 PM to round out Tuesday's terrific listening.

On Wednesday nights, we proudly point to a group of programs that offer the widest possible variety of listening, yet all of these programs will most certainly appear to all of you. At 8, EDDY ARNOLD sings his way into the hearts and homes of America with folk-music that's first rate. At 8:30, the heart-warming story of Rivers End's beloved DR. CHRISTIAN. Police adventure wherein pass before you the thief, the murderer, the guilty and the innocent comes to the air at 9:00 PM. Here is radio production in its finest form with a story that will keep you on the edge of your chair for half an hour. Don't miss the LINEUP at 9:00 PM. And, at 9:30, a new feature of WJLS that will win your favor the first time you hear it. WHAT'S MY LINE is a quiz show that is as refreshing as a walk

in the country in autumn and your attention is specially directed to the new series, WHAT'S MY LINE at its Wednesday night time, 9:30. THE BLUE RIBBON BOUTS remain the Wednesday highlight at 10:00 PM. Steve Ellis will broadcast the fights.

Remember the dizzy pair of Bronx angels who made you laugh on Sundays last season? Well, they're back at a new time with a laugh a minute show that is more fun than ever. Who else but Millie Bronson and her Mama on MEET MILLIE, Thursdays at 8. And right after you MEET MILLIE, there's another young lady you will welcome into your living room every

"THE 560 NEWS"

All This Winter-WJLS

Thursday night. This one is JUNIOR MISS, a new feature of WJLS this year that's destined to become another of your top favorites. If there ever was a teen-age daughter at your house, you'll recall a million memories as you listen to the adventures of JUNIOR MISS. Love makes

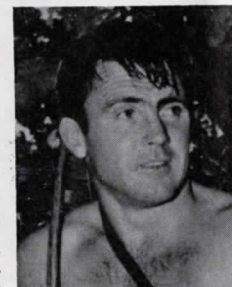


Vaughn Monroe

the world go round and it makes a good subject for your attention in Thursday's 9:00 slot when a long-time listener-favorite ROMANCE makes its 1952 appearance. Bing's back — working on his next million but that's luck for us too as there's loads of sparkling entertainment on THE BING CROSBY SHOW at 9:30, Thursdays. There's BOB TROUT NEWS at 10:00 and THE DORIS DAY SHOW five minutes later.

Friday nights all this month, KING FOOTBALL rules the roost as WJLS provides a play by play picture of the top area contest of the week. At the end of the Football Season, look for a full evening of mystery and adventure at the Number One spot on your dial. By the way, another of those top flight news programs to keep you well informed is featured at five minutes past 10 on Fridays, this one is CAPITOL CLOAKROOM.

And, Saturday night rounds out our seven-night schedule of the best radio entertainment that money could buy. After a year on another network, THE VAUGHN MONROE SHOW has come home to CBS Radio and we know you'll find it a welcome addition. The same time as before, 7:30 on Saturday evenings. At 8:00 PM western songs and six-gun adventure with GENE AUTRY; Edgar Rice Burroughs' famous jungle hero,



Tarzan



Autry

"THE 560 NEWS"

TARZAN is on the air at 8:30 and the "War Against The Underworld", GANG-BUSTERS at 9:00. Moving from Friday nights into the Saturday 9:30 period is one of your favorite radio personalities, MR. KEEN, TRACER OF LOST PERSONS. A tickler for your funnybone, THE STEVE ALLEN SHOW rounds out the Saturday night block of big shows and also brings us up to date with this rundown of evening programs to be heard this Fall and Winter on WJLS.



Steve Ellis

Last year, 23 of the top 29 radio shows in the country were available to you only on WJLS. With the plans of CBS Radio as outlined above, it would appear to us that this year will prove even more strongly that more people listen to CBS Radio than all other networks combined.

We have only outlined the family-listening hours in these pages. Don't forget that all the other time periods in our 19 hour schedule are designed for your entertainment, too. From 5:00 AM until way past bedtime, the best programs on the air come to you in great abundance over Beckley's Number One Station. Stay tuned and happy listening, friend!

And here's one other reminder. For the best in early evening entertainment you can't go wrong by listening to this station. Start with the Curt Massey show at 5:45 p. m. Massey joins with Martha Tilton to

make the time before supper a real gay session. At six, there's the Esso Reporter followed by the Sport News. At 6:30, there's West Virginia news. At 6:45 the Evening news, reported by News Editor Bill Barrett keeps you informed of all the developments.



WJLS WJLS-FM



Programs For The Month Of Oct., 1952

MORNING

AFTERNOON

EVENING

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5	00		Party Line	Party Line	Party Line	Party Line	Party Line
	15		Party Line - News	Party Line - News	Party Line - News	Party Line - News	Party Line - News
6	00		Party Line	Party Line	Party Line	Party Line	Party Line
	15		Trading Post-News	Trading Post-News	Trading Post-News	Trading Post-News	Trading Post-News
7	00	Sunday Morning	Wake Up Time	Wake Up Time	Wake Up Time	Wake Up Time	Wake Up Time
	15	Hymn Time	Eddie Arnold	Cowboy Jack Hunt	Eddie Arnold	Cowboy Jack Hunt	Eddie Arnold
8	00	The Old Fashioned	CBS News Roundup	CBS News Roundup	CBS News Roundup	CBS News Roundup	CBS News Roundup
	15	Revival Hour	Community Calendar	Community Calendar	Community Calendar	Community Calendar	Community Calendar
9	00	Sunday Hymn Time	News of America	News of America	News of America	News of America	News of America
	15	Renfro Valley	Rev. Peyton	Rev. Peyton	Rev. Peyton	Rev. Peyton	Rev. Peyton
10	00	Renfro Valley	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey
	15	Sunday School Hour	And All The	And All The	And All The	And All The	And All The
11	00	News-Bapt. Church	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey
	15	Baptist Church	Dinnerbell	After Arthur	Dinnerbell	After Arthur	Dinnerbell
12	00	Serenade in Blue	Wendy Warren New	Wendy Warren New	Wendy Warren New	Wendy Warren New	Wendy Warren New
	15	Will Jackson-News	Aunt Jenny	Aunt Jenny	Aunt Jenny	Aunt Jenny	Aunt Jenny
1	00	Rev. Peyton	Big Sister	Big Sister	Big Sister	Big Sister	Big Sister
	15		Ma Perkins	Ma Perkins	Ma Perkins	Ma Perkins	Ma Perkins
2	00	Nat'l Health Aids	Mainly for Women	Mainly for Women	Mainly for Women	Mainly for Women	Mainly for Women
	15	Music-Movie Bulletin	Perry Mason	Perry Mason	Perry Mason	Perry Mason	Perry Mason
3	00	String Serenade	Hilltop House	Hilltop House	Hilltop House	Hilltop House	Hilltop House
	15	Army-Air Force	House Party	House Party	House Party	House Party	House Party
4	00	Quiz Kids	It Hap's Every Day	It Hap's Every Day	It Hap's Every Day	It Hap's Every Day	It Hap's Every Day
	15	Pick The Winner	Quartet	Quartet	Quartet	Quartet	Quartet
5	00	King Arthur's	Singing Sam Raborn	Singing Sam Raborn	Singing Sam Raborn	Singing Sam Raborn	Singing Sam Raborn
	15	Roundtable	Hymns of the Hills	Hymns of the Hills	Hymns of the Hills	Hymns of the Hills	Hymns of the Hills
6	00	Treasurer Chest	Esso Reporter-Sports	Esso Reporter-Sports	Esso Reporter-Sports	Esso Reporter-Sports	Esso Reporter-Sports
	15	Our Miss Brooks	Top Tunes	Organ Melodies	C-and-O Reporter	Top Tunes	Top Tunes
7	00	Jack Benny	Beulah	Beulah	Beulah	Beulah	Beulah
	15	Amos 'n Andy	Jack Smith	Jack Smith	Jack Smith	Jack Smith	Jack Smith
8	00	Charlie McCarthy	Suspense	People are Funny	Eddie Arnold Show	Meet Millie	Friday Night
	15	B'way Playhouse	Carnival of Music	Mr. and Mrs. North	Dr. Christian	Junior Miss	Football
9	00	Hallmark Playhouse	Lux Radio Theatre	Life With Luigi	Johnny Dollar	Romance	Friday Night
	15	F. B. I. In		My Friend Irma	What's My Line	Bing Crosby Show	Football
10	00	News-Music	Bob Hawk Show	L. Parsons-Chameleon	News-Fights	B. Trout-D. Day	News-Music
	15	Music of America	News-Moods	Mr. Chameleon	Fights	Doris Day Show	Music of America
11	00	CBS News	CBS News	CBS News	CBS News	CBS News	CBS News
	15	Weather-Thoughts	Merry-Go-Round	Merry-Go-Round	Merry-Go-Round	Merry-Go-Round	Merry-Go-Round
12	00	CBS News	News	News	News	News	News
	05	This I Believe	This I Believe	This I Believe	This I Believe	This I Believe	This I Believe
10	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off

KEEP THIS LOG ON OUR RADIO

SEE WJLS-FM LOG ON REVERSE SIDE

WJLS 560 Kc. — WJLS-FM 99.5 Meg.

June and Carl Smith In Beckley

The newest hillbilly star, and one who is rapidly climbing to fame across the nation, stopped over in Beckley for a personal appearance on Friday, September 19th.

Before his regularly scheduled shows, Carl Smith and his pretty wife, the former June Carter, dropped around to the WJLS studios for a short conversation on the air with Cousin Jack Davis.

Davis and Carl chatted about his recent marriage to June. It happened last summer, and Carl noted on the air that it was the only time in his life when he really was scared.

He told of his start in the hillbilly business, saying that a West Virginian had helped him get moving down the path to fame, by letting him use one of his musical melodies to record for his first audition.

For his wife June, it marked her second visit to Beckley. She appeared here as a



Cousin Jack, June and Carl Smith

member of the Carter Family group early last spring.

Radio Covers Visit Of Western Maryland Beauty Queen

When the Industrial Exposition Caravan from Cumberland, Maryland, passed through Beckley on September 11th, the WJLS Special Events Department was on hand to greet the members of the party including the Western Maryland Beauty Queen, Miss Loraine Sager.

In a stop before city hall, following a parade through the city, a WJLS microphone picked up Mayor George Chamber's official greeting of the party, and Miss Sager's presentation of an official invitation for residents of Beckley and the city's official family to visit the industrial exposition early in October.

Mayor Chambers also presented the beauty with a key to the city, and the local Welcome Wagon organization presented her with gifts from local merchants.

Most of the ceremony, recorded when it actually occurred, was used in the Evening News program, heard Monday through Friday at 6:45 p. m.



Mayor Chambers and Beauty

VOTE
On
November 4th

"THE 560 NEWS"

TRANSMITTER -- LOOKS JUST LIKE CABINET FROM OUTSIDE

Did you ever wonder just how the radio programs you listen to get out into the air. Well, below, there's a picture of the one-thousand watt transmitter, and some of the accessory equipment of Radio Station WJLS. Yes, it looks just like a cabinet from the outside.

But inside, there's a mess of wires and radio tubes, some bigger than most average people thought existed. That's the way it looks to the layman. To a radio engineer though it's a complete electrical circuit, with every tube, every wire, every condenser in its proper place, with a specific duty to perform.

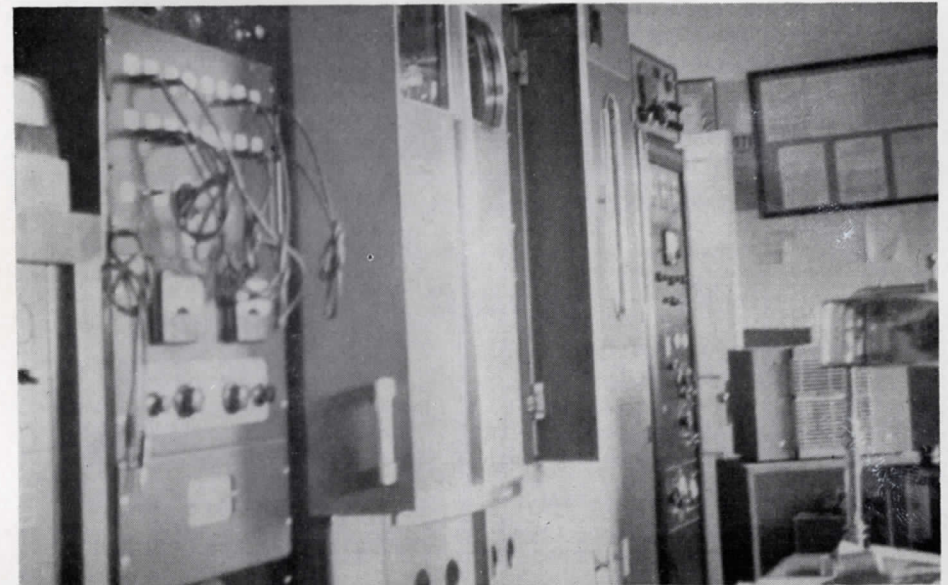
Before any mistaken ideas are created, this part of the WJLS broadcasting equipment is not located with the studios in the business district of Beckley. Instead it is a part of a small building out in the Grey Flats section of the city, near the Pinecrest Sanatorium.

To operate this equipment, a person must have a first class operator's license, a certificate that is given following passage of a

rather stiff examination set up by the Federal Communications System.

To quote the Personality Network's Chief Engineer, Al Ginkle, the "ticket" as it is known in the radio trade, is not easy to obtain. There's a lot of hard studying that goes with it. A radio engineer must be a smart man. From the layman's viewpoint, it would take a smart man to have knowledge of what each little bit of equipment used in a transmitter is required to do. The engineer must know even more; he must know what the item will do under specific conditions, and if something goes wrong, he must be able to reason the trouble by having knowledge of what actually occurred.

Yes, the transmitter is in a cabinet—and it looks like a cabinet, but its maintained by men with a vast knowledge of electrical circuits. All of this is behind the speaker in your radio—it's a part of what must be working before you hear your favorite programs on the air.



"THE 560 NEWS"

News Director Watches "U" Team In Early Season Drills

The best expression a follower of West Virginia University's Mountaineers could give following a practice session he had witnessed is simply this, "They have more spirit, more pep, and more ability than any team in so long most folks would have forgotten."

That's the way we felt about this year's gridiron group which will be wearing the Blue and Gold uniforms. The practice sessions we watched were held during the university's annual "Press and Radio Day" on September 9th at Jackson's Mill—eight days after the football gladiators started their fall practice sessions.

And despite comments from Head Coach Art Lewis to the fact that the boys were a long way from being a polished football team, there were some veteran sportswriters and sportscasters on hand who had similar opinions.

All of them reserved the right to note

that this may not be the best year in the won and lost column in history of the Morgantown school, but it will be one of which fans can be proud. Actually, most of these fellows who follow the game, and report the results through their respective medias, claim that next year will be the "powerhouse one for the university."

This could be a very truthful statement, for among the squad of 60 some boys, only two were seniors—and one of them has been lost because of eligibility requirements in the Southern Conference.

That means there will be plenty of experience back for the 1953 season a year from now, and any football fan or coach will tell you that experience is the biggest asset for a gridiron eleven.

In view of the fact that the Mountaineers will undoubtedly have one of their better teams this year, it means that more and more people will be interested in their activity on the gridiron—and you can bet that when Saturday afternoon rolls around, they'll be tuning in for Jack Fleming's description of the games. Remember, you'll hear all nine games the Mountaineers have scheduled on WJLS and WJLS-FM.

University Football Regular Saturday Afternoon Feature

Starting the last Saturday in September and continuing throughout the football season West Virginia University football games will be carried on WJLS and WJLS-FM.

The action in each game will be described by fast-talking Jack Fleming, a sportscaster who gained fame with his ability to keep abreast of the action during the fast play of the Mountaineer basketball team through the past seasons.

But most folks are wondering what the Mountaineers are going to display on the gridiron this year. And for that, we offer the statement of the head football coach, Art "Pappy" Lewis, as prepared by Athletic Director Eddie Barrett of the university staff. It follows:

"His dreams are getting better all the time, Art Lewis is optimistic—though with limitations—about his third year at West Virginia. There's no doubt that the Mountaineers are climbing back up the heights; it's only a question of whether brilliance will arrive this year or next.

Art is bringing to West Virginia most of this football-fertile state's finest schoolboy material. Three classes are in now, and their contrast with the fourth is amazing. There will be only two seniors, although these are good ones, on the squad of 85.

"The Mountaineers are bound to retaliate against some opponents who've been kicking them of late. George Washington, which won by 21-14 two years ago, may be one such victim. They could get even with

Washington and Lee, which handed out unexpectedly bad beatings the past two years. A newcomer, VMI, which beat such a team as William and Mary in compiling a 7-3 record last season, also will be met on even terms. Pitt, Penn State and South Carolina loom as tough as ever, but there's a feeling the Mountaineers can pull an upset.

Some serious handicaps taint the picture. Both defensive ends are gone from 1951 and must be replaced by completely inexperienced newcomers. There will be little reserve strength behind the tackles unless freshmen come through. Aside from Jim Peyton, there are no topnotch guards. The fullback situation might be critical.

Assets are the greatest pair of Mountaineer pass-receivers in at least 20 years, Paul Bischoo and Bill Marker; such fine front line tackles as Ben Dunkerley, Gene Lamone and Ray Walks, a guard like Peyton, strength at center in Bob Orders, good split-T quarterbacking with Gerry Fisher, galloping halfbacks like Harry Sweeney, Jack Bledsoe, Carl Norma, Jack Stone and Dick Nicholson.

Lewis guarantees that this team will be "the pride of every Mountaineer". He says, "Our fans are going to see good football, the best they can expect from a squad with only two real veterans. But we're not going to make any excuses. I think it is reasonable to assume that our young boys will improve generally with each game, and we all shall be satisfied."

Needed Now

good insurance protection for your home, your car, your life.

Don't be sorry when disaster or misfortune strike.

See or call the friendly agent at

**HOME
INSURANCE
AGENCY**

111 Main St. — Telephone 7344
Beckley, W. Va.

For Full Information On All
INSURANCE Problems

HEAR

the

AREA GAME OF THE WEEK

Top Schoolboy Game

FRIDAYS — 8:00-10:00 P.M.

THE SCHEDULE

Date	Opponent	Time	Site
Sept. 27	—Furman	1:30	Morgantown
Oct. 4	—Waynesburg	1:30	Morgantown
Oct. 11	—Penn State	1:30	Morgantown
Oct. 18	—W & L	2:00	Cumberland, Md.
Oct. 25	—Pitt	2:00	Pittsburgh, Pa.
Nov. 1	—George Washington	1:30	Morgantown
Nov. 8	—V. M. I.	2:00	Roanoke, Va.
Nov. 15	—V. P. I.	1:30	Morgantown
Nov. 22	—South Carolina	2:00	Columbia, S. C.



At 7:15 PM
Monday thru Friday
it's

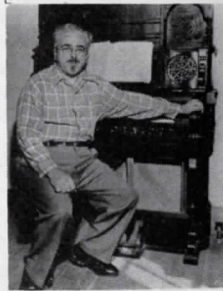


Dinah Shore, with
JACK SMITH
on
Beckley's First
Stations
WJLS - WJLS-FM
560 Kc. 99.5 Meg.

John Lair Hails "Country Editors"

John Lair, Renfro Valley, Kentucky's philosopher and restorer of the historic valley as a "living storehouse of pioneer Americana", has invited editors of the oldest weekly newspapers publishing under the same masthead to a "Country Editor's Conference" in Renfro Valley, October 3-4-5. The Conference is planned as part of the National Newspaper Week program.

As a means of giving additional credit due the weekly newspapers for the part they have played in the past and are now playing in the building of a strong free press, Mr. Lair has invited the editors with their wives (or a member of their staff) to come to Renfro Valley for a weekend program consisting of pioneer entertainment and the opportunity for "cracker barrel" talks with fellow editors on mutual problems.



John Lair

Governor Lawrence Weatherby of Kentucky will officially welcome the group at the opening event Friday evening, an Old Fashion Barn Dance and Basket Supper. The famed Renfro Valley folks will provide mountain entertainment. Several guests of national prominence have been invited.

A "Country Editor's Forum" Saturday morning will include talks by prominent weekly trade press men. Other plans for the day include Outdoor Barbecue, Horse Show, Rifle Shoot, Fishing from specially stocked ponds and an informal talk by E. W. Schergens, Editor, Indiana Tell City News, on "The Weekly Newspaper Can Get Out the Vote."

National Newspaper Week's theme: "Your Right to Know — a Constitutional Guarantee" as well as the Ad Council's

"THE 560 NEWS"

"Register and Vote" Campaign will form topics for discussion.

Early acceptances have come from such prominent weekly editors as Mr. and Mrs. J. W. Roberts, Oskaloosa (Kan.) Independent, Est. 1860; Miss Marguerite Osborne, The Virginia Gazette (Williamsburg) Est. 1736; Mr. and Mrs. John Lewis, Woodville (Miss.) Republican, Est. 1824; Mr. and Mrs. Paul Brannon, Kentuckian Citizen (Paris) Ets. 1807; Mr. and Mrs. E. L. Preston, Liberty (Mo.), Tribune, Est. 1846; Mr. and Mrs. James M. Hanna, Tazewell County Reporter, Washington, Ill. Est. 1840; Mr. and Mrs. Davis H. Smith representing Mrs. Smith's father, Fred DuToit editor Weekly Valley Herald, Chaska, Minn. Est. 1865; Mr. and Mrs. Jere N. Moore, Milledgeville (Ga.) Union Recorder (Mr. Moore is past president of the Georgia Press Association; Mr. and Mrs. Eugene L. Matthews, editor Bradford County Telegraph, and President Florida Press Association. Telegraph Est. 1888; Mr. James K. Dangle and son, Vevay (Ind.) Reveille Enterprise, Est. 1816; Mr. Leonard Armistead, Jr., Franklin (Tenn.) Review Appeal, Est. 1813.

In the event neither editors nor their representatives can attend, officers of the State Press Association are being asked to represent the oldest paper as well as all the weeklies in the state.

Plans toward making the conclave an annual event will be discussed and Mr. Lair hopes to see the occasion grow as housing facilities increase in Renfro.

The "oldest paper" method of selection evolved from Mr. Lair's desire not to place emphasis on individuals which would be the case in any competitive means of selection. As the motivation behind Mr. Lair's restoration of the pioneer settlement grew from his deep love for our old traditions, honoring the "oldest paper" follows this pattern.

"THE 560 NEWS"

At 7:30 PM
Mon. - Wed. - Fri.
it's



Gisele MacKenzie with
BOB CROSBY
on
CLUB 15
Heard Over
WJLS - WJLS-FM
560 Kc. 99.5 Meg.

It's 'Party' Time
with



Art Linkletter every
Monday, Tuesday,
Wednesday, Thursday
and Friday
3:15 - 3:45 PM
On
WJLS

Personality Answer

The Personality of the Month for this issue is Bill Shadel, christened Willard F. Schadel. Bill is one of C-B-S Radio's top Washington correspondents and is known far and wide for his Saturday morning five minute news summary. Listen next Saturday at 11 a. m. for a five minute concise report of the news.

"Game of the Week" Heard Each Friday

A new feature in the broadcast of scholastic football games is being aired this year over Beckley's Personality Stations WJLS-and-WJLS-FM.

Instead of following the Beckley high school Flying Eagles throughout the season, the WJLS Special Events Department devised the "Game of the Week" system that allows sport fans throughout Southern West Virginia to hear the action of several high school football elevens.

The "Game of the Week" idea was acceptable to the first prospective sponsor approached and then the tentative schedule of games was set up as the gridiron started. However, it could not be definite because some of the top rated teams as always fall by the wayside early in the campaign.

In September, the "Game of the Week" broadcasts included the opening game of the season with the 1951 state champions, Woodrow Wilson High School in Beckley against the Mullens Rebels. The following week, it was the Mount Hope appearance in Fayetteville. On September 19th, it was the Beckley-Charleston game in Beckley and on September 26th, it was the Oak Hill at Fayetteville classic.

At this writing both Mount Hope and Beckley remained the two undefeated teams in the area, and most certainly if they should continue to maintain their current records one of the top scholastic encounters coming up in October would be the battle between the two teams on October 10th.

Another Flying Eagle opponent in southern West Virginia is remaining in the unbeaten class at this time. That's East Bank, and the Pioneers play in Beckley on October 31st.

The "Game of the Week" broadcasts feature the play by play description by Bill Barrett, WJLS Sports Director and is sponsored by the 16 stores of The New River Company.

Broadcast time is every Friday night at 8 o'clock on both WJLS and WJLS-FM.

Listening Post



Radio Station WJLS,

Your thoughtfulness in furnishing to this office a copy of the August issue of the 560 News, containing the story and the appearance of the Romance of West Virginia Quiz Show at this hospital is greatly appreciated.

Sincerely yours,
Mildred Elkins
Chief, Special Services
Beckley Veterans Hospital

Radio Station WJLS,

It was indeed kind of you to send your nice letter and the copy of the 560 News. I thoroughly enjoyed reading the stories concerning our company to which you so graciously devoted so much space.

It was indeed a pleasure to participate with you and others in the dedication of the Beckley Airport and I want to take this opportunity to express deep appreciation for the many courtesies extended our company.

Sincerely yours,
Piedmont Airlines,
T. H. Davis,
President.

MUSICAL MERRY-GO-ROUND

I listen to your program every night and enjoy it very much.

A poem, if you please.

Try Pete and Bob's malt o' plenty
It's so thick you can't beat it
You have to bring a spoon to eat it.

For advertising or anything
Just give WJLS a ring.

Sincerely yours,
Mrs. Eva Bogor
Whitestick Street
Mabscott, W. Va.

MUSICAL MERRY-GO-ROUND

Here are the list of songs I would like to hear on Your Disc Jockey Night?

- 1—Walking to Missouri
- 2—God's Little Candles
- 3—Wish You Were Here

- 4—Old Man River
- 5—When I Grow Too Old To Dream
- 6—Wheel of Fortune
- 7—I Told Every Little Star
- 8—Solo by "Joe Gries"
- 9—My First Love
- 10—I Walk Along

Please, no JOHNNY RAY, I do not like his baby crying songs. Maybe I don't appreciate good music?

Besie Carroll.

Remember

**ELECTION
DAY**

is

**NOVEMBER
FOURTH**

Be Sure You

VOTE

★ THIS AND THAT ★

★ FROM THE STARS ★

PLACE FOR EVERYTHING

Arlene Francis and Bill Cullen on "It Happens Every Day" report this sign in a Hong Kong tailor shop: "Foreign Ladies May Have fits on second floor."

BEULAH SAYS

"It's funny how a person's taste changes. I used to think mink, but when I found out the price, I changed my mind and thunk skunk. Now, when I look at my bankroll . . . well, mice is nice."

FOUR WINDS DEPARTMENT

Bill Morrow and Murdo MacKenzie, producers of the BING CROSBY SHOW are off on separate trips, Morrow is flying to Paris to join Crosby, who will make a movie there before his show resumes on October 9th. MacKenzie is vacationing at Lake Tahoe.

TWO HAPPY KIDS

Steve Allen, Jr., 9, and Brian Allen, 7, sons of Steve Allen are the proud possessors of two baseballs autographed by the Brooklyn Dodgers' Jackie Robinson and Roy Campanella, and presented to their father by New York's Deputy Police Commission William L. Rowe, after Allen and the athletes had entertained at a PAL party for 2,000 Harlem youngsters.

TEACHER

Daisy Allen, heard Saturdays in fantasy roles on "Let's Pretend" teaches Eng-

lish classes weekdays at New York's School of Industrial Arts.

IDEAL THERAPY

The California Academy of General Practitioners has voted Radio singing stars Curt Massey and Martha Tilton "The singing duo whose voices are the ideal therapy for doctors recovering from patients' complaints."

FISHING FILM

Art Gilmore, announcer on the Dr. Christian Program is narrating a new Warner Brothers sports short titled, "Gone Fishing" which is pleasant work for Gilmore, a rod and reel enthusiast.

REASON

Irving Cummings, producer host for "Lux Radio Theatre" says he switched from stellar acting roles to motion picture directing when he noticed that his hairline was retreating and his waistline advancing.

SAFE BET

Mutual sportscaster Al Helfer of "Warm Up Time" found the nation's most conservative football fan during a sportscast in a midwestern town. Asked his prediction as to which teams would play in the World Series, the laconic spokesman said he wouldn't make any guesses as to teams, but he allowed at least some of the games would be played east of the Mississippi.

"THE 560 NEWS"

FOOTBALL

Hear All Of These GAMES

Sept. 27 WVU vs. Furman Oct. 18—WVU vs. W & L Nov. 8—WVU vs. VMI
Oct. 4—WVU vs. Waynesburg Oct. 25—WVU vs. Pitt Nov. 15—WVU vs. VPI
Oct. 11—WVU vs. Penn State Nov. 1—WVU vs. Geo. W. Nov. 22—WVU vs. So. Car.

— ON —

Beckley's Personality Stations

WJLS and WJLS-FM

Our salesmen are as near as your telephone. Call 7311

"THE 560 NEWS"