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Greenville, W. Va.

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Beckley, W. Va.

The
560
News

MAY, 1953

— 10c —



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!*

NOW

WJLS is not only Beckley's most popular radio station, but

WJLS is Beckley's MOST POWERFUL radio station.

In April WJLS became the first 5,000 watt station to operate in the heart of the Smokeless Coal Fields. It now reaches into more homes and is a part of the daily life of more people.

This means, Mr. Advertiser, by using WJLS as a medium to sell your wares, your sales message now reaches more potential customers.

Let WJLS do your selling job. It has proven its worth to many other advertisers. They believe in its effectiveness. You could well be one of them.

Call Beckley 7-3-1-1 and discuss advertising with one of our sales representatives, or contact our national representatives, Weed and Company, with offices in principal US cities.

For radio's BEST BUY in southern West Virginia, use the

Beckley's Personality Stations

WJLS — WJLS - FM



MIKE MEMOS

Personality Network Chief Engineer, Al Ginkel, had an unusual experience the other day. He boarded a plane at Beckley's airport headed for Charleston on the usual 22 minute run. This time, however, it was just a little more than one-hour later that he got off the plane in the state's capital city. It seems that a snow squall covered the Charleston airport just before the plane was scheduled to arrive, and the pilot circled the port until the visibility cleared enough to allow for a landing.

Announcer Joe Gries has found that the Saturday afternoon program **PERSONALITY PARADE** is one of his most popular shows. A young woman called the other afternoon to announce that she had noticed several changes in the WJLS-WJLS-FM program schedule of late and wondered if there were any plans to change the Saturday afternoon feature. There were none. To this she replied, "Thank goodness. I don't know what I'd do if they took away your show and all the fine music."

News Editor Bill Barrett has often been quoted as saying there are no set hours for a radio news reporter. He works when the stories break, morning, noon or night. The latter part of April he wished it wasn't true, for not only was he up late one night — but two days later he found himself in the office tracing down news tips on his day off. Bill is wondering whether there's any possibility of someone investing something

that can regulate the time that news events occur.

The WJLS Sales office is now full of products which are advertised on the station. By no means is it a complete display of all the products advertised, but it has filled up one corner all ready. All of which caused one of the station's staff to quip: "We'll need a separate display room when all the products finally are gathered up."

Cousin Jack Davis is still talking about his Sunday afternoon visit on a farm down in the Glen Daniels section. One of the city's businessmen invited he and Joe Gries down for the day on his parent's farm, and two-ton Jack, who has been proud of his diet restrictions that were self-imposed a month or more ago, readily admits the diet went out the window when ham, chicken, hot biscuits and gravy were placed on the table.

The luck of the Irish smiled on the WJLS News department last month. For nearly four weeks the portable tape recording machine connected with the telephone "beeper" had been down for repairs. It was returned and checked out one morning, and that afternoon was put to use for reports on the Navy plane crash near White Sulphur Springs. Excellent first hand reports of the developments as rescue workers went to the scene were relayed from Clyde Hoffer of WRON in Ronceverte.

NEWS

of late developments across the world as reported by Dallas Boyd.

NEWS

from the woman's fashion world and of interesting developments in the lives of prominent women of the nation and the world.

NEWS

of how to prepare first rate food dishes that every member of the family will enjoy.

You Hear All of This

when

JANE RANDALL

presents

MAINLY FOR WOMEN

every weekday at 2 p. m.

on

WJLS - BECKLEY

"THE 560 NEWS" PERSONALITY PARADE

*Devoted to a Better Use
and Understanding of Radio*

MAY, 1953



Volume 7

Number 5

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

This dumb (but beautiful) blonde as many have come to know through her Tuesday night radio program is ready for spring. With a flower in hand, lovely Marie Wilson (better known in some circles as My Friend Irma) greets not only the season, but southern West Virginia readers of the 560 News with a friendly hello. It's fitting her picture should be on the magazine cover at the same time Bob Brown returns to the WJLS staff after a tour of duty with the Air Force. Readers of the 560 News two years ago will recall Miss Wilson once picked Bob as the man she would most like to be married to, if she were to pick a husband by a picture.

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"THE 560 NEWS"

Know the Personalities!

CAN YOU GUESS?

Whatever it is, this favorite C-B-S Radio emcee has a way with a studio contestant. It may be his booming laugh, or his irrepresible personality, or even his Princeton degree in social psychology.

No matter what the reason, our Personality, is rated as one of the top emcees in radio. He's a husky six footer who is as popular with the men in his audiences as with the women.



A native of Atlantic City (Born October 25, 1941), he is one of Taffytown's most adventurous sons. He'd be at ease broadcasting from the back of a harpooned whale or from a cannibal's steaming pot. He has taken his microphone into a jolting Army tank, high in a Flying Fortress, down in a diver's helmet.

Even though an estimated 100,000 contestants have shared the microphone with him during his twenty years of broadcasting, this Personality still finds something new and amazing in each succeeding studio guest.

Well over a million dollars in prizes has gone past the microphone while he was working . . . everything from a complete house on an island, and trips around the world, to a "genuine speck from a headwaiter's lapel."

Our Personality is married, lives in Scarsdale, N. Y., has two daughters. Active in radio since high school days, when his satire on a local station boomeranged him onto its payroll, he continued at the microphone while a student at Princeton, specializing in special events and narrating for Paramount newsreels. After his graduation, he joined C-B-S Radio in New York and soon earned a reputation for his audience participating programs.

See Page 22 for the answer if you haven't already guessed his name.

"THE 560 NEWS"

WAKE-UP

Tuned To The PARTY LINE

When next you roll out of bed to start a new day, tune your radio to 560 and listen to the PARTY LINE.

Cousin Jack will start your day right with music, news, trading post items, and the famous COUSINS' CORNER.

Hear this 135 minute program from 5 to 7:15 A.M. every weekday morning on Beckley's Personality Station.

WJLS

560 Kc.

Editor's Scrapbook

After weighing possible pronunciations of the name of Dag Hammarskjold, the new United Nations Secretary-General, ranging from the phonetically correct Swedish version to the completely Americanized "Hammershield," Professor Cabell Greet, C-B-S Speech Consultant, has advised CBS Radio News broadcasters that the pronunciation most likely to be accepted here is "Dahg Hahmer-sholde." But his note conveying this information to Edward R. Murrow, concluded with this tongue-in-cheek note of despair: "If these names continue, I shall resign."

Near sighted people work twice as hard as persons with normal vision, says Robert Q. Lewis, because they can't see when the boss is looking.

"Young Dr. Malone," the daily double feature among daytime dramas, presenting two chapters in each of its five-a-week broadcasts over WJLS, began its 14th year on Thursday April 30th.

John Reed King, host of the Saturday Give and Take broadcast quiz, is the father of a boy, John Reed King, jr., born in New York, Friday, April 17th. The Kings have two daughters.

Het Manheim, who has had many years experience in writing and story selection for radio, television and motion pictures has joined the radio staff of CBS in Hollywood as Story Editor.

The National Association for Better Radio and Television has cited Edward R. Murrow with the News, heard Monday through Friday at 7:45 p. m. on WJLS as the "outstanding news program for 1952."

Edgar Bergen, of the Sunday nights Charlie McCarthy Show, will make a six-week personal appearance tour in Europe this summer, visiting Ireland, Scotland, Denmark and Sweden. His tour will open in Dublin June first for one week, followed by a week in Belfast.

My Friend Irma (Tuesday nights) observed its sixth anniversary on Tuesday, April 14th. The show, you'll recall stars our cover girl of this month, and Cathy Lewis.

Gangbusters, dramatizing the work of the nation's law enforcement officials, is using the familiar siren again, to open and close each broadcast. Use was resumed on the heels of the New York office of Civil Defense's lifting of the ban imposed on the use of sirens on radio and television programs and in theatre shows.

Doris Day, star of the Tuesday night show bearing her name, has a new title bestowed upon her by the men of the 27th Infantry Regiment known as the "Wolfhound Division" stationed in Korea. They call her Miss Woulfhound of 1953.

MAINLY for WOMEN By Jane Randall

One cold day in April I ran across the story of a grey-haired man who had built what is probably the world's most unusual manufacturing business . . . He makes laughs.

The chuckles that came while reading the story made me think of spring-time and the pleasant days ahead this summer. So, if you don't mind, let me tell you about Paul Jung, a clown with Ringling Brothers, Barnum and Bailey Circus.

His sideline business is turning out laugh props, such as clown heads, mechanical blow-ups and toy cannons. It's done in a factory set up in Tampa, Florida.

Jung got into the business soon after he became a clown at the age of eight. Now he's one of the biggest users of his own gimmicks. They are his stock in trade during the circus season.

One of the stories I like, was the year when he came out dressed as a big sergeant followed by a lot of soldiers, including a tiny midget. The midget got all confused. He held his gun wrong side up, crossed his eyes and tripped over his feet. Finally, the sergeant couldn't stand the misfit any longer. He stuffed the midget down the cannon barrel, and lit the fuse.

The cannon boomed, and the audience gasped. High up in the balcony, a midget, his clothes tattered and torn, ran around screaming.

The fans shouted approval . . . and wondered how the battered rookie got up in the top level so quickly. The answer, explains Jung, "is just a little trick of the trade."

Every year he thinks up something new. His family, including some distant relatives, staff the factory. They enjoy their work as much as Jung does.

The chuckles that came on that cold day in April brought to mind the pleasant hours spent underneath the big top as a child. And I was sure, it would do the same thing for you.

Circus clowns are wonderful.

Musical Notes

By Joe Gries

MOOD VS. NO MOOD

All of the sudden mood music is playing a predominant part in the buying habits of the average American record fan. Why should this be? Is the hum drum of life catching up with us? Or is it the rapid changing conditions of the world? Whatever the reason it is now a known fact that more people than ever before are plunking their moola down for records that send them into another sphere. And don't think the record companies aren't taking advantage of this unexpected business.



Joe Gries

Capitol is cutting Jimmy Gleason L. P.'s as fast as they will come off the presses. Victor has Hugo Winterhalter wielding the baton overtime, and when he isn't Henri Rene' is.

One of the frontiers of American music is Mood Music. Are we returning to the frontier's again? Of course the fact is still there. They have been combining popular and classical music for many a day. But it is recent that they have done this with any remarked degree of success. For the first time in many a moon this type of music is more than popular, it is a big money maker. Here we have a trend. A trend part of a nation wide fad promoting instrumental music like never before.

In the old days (fifteen years ago) one of these combinations was a rarity. Now practically every release contains at least one. In the music business simplicity is the keynote of success. Since the arrangements in mood music dwells on this fact then it stands to be that this music will be a success.

I believe that this new trend may be the starting point for the appreciation of the more serious forms of music, and after all isn't it about time?

Record collectors attention:

Here's what's new in the wax world. From England **BROKEN WING** by Eddy
(Continued on page 10)

Know The Sponsor:

Beckley Ice and Feed Company One Of City's Oldest Firms — Also One Of Beckley's Biggest

Not too many people in Beckley can recall Neville Street in the days before the Beckley Theatre building was constructed. But to remember the location of the Beckley Ice and Feed company in the late 20's and early 30's you'd have to remember what the street looked like in those days.

When the company started operation, on what is now known as the "Old Snuffer Property" there was room to let the horses graze and a big barn used as a warehouse. The company's old office was in a building almost at the rear of where the theatre building is now located.

The company operated there until its growth forced an expansion program, and the present site was chosen on Prince street near the railroad. Even then, in 1934 when the property for the present building was acquired, West Prince street was not paved.

The company, however, was looking to the future. It constructed a new building,

Here's a view of the Beckley Ice and Feed company building from the front, showing the new hardware section to the left and the main store room to the right. In the picture to the right, you see the side entrance where freight cars are unloaded. Standing in the doorway of the warehouse end is Foreman Fred Cooper. In the picture at the top, William

put in a railroad siding, and began operations that have continued to grow through the years.

In 1948 another warehouse was built. This one located at Mabscott, is now the storage and operating site for its beer distribution division.

In 1951, a hardware section was added to the Prince street plant, necessitating again the construction of additional building facilities.

As the company has grown in size, so has its number of employees. Back in 1930, for instance, there were only four full time workers with the number being increased during the summer months when the ice business boomed.

Now, in the spring of 1953, there are 28 full time staff members.

It is these people, in the various divisions of the company, that provide one of the most-complete one-stop stores in the city

of Beckley.

They handle VC Fertilizers, having had this product for sale since the company was first organized. Just a few years ago they received a 25-year certificate denoting their continued service as a dealer of VC products.

Then there are such outstanding other name brands like Vigoro, Sherman Williams Paints and J. Charles McCulloch Seeds. The seed line has been another in stock for a long time, at least 20 years.

In 1938 the company became the authorized dealer in this area for Purina products, the special food for every animal on the farm.

In the late 20's, G. A. Mohler and E. G. Larrick formed the present company. J. S. Larrick, now the treasurer and General
(Continued on page 22)

O. Sheets stands on the left and chats with Donald Price. In the middle picture, in front is Mrs. Irene Pauley, a bookkeeper, in the second row, Donald E. Larrick, office manager; and Miss Jo Ann Underwood, stenographer and office manager.



High School Students Interested In Radio Get Inside Look

Interested in becoming associated with radio as a career?

Some 30 students of Woodrow Wilson high school in Beckley answered yes, during career day at the local institution on April 15th. And to prove their point they divided into two groups and toured Beckley's Personality Station.

But that wasn't all.

Production Director Robert R. Brown, and Sales Manager W. S. Jackson, took them in tow for a half-hour session and discussed what they believed to be the basic needs in the field of education before entering radio.

The two experienced radio executives painted pictures of long hours of practice for those who start working toward a successful radio career; of many hours in the class room getting basic information in the fields of speech and English.

For the most part, the students were interested more in the glamor side of radio work. That is to say they thought in terms of being announcers, for their questions and most of the discussion period centered on this field.

Brown led the way in these talks. First, he outlined the hours of practice in reading. He told the group that they had to read convincingly, and with authority; that they had to have the ability to sell merchandise with words through a microphone. He told them that basic courses in speech at West Virginia University, or almost any university, would prove invaluable to them in radio announcing.

For the girls, who were interested in continuity writing, he told of the hours of work it took to train one to obtain the ability to put a convincing sales message into 35, 50 or 100 words.

Jackson discussed the work of a salesman, pointing out that the best paying part of radio work was in this field. He also went over the procedure used in his office:

of preparing a program or spot announcement package for a specific merchant, of analyzing this plan with the merchant in order to do the best possible job of selling the merchant's products; and then selling the merchant on the idea that this radio package is what he needed to move goods across his counter.

A highlight of both visits came when each student was given the opportunity to make a station break. These were recorded and played back for them.

Almost without question, to each individual their voice didn't sound the same. One student summed it up in saying "everyone else sounded just like them, but I didn't recognize my voice."

After the tours were completed three of the students expressed interest in taking the station's prepared announcer's audition, asking Brown to point out any noticeable mistakes now that they might be working on corrective measures during their school work. The necessary arrangements were completed and the auditions given.

Musical Notes—

(Continued from page 7)

Howard; NO TIME by Artie Wayne; HERE ARE MY ARMS with Al Martino; THE HOKEY POKEY by Ray Anthony; I WON'T BELIEVE IT by Ronnie Gaylord; APRIL IN PORTUGAL by Vic Damone; and NOW THAT I'M IN LOVE with Patti Page. These are some of the better ones that could go all the way.

Look for me again next month in the same place. I'll have something else to pick on.

May is a month of music. Keep some in your home. You'll find it a much happier place.

Conelrad System Worked Out For Beckley Area

The behind the scenes workings of the Civil Defense program moved into Beckley's radio field late in February with a meeting of radio, telephone company and F-C-C personnel.

These folks got together in the WJLS-Studios and went over the entire system, setting up the plan for radio operation in Beckley for use in case of an air raid alert or attack.

Both Beckley stations, WJLS and WWNR will switch immediately to 640-kilocycles, carry the same radio program, and the transmitters will alternate sending out the program signal.

From a radio listener's standpoint, by turning to the new spot on the dial, they'll get a continuous program. The Conelrad

system is a feat of the engineering department alone and is designed to keep any technician from finding the exact location of the transmitter over which the program is being broadcast.

As was pointed out during the special meeting, the program aired can be a regularly scheduled broadcast, or it can be a special show prepared and presented by civil defense workers in behalf of the alert or attack.

Another point brought out by the F-C-C personnel present was that the radio personnel, both at the transmitters and studios would remain on the job throughout the alert or attack, whichever the case might be, thereby risking their lives to be of service to the citizens of this area.



Shown above are the folks from WJLS, WWNR, and the C. and P. Telephone company who met with a representative of the Federal Communications commission on setting up plans for the Conelrad System operation in event of an air raid attack here. Also seen is a representative of the local newspapers.



WJLS WJLS-FM



Programs For The Month Of May, 1953

	Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
MORNING	5:00 5:15 5:30 5:45		Party Line Party Line - News Party Line	Party Line Party Line - News Party Line					
	6:00 6:15 6:30 6:45		Party Line Farm Journal News-Party Line Cousin's Corner	Party Line Farm Journal Farm News Time Cousin's Corner					
	7:00 7:15 7:30 7:45	Sunday Morning Hymn Time	Cousin's Corner Hillbilly Stars Weather - Keep Time Esso Reporter	Cousin's Corner Cowboy Jack Hunt Weather - Keep Time Esso Reporter	Cousin's Corner Hillbilly Stars Weather - Keep Time Esso Reporter	Cousin's Corner Cowboy Jack Hunt Weather - Keep Time Esso Reporter	Cousin's Corner Hillbilly Stars 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 8:15 8:30 8:45	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 What's New Kitchen Club Tune Topics - News	CBS News Roundup Rev. John Gowen Rev. Gowen - News
	9:00 9:15 9:30 9:45	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 Sat. Song Convention Silver Dollar Man				
	10:00 10:15 10:30 10:45	Renfro Valley Sunday School Hour CBS News	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Silver Dollar Man Robt. Q. Lewis Show Navy Band				
	11:00 11:15 11:30 11:45	I Believe - Church Baptist Church	Arthur Godfrey Dinnerbell Music Til Noon	Arthur Godfrey Personalities in Music Music Til Noon	Arthur Godfrey Dinnerbell Music Til Noon	Arthur Godfrey Personalities in Music Music Til Noon	Arthur Godfrey Dinnerbell Music Til Noon	Arthur Godfrey Personalities in Music Music Til Noon	News-Grandpappy Hill Grandpappy Hill Give and Take
	12:00 12:15 12:30 12:45	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	Theatre of Today Stars over Hollywood				
	1:00 1:15 1:30 1:45	Rev. Peyton	Road of Life Ma Perkins Young Dr. Malone Guiding Light	Road of Life Ma Perkins Young Dr. Malone Guiding Light	Grand Central Sta. Center Stage Personality Parade				
	2:00 2:15 2:30 2:45	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	Personality Parade				
	3:00 3:15 3:30 3:45	N. Y. Phil. Sym.	Hilltop House House Party Dallas Boyd Show	Hilltop House House Party Dallas Boyd Show	Personality Parade				
	4:00 4:15 4:30 4:45	Sylvania Serenade Arthur Godfrey Sunday Hour	Dallas Boyd - News	Dallas Boyd - News	Gospel Songs Youth For Christ Rev. C. H. Martin				
5:00 5:15 5:30 5:45	King Arthur's Roundtable Dallas Boyd News Jerry Eloit	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	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 6:15 6:30 6:45	Baker's Theatre Our Miss Brooks	Esso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News	Esso Reporter-Sports Organ Melodies News-Top Tunes Evening News	Esso Reporter-Sports C-and-O Reporter News-Top Tunes Evening News	Esso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News	Esso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News	Esso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News	Esso Reporter-B-Board Today's Tunes - News WJLS Hayloft	
7:00 7:15 7:30 7:45	Jack Benny Amos 'n Andy	Beulah Junior Miss Jo Stafford Show Edward R. Murrow	Eddie Arnold Show Vaughn Monroe						
8:00 8:15 8:30 8:45	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	Mr. Keen Mr. Chameleon	Gene Autry Tarzan	
9:00 9:15 9:30 9:45	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	Music In The Air	Gangbusters Gangbusters-Salute Gunsmoke	
10:00 10:15 10:30 10:45	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	Capital Cloakroom News-Merry-go-round	Country Style	
11:00 11:15 11:30 11:45	CBS News Serenade In Blue Moods and Melody	CBS News Magic Carpet	CBS News Country Style Up Late With C. Jac						
12:00 12:05 12:10	CBS 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	News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	

KEEP THIS LOG ON YOUR RADIO

WJLS 560 Kc. - WJLS-FM 99.5 Meg.

ALL IN ONE

MUSIC

..... NEWS

INTERVIEWS

..... WEATHER

TIME

..... STORIES

on the

DALLAS BOYD SHOW

3:45 - 4:55 p. m.

on

WJLS - WJLS-FM

Star of New Afternoon Show

The Personality Station takes great pleasure in presenting another outstanding program for the listeners of southern West Virginia. This one had its premier broadcast on April 20th, and is already well on its way to becoming another listener favorite.

The program is designed to provide the outstanding record releases in the popular, hillbilly, and semi-classical musical field. The late news will be broadcast throughout the program accompanied by late weather information and the correct time. This last service was selected to aid the housewives of southern West Virginia in keeping track of those important minutes just prior to the evening meal.

The interesting people program usually heard at 3:45 every day will become a part of the new DALLAS BOYD SHOW, with the added feature that listeners will be asked to nominate the guests who will appear on the program. Listeners will also have a part in selecting the music to be heard on the program. However, due to the time limitations no dedications will be made.

The above three paragraphs is a special release from the WJLS and WJLS-FM production Department. Now here's another added feature — to the listeners, from Dallas Boyd.



DALLAS BOYD
Serious With The News

Just as a homemaker is really pleased with turning out a good meal for the family and as the man at work, after kidding about it, will admit he enjoys a job well done, so does the voice that is causing your radio speaker to rattle, feel a pride when a show he has produced meets with the radio's master's approval. Unlike the first two of these three people, the latter seldom knows the results of his efforts.

He gets favorable reports from two of his bosses (the two he can touch — director and sponsor) and he gains his "job-well-done" feeling from acceptance, no matter how minute, from unseen bosses, and to qualify, only a radio is needed.

Again, unlike the first two, the more bosses, the better. Inasmuch as bosses, being people, have tasted and preference; the DALLAS BOYD SHOW is probably trying to add some names to the boss roster if the words or music being transmitted at the instant is not your taste or preference. That's its aim. Please, as many, as often, as possible.

The unusual news from the world about us is an easy way to be better informed and more qualified as a conversationalist. Bad news makes up the largest part of our daily information, but at the same time, other people are quietly making news, some of its unusual, some of it reports of attempts to better our world. This show, recognizing your appreciation of this, is proud to be a source.

Anticipating and satisfying your taste for music is most fascinating. Please, as many, as often, as possible — true, but include something listenable for someone who might feel excluded, hoping to gain a friend. If it is good music, presented by the artists in any and all fields sincerely, they know they will gain favor since we all like to broaden our fields of appreciation.

It is a pleasure to be presented an hour of your valuable time. I hope you accept this 'voice' that is causing your radio speaker to rattle as it is started from the Personality Station, with the intention of not belittling your good tastes but more positively, adding to it.

ATTENTION

Mr. Advertiser:

There's room for your message on the newest show to become a part of the Personality Station's program schedule.

Thousands upon thousands of southern West Virginia residents have already made the DALLAS BOYD SHOW their favorite afternoon listening. They take an interest in what this WJLS Personality has to say.

If he were talking about your product or your store, you can be sure the folks you want to reach in your sales messages will hear it.

Take this friendly tip: Investigate now the possibility of using THE DALLAS BOYD show to reach prospective customers. Contact one of our representatives and let him go over the cost per listener to you. We think you'll be surprised at the low, low cost.

Call Beckley 7-3-1-1 right away. Be sure your sales message is heard in southern West Virginia tomorrow.

Sincerely,
Radio Station WJLS
Sales Department

Beckley's Most Powerful Radio Voice — WJLS

At 560 News press time there was no definite date for WJLS to begin its 5,000 watt daytime operation. Bad weather has hampered workmen, causing repeated delays in the placing of outside equipment.

It had originally been hoped that the switch increasing the signal strength would be thrown on or before May first. This though still depended upon weather conditions. But even at this there have been assurances from all concerned the new transmitting facilities would be in operation no later than May 15th.

The engineering staff set the date up to the middle of May to allow plenty of time for unavoidable delays. They hope to be

considerably ahead of their new goal.

When the power increase is finally in effect, WJLS will be Beckley's most powerful radio voice. The listening audience of the station will almost double. However, no accurate estimates are available until after the change is made and surveys are initiated.

Below you'll find a picture of the new transmitter shortly after it was moved into place in the new addition to the old transmitter house at Gray Flats. In the picture, left to right, are Don Moye, Al Ginkel, the personality network's chief engineer, Estil Wills and Dan Lane. Moye, Wills and Lane are the engineers who will be operating the new equipment.



Eight Music Festivals To Be Broadcast On Sundays

Major Events in Europe and America To Be Featured in 90-Minute Programs

For the first time in radio history, the major European music festivals will be brought to the American people in a consecutive series of 23 hour-and-a-half weekly broadcasts this summer, according to a recent joint announcement by Ward M. Canaday, President of Willys-Overland Motors Inc., which will sponsor the broadcasts, and Adrian Murphy, President of the CBS Radio Network.

The music festival broadcasts will begin on Sunday, May 3 in the time period currently occupied by the New York Philharmonic-Symphony programs, which have been presented this season under Willys-Overland sponsorship and have been heard over both WJLS and WJLS-FM.

James Fassett, Director of Music for CBS Radio and for the past four years commentator for the New York Philharmonic-Symphony broadcasts, will be in charge of the music festival programs. He has gone to Europe to visit seven music festivals to record the high points of their music-making and to add his own colorful commentary. Later he will visit Tanglewood to cover this most famous American festival. The series will continue 23 weeks, until the resumption of the Philharmonic broadcasts next fall.

Mr. Fassett is currently in negotiation with the Bayreuth Wagnerian Opera Festival in Germany, the First International Bergen Music Festival in Norway, the Edinburgh International Festival of Music and Drama in Scotland, the Festival of Music and Drama in Holland, the Maggio Musicale in Florence, Italy, the Salzburg Festival in Austria, the Sibelius Festival in Helsinki, Finland and the Tanglewood Music Festival in Stockbridge, Mass.

In addition, Mr. Fassett is negotiating for

the presentation of a concert by the Santa Caelia Orchestra of Rome, conducted by Leopold Stokowski.

Commenting on the coming series, Ward M. Canaday, President of Willys-Overland Motors Inc., said: "Our undertaking the sponsorship of this unique series underscores our feeling at Willys-Overland that commercial sponsors can and should make available to American audiences people and events that are inspirational and educational, as well as entertainment. We have been widening our horizons in this respect, by sponsorship of the Inauguration, the Coronation and 'Omnibus,' in addition to the Philharmonic concerts. Of course this new series will most handsomely open new horizons for listeners, not only because of the wonderful music it will bring, but also because of the colorful reporting of the time-honored scenes and customs and the richly historic backgrounds of these famous festivals."

On behalf of CBS Radio, Adrian Murphy, President, made the following statement: "Most American music lovers have been unable to visit the great European festivals. Now, however, they will be able to hear the actual performance of world-renowned music festivals of Europe as well as an American festival which matches them in fame and prestige. Our CBS Radio listeners will hear the most important orchestras of these countries, led by the world's greatest conductors and with an impressive list of soloists. We are most appreciative of the help of Willys-Overland in making this possible."

The program is heard in the Beckley area from 2:30 to 4:00 p. m. every Sunday afternoon.

CBS Radio Wins 14 First Places In Radio-TV Mirror Poll

Fourteen first place awards were voted to CBS Radio programs and personalities in the sixth annual national poll of the readers of Radio-TV Mirror, it was announced today in the May issue of the magazine. Most of the shows and stars are heard on WJLS and WJLS-FM regularly.

Arthur Godfrey and his "little Godfreys" took first honors in four categories. His Monday - thru - Friday "Arthur Godfrey Time" was voted favorite radio daytime non-serial show and favorite radio musical show; his Monday night "Talent Scouts" was designated as favorite radio variety show; and tenor Frank Parker was cited as favorite radio male singer.

Double honors went to the Sunday "Our Miss Brooks" as favorite radio comedy show, and to its star, Eve Arden, as favorite radio comedienne.

"Perry Mason," Monday-thru-Friday daytime drama series, also won double honors. John Larkin, who plays the title role, was voted favorite daytime serial actor for the third time in the poll's six years. Joan Alexander, heard with him on "Perry Mason," was named favorite radio dramatic actress. Miss Alexander is also heard on CBS Radio's "Wendy Warren and the News," "Theatre of Today" and "Brighter Day."

"Lux Radio Theatre," perennial favorite Monday night series of hour-long dramatizations of motion picture hits, was named favorite radio dramatic show, for the sixth consecutive year.

Other CBS Radio first place winners are: Favorite radio daytime serial actress — Jan Miner, star of CBS Radio's "Hilltop House," for the third time.

Favorite radio master of ceremonies — Art Linkletter, host of CBS Radio's "House Party" and "People Are Funny," his second

win in this category.

Favorite radio daytime serial — CBS Radio's "The Guiding Light."

Favorite radio mystery show — CBS Radio's "Suspense," the second time this program has been so honored.

Favorite radio children's show — CBS Radio's "Let's Pretend," created by the late Nila Mack, now produced by Jean Hight.



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!

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STORY OF REFUGEE INFLUX TO BE TOLD ON MAY 8TH

Ed Murrow To Narrate Hour-Long Show

The mounting, complex problems of the Iron Curtain refugee influx into the Free World will be examined in "The Green Border," a full-hour broadcast with Edward R. Murrow as narrator, over WJLS and WJLS-FM on Friday, May 8, at 9:00-10:00 p.m.

The title is taken from an expression "Over the Green Border," used by many refugees to mean escape through the Iron Curtain.

All facets of the refugee story will be surveyed on two levels: human, in the words and experiences of refugee families; and government, in the statements of international political leaders.

One of the most comprehensive radio reports ever made on the subject, "The Green Border" is based on hundreds of tape recordings being made in Free Europe and at key points along the Iron Curtain guarding the Red East.

In reporting the dramatic story of "The Green Border," Mr. Murrow will call on the political and economic heads of Free Europe, and prominent figures in the United States for their views on what can be done about the challenging social, economic and political problems created by the mass movement of refugees who have been streaming into the West.

Aided by CBS Radio's European news staff, producer Dave Moore spent weeks recording scores of first hand accounts and interviews for the program's core; the detailed experiences of a typical refugee family and others, from the moment they decided to escape until their arrival in free territory. How they got the idea, the dangerous route they followed, the obstacles that had to be hurdled and their present relocation problems will be revealed in their own words. At each vital point in their journey the experiences of other refugees in similar circumstances will be brought in for

a fully-rounded account.

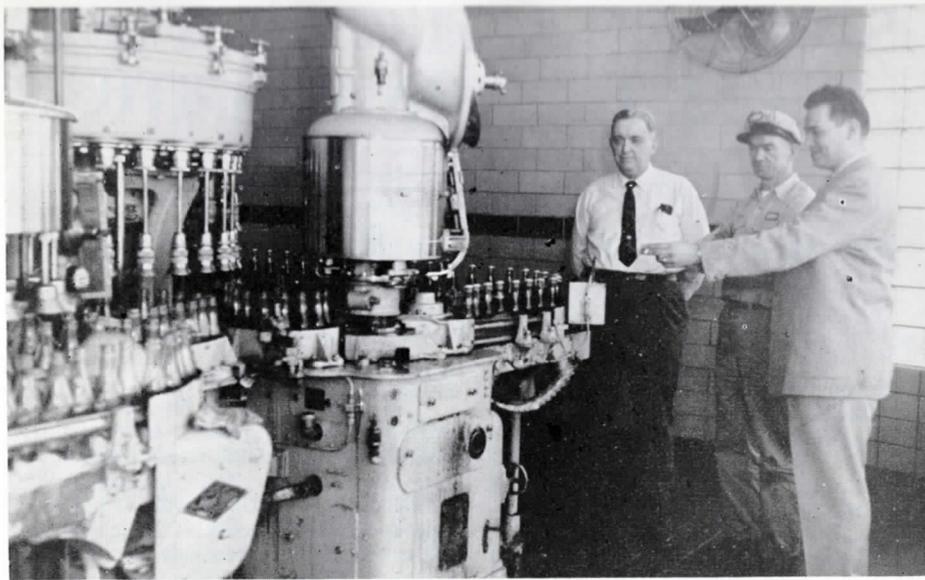
"The Green Border" is the second feature project in a series planned by Stuart Novins, Director of CBS Radio's Public Affairs Department. The first production, "Bomb Target . . . USA" with Arthur Godfrey as narrator, broadcast March 20, appraised the nation's readiness to cope with an atomic disaster. It won nationwide acclaim and was repeated April 12 at the request of the U. S. Air Force and Federal Civil Defense.

"We are fortunate in obtaining the guidance and services of Edward R. Murrow as narrator for our second feature project," said Mr. Novins. "As one of the most experienced and respected newsmen of our time, he is best equipped to report the refugee story in all of its worldwide ramifications.

"This new series of feature projects productions is further evidence that CBS Radio intends to maintain its leadership as an instrument for communicating ideas. We're going to use the resources of the whole network. The skills and accumulated experience of our organization both in the United States and abroad are already at work on the planning and execution of our first group of productions.

"Our plans cover a wide area of subjects. For that reason, we are following no fixed format. Each broadcast will be complete in itself and will be shaped within the particular framework that best fits its subject. In developing these feature projects, we hope to come up with new methods and techniques.

"We know that the many millions of Americans who listen to radio are deeply involved in what is happening in the world today. As we at CBS Radio see it, our job is to provide the most effective possible means of meeting that very real responsibility."



Silver Dollar Man Takes Look At Dr. Pepper Plant

Ever wonder what the inside of a Dr. Pepper Bottling plant looked like?—Then you're just like the Dr. Pepper Silver Dollar Man, heard every Saturday morning on Beckley's Personality Station WJLS.

Jack Davis, whose been giving away Silver Dollars for more than four months now, took a trip to the local bottling plant last month, and under the care of Phil A. McDaniel, president of the company, went over the plant from top to bottom.

The picture above shows McDaniel, left, and Davis, right, with one of the employees of the company, watching the flow of Full Dr. Pepper bottles coming right from the machine.

Jack was amazed. "I didn't know what it was like before. It's a real education to see the care that goes into making sure each bottle of Dr. Pepper is just right for those who drink it."

Not only did they watch the empties being filled up again; but Jack was escorted

through the bottling washing plant, and also back in a side room where a special treatment is given to city water to make it purer than pure before it is used in the drink.

Ever since the Silver Dollar man program went on the air, Jack has been encouraging his listeners to "drink 'em up and then fill 'em up." Now he adds, it's a "good drink because I've seen it made."

The Silver Dollar man pays local residents up to ten-dollars for a like number or more bottles of frosty cold Dr. Pepper in the refrigerators of their homes. Jack works from the studio and calls by telephone, local residents who have filled in special cards that come with their bottles of Dr. Pepper from local stores. Special representatives of the company call at the homes for the pay-off of Silver Dollars. The program is heard at 9:30 each Saturday morning.

"THE 560 NEWS"

THIS AND THAT FROM THE STARS

During World War II, Marlene Dietrich, star of the Thursday night "Time for Love" program, helped a brilliant German writer, Max Colpet, to get out of Nazi Germany and to the United States. Colpet soon established himself as a writer in Hollywood, where he shares a house with Billy Wilder, Vienna-born producer and writer. Miss Dietrich recently reminded Colpet of a wartime incident in which a scientist's vital trip was successfully smoke-screened, and suggested that it would make an effective radio drama. The resulting play, "Flight to Nowhere," was programed on April 16th in the "Time For Love" series.

Earle Ross, heard as Mr. Boone, sr., on the Thursday night "Meet Millie" show, met his wife while he was playing in a stock company in Milwaukee. She was in the audience and confided to a companion "I must meet that man." It was April 1, but she wasn't fooling. She met him that night, and they were married two weeks later.

Bob Hawk, (Monday night Bob Hawk Show) had a pair of unusual contestants on his show recently. One was a student from India, complete with turban, who said he spoke eight languages, and proved it. He was followed by a woman from Puerto Rico, a student lion trainer.

The druggists of the nation claim the many sizes of teaspoons in the average home are upsetting the entire measuring code and suggest that the standard book of pharmaceutical measure be revised to determine just how much a teaspoon really is, Wendy Warren (Noon-weekdays) reports. In attempting to rule out the life-long dispenser of dosages, the pharmacists cite that

many women can't tell the difference between a dessert spoon and a teaspoon.

Arlene Francis told her "It Happens Every Day" (weekdays 3:55 p. m.) listeners of the telephone installer who was greeted at the front door of a house with this note: "Go inside. The door is open. Ignore the man sleeping. That's my husband. I think there's a telephone outlet in the kitchen. If not, put one there anyway. You'll find fresh coffee in the pot. Have some."

Ralph Sigwald, baritone singing find of Horace Heidt four years ago and now regularly featured on The American Way (Thursday nights) isn't throwing as much weight around these days since he dropped from 360 pounds to a mere 230, but his golden voice hasn't lost one iota of its power.

Star Eve Arden of (Sunday night) Our Miss Brooks is justifiably proud of her 7 and one-half year-old daughter Liza who plays a "mean piano" by ear, and does all of the popular songs of the day.

Helen Sioussat, CBS Radio Director of Talks, has learned something almost every woman would like to know — how to celebrate a birthday without growing a day older. On a visit to Puerto Rico last month, Miss Sioussat was the guest of San Juan's two highest officials, both feminine, Felisa Rincon Gautier, Alcadesa of San Juan, and Josephina Rincon, the city's secretary, for the celebration of St. Joseph's Day. Puerto Ricans, instead of celebrating their own birthdays, observe the feats days of their patron saints. Since Miss Sioussat's father's middle name was Joseph, she qualified as a celebrant.

"THE 560 NEWS"

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Part-Time or Full-Time

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direct from the State Agri-
culture Department every
weekday on

WJLS

560 Kc.

5,000 Watts

KNOW THE SPONSOR—

(Continued from page 9)

Manager came with the concern in the early 30's. Since Mr. Mohler's death several years ago, his wife has taken over as president, and one son, G. A. Mohler, jr., was named vice president. Mr. E. G. Larrick remains as secretary of the company.

Though the original business centered around the sale of feed and ice, there has been a steady increase in the number of products handled. Now, by entering the store, you can find almost everything from soup to nuts, to borrow an old phrase. Yet it is true that anything for the farm or garden can be had at the Beckley Ice and Feed company. They've got the most complete line of supplies in Beckley.

As for the beer distribution part of the company, three name brands are marketed, Pabst Blue Ribbon, Red Top Beer and Ale and Berghoff. Also, the company handles the entire line of Canada Dry Beverage products.

And one other item, each year during the early spring season, available for those who want to raise chickens are some of the most famous brands of young chicks.

This company, like so many others in Beckley, believes in service. Their employees are trained not only to be courteous but also qualified to make helpful suggestions and recommendations in the use of any products offered for sale.

Beckley Ice and Feed Company uses radio advertising not only in programs, but also spot announcements. You can hear the Eddie Arnold Show ever Saturday night at 7 o'clock, and their special announcements all through the week.

Answer To Know Your Personalities

Haven't you guessed yet? It's John Reed King, head man on the Saturday morning quiz show, GIVE AND TAKE, broadcast over WJLS at 11:30 a. m. Drop by your radio this next Saturday morning and give a listen to one of America's favorite radio personalities.

"THE 560 NEWS"

In the Spring...



A young man's fancy...
(and a young lady's, too)

Is to tune in

Good Music
Exciting Drama
Late News

over

Beckley's Personality Stations

WJLS — WJLS-FM

"THE 560 NEWS"