

WINTER AHEAD - THE STARS ARE BACK

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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).

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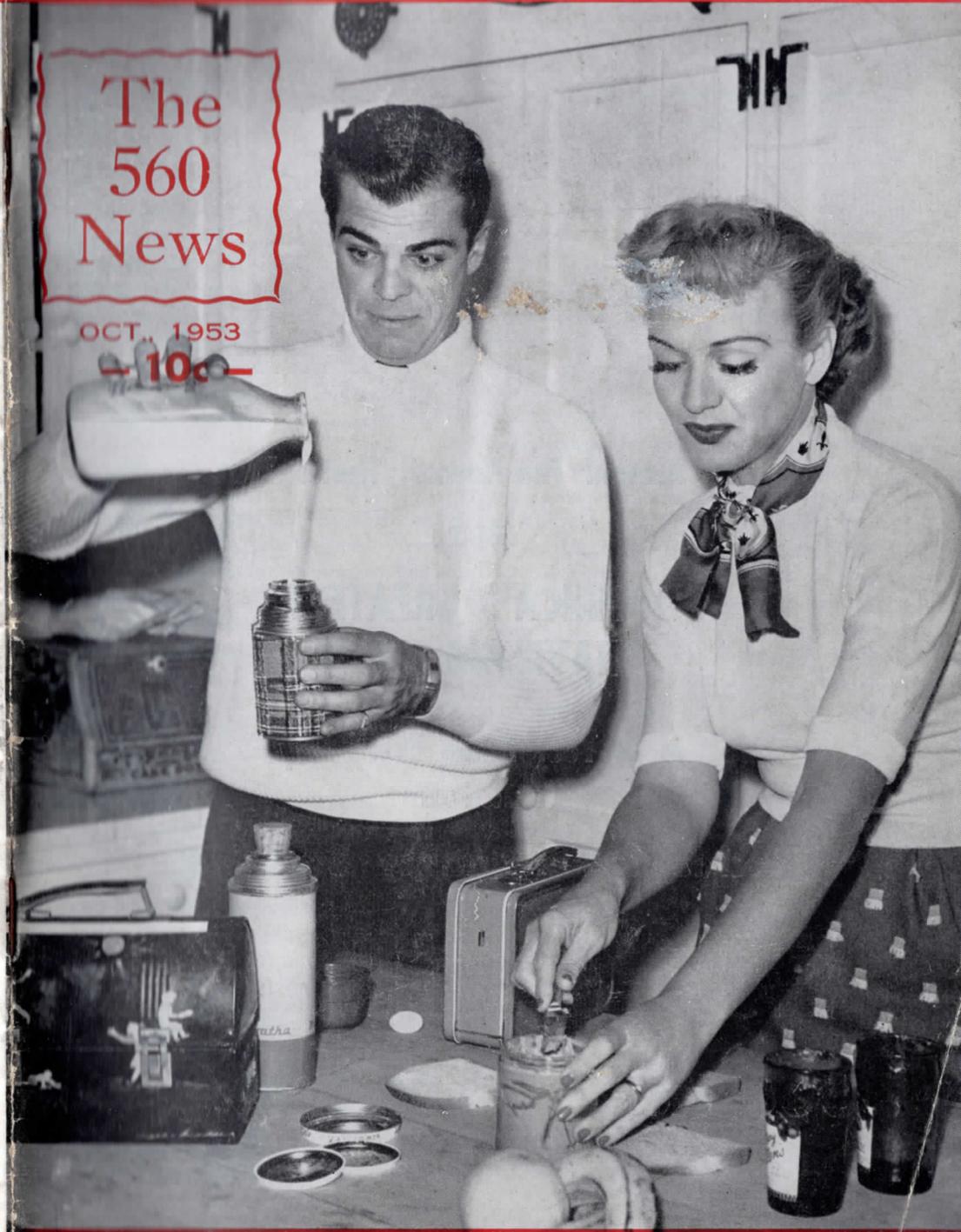
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*The 560 News, Southern West
Virginia's Favorite Radio Magazine!*

The
560
News

OCT., 1953
—10c—



Southern West Virginia's Favorite Radio Magazine

WINTER!



It's Around The Corner, That's True

BUT

**AMERICA'S GREATEST
TRAVELING SHOW**

Is In Your Home Every Day

Listen To

Beckley's Personality Stations

WJLS — WJLS-FM

560 Kc.

99.5 Meg.



MIKE MEMOS

The fall season finds the entire staff of Radio Stations WJLS and WJLS-FM back from vacations and ready for the new season of entertainment ahead. The last of the folks to spend their time away from work traveling, Sid Doherty, of the sales and announcing staffs, and Sandy Elkins, the head of the traffic department, returned to work the last week of September.

When four o'clock on the afternoon of October 17th rolls around there'll be only three members of the Personality Stations male personnel who'll still be single. The hour and date mentioned is the time set for the wedding of Sales Manager Will Jackson to a very popular Beckley resident, Miss Elizabeth Ann Yago. The entire staff wishes nothing but the very best for the bride and groom to be.

Friday night football this year is originating from the Sophia High School stadium, through the cooperation of the Dodge dealer in Sophia, Phillips Motor Company. The gridiron contests being broadcast feature the home games of Sophia and Byrd-Prillerman high schools. One of the biggest boosters for the broadcasts is the Sophia High Principal, veteran schoolman, J. L. Hornbeck. He's a great believer in the fact that the broadcasts draw attention to the two schools that otherwise would not be obtained. And what's more he feels that in a long range broadcast schedule that play by play descriptions of the game do not hurt the gate receipts.

Every day or so Cousin Jack Davis is finding out something new about the listeners to his early morning program, The Cousin's Corner. News Editor Bill Barrett generally chats on the air with the ole Cuz shortly before seven o'clock, just as Bill reports in to start the day's work. More often than not they talk of a conversation they've had within the past twenty-four hours regarding a listener to the show. One such conversation that drew a great amount of comment was the time Bill announced he had talked to a Crab Orchard school teacher who said she woke up every morning when the two laughed. Being off mike when he spoke, the word laugh sounded like lap . . . and the Cousins along the party line were quick to let Jack know that it didn't sound just right. However, the mistaken impression was corrected quickly.

Speaking of the Cousin's Corner, there has been quite a bit of comment within the past few months about devoting a section of the 560 News to some of the helpful hints picked up during the daily program. Every effort will be made between now and the November issue to gather enough information to start the special section.

And the end of the line has arrived again. Join us again in the November issue of the 560 for another friendly chat behind the Mike.

Personality Mike

"Touchdown Tips"

Every Friday Evening
7:30 P. M.

Gives you the latest
information on the col-
lege games every week.

Don't Miss . . .

Elroy "Crazy Legs" Hirsch

And

"Mike" Kizziah

With All The Pigskin
News Every Friday

on

WJLS-WJLS-FM

Beckley's Personality Station

"THE 560 NEWS"

PERSONALITY PARADE

*Devoted to a Better Use
and Understanding of Radio*
OCTOBER, 1953



Volume 7 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
Joe Gries Music Editor

On The Cover

Eve Arden, who stars on the airwaves as school teacher, OUR MISS BROOKS, prepared the lunchboxes for her two young daughters with the help of actor-husband, Brooks West. It's a familiar site all over the country today, and we thought you mothers would enjoy seeing how one of your favorite radio stars does it.

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Know the Personalities!

CAN YOU GUESS?

Our star is an actor, but you couldn't tell it by looking at him. He has none of the sartorial elegance usually associated with a leading man—at least a working one!

He plays the hero of CBS Radio's outstanding series of Saturday western dramas. He has appeared in every top drama series on the major networks, as well as in a score of motion pictures.

He specializes in rough-hewn portrayals—and in real life he continues this basic role by the simple



expedient of a wardrobe consisting of: a sack-like pair of blue linen slacks, a T-shirt, tennis sneakers and an old leather jacket. Like Bing Crosby's sport shirts, the October Personality's apparel has become his hallmark.

He began radio acting right after his discharge from the Army in 1945. His motion picture career got off to an auspicious start with "The Killers" (he was one of them), and has grown steadily through roles in such film; as "Arch of Triumph," "Body and Soul," "To the Victor," "East Side, West Side," "Sorry, Wrong Number," "The Racket," and "Any Number Can Play."

Born in Louisville, Ky., September 27, 1920, he moved to Los Angeles with his family when he was seven. He majored in literature and dramatics at Fullerton Junior College and after his graduation, got a job announcing at KMPC in Los Angeles. He remained there, as announcer-writer-director and sometimes actor, from 1939 until 1942, when he enlisted in the Air Force as a cadet.

He was married in April, 1943, to June Nelson of Los Angeles, on the day he was graduated as a cadet and was commissioned. He became a fighter pilot, but spent his last year in uniform with the Armed Forces Radio Service.

One of Hollywood's busiest actors, he carries a burden of work that would make anyone look shopworn.

The answer is on page 22!

The "Frank Leahy Show"

in which the famed football coach of the "FIGHTING IRISH" of Notre Dame Looks over the big games each week. Southern West Virginia football fans value his comment on the nations football elevens.

Hear the broadcast
every Friday

at

6:15 P. M.

on

WJLS-WJLS-FM

Editor's Scrapbook

(Editor's Note: Every once in a while there's a story from the CBS Radio Press Division about a broadcast already presented over Beckley's Personality Stations. For the most part it quotes in detail the broadcast. Such is the case with the following article taken from one of Edward R. Murrow's broadcasts during September, while Mr. Murrow was in Berlin. It is the editor's belief that the broadcast was an important one to the average American citizen. Because of this, the story is printed in this column.)

"How does America look from the outside?"

Edward R. Murrow, in a CBS Radio broadcast from Berlin, reported these analyses by four of the network's foremost European correspondents:

Howard K. Smith, Chief European Correspondent: "There used to be a feeling of rebellion against America because of American leadership. Now the tendency is to rebel in favor of American leadership. Most people feel rather poorly of us right now, not that we're dominating them, but that we're not even trying to lead them. In Great Britain they feel that we should have had some more concrete and conceptive approach to the Churchill proposal of a Big Four meeting. The strong reaction is that we didn't have any ideas, but we didn't like theirs."

Richard Hottelet, correspondent in Germany: "In the average German's mind the U. S. appears as a benevolent giant. Germany has no deteriorating colonial empire; it's not involved with the U. N.; it's not involved in Korea directly; it is preoccupied with its own problems, and in their solution it has enormous support, materially and politically, from the United States. The German probably has more to thank the U. S. for in the last six or seven years than any other Western European nation."

David Schoenbrun, correspondent in France: "It depends on which French eyes are doing the viewing. To a French importer America is a country that makes the most wonderful things, which could flood the French market and make him a lot of profit. To the exporter America is a country that won't let him sell goods, because we raise trade barriers against him. To a fashion designer America looks like a rather unimaginative country, but to a shopgirl the American woman is the most glamorous woman in the world, because she gets nice dresses so cheaply. So you get very mixed opinions in France—jealousy, envy, admiration—typical of the civilized, mature, whole approach of the French."

Alexander Kendrick, correspondent in Austria: "The Austrians see the present situation as two mountains, the American mountain standing there in its icy grandeur and the Russian mountain thawing out. The American policy is, to a considerable extent, misunderstood, not wholly appreciated. The Russians have acted, then we have reacted. And now although it appears that the Russian policy leads toward relaxing tension, the result is that our policy is unclear. We find ourselves in a position where we cannot estimate with any accuracy what the Russians are going to do, and therefore the Europeans cannot estimate what we are going to do."

The Editor



"Pretty part of it is, the darn thing folds up to look just like a lunch-box!"

MAINLY for WOMEN

By Jane Randall

Here's something that I picked up the other day which I'm sure will be just as big a hit with you, Mrs. Housewife, as it was with me. This little suggestion will go well with a lot of meals you are planning in the future.

It is very seldom that we have an opportunity to offer a corn meal recipe for dessert, but there is an old favorite of mine that I like particularly well at this time of year.

It is Indian Pudding, which can be served warm or cold, with or without topping — and is especially liked by children as a different dessert.

Indian Pudding comes close to being as old as America, itself. The early settlers developed it as a dessert that could be made with meal from their always dependable corn crop.

Indian Pudding isn't hard to make. Add 1/2 cup corn meal to 1 quart scalding milk, stirring constantly. Heat to boiling and boil until thickened, about 10 minutes. Mix in 1 tablespoon butter . . . 1 egg, well beaten . . . 1/4 cup granulated sugar . . . 1/2 cup light molasses — or sorghum . . . 1/2 teaspoon cinnamon . . . and 1/2 teaspoon ginger. Pour into well-buttered 1 1/2 quart casserole, and bake 1/2 hour in a slow oven . . . 300 degrees fahrenheit. Add 1 cup cold milk, stir, and continue baking for 2 hours.

This recipe will yield a tasty, delightful, and healthful dessert for six. It may be served plain, or with ice cream, sweet cream or hard sauce topping.

Musical Notes

By Joe Gries

In this column I will attempt to give you some background material on a few of your favorite recording artists. Perhaps I will touch upon a few things that you didn't know before.

With his release of LOVE WILL SOON BE HERE and WHEN LOVE GOES WRONG Hoagy Carmichael has hit the Stardust trail once again. All of Hoagy's friends were glad to hear that Capitol has



Joe Gries

seen fit to bring this star of years gone by back to the wax world.

The famous Carmichael touch goes back to the early 1920's, when Carmichael, who was taught piano by his mother — a devotee of ragtime jazz — was conducting his own trio at Indiana

University. There at Bloomington, he wrote RIVERBOAT SHUFFLE, his first song. Carmichael went on from college to become a lawyer. It was while he was seated in his office one day that he heard a recording of his song WASHBOARD BLUES that he decided songwriting was for him. Then it happened. In 1929 he turned out the fabulous STARDUST. Currently the easy going Hoagy is host on the TV show SATURDAY NIGHT REVIEW.

Ever since Dragnet went on television and radio nearly four years ago, the potentialities of it's arresting music attracted band-leaders and recording companies. Finally Webb, who plays Joe Friday on the show, released the music for use outside the show and the scramble to record it was on.

Capitol went into action first with it's ace band leader Ray Anthony, who assigned two arrangers to try their skills on the Dragnet theme. Finally trombonist Dick Reynold's was chosen and Capitol, sure they had a hit, went into production and tripled all its standing orders for Anthony discs. Within ten days Dragnet was in all record stores, the disc jockeys were plugging it and after a month Dragnet hit

(Continued on page 22)

Sunday Through Saturday The Stars Are Back

Some of the folks who make WJLS and WJLS-FM a favorite stop for America's Greatest Traveling Show have returned to the air for the new Radio Season. And their entertainment efforts this winter will be better than ever in Beckley.

The new Sunday night lineup of stars gives radio listeners the greatest single evening of entertainment available. Over the radio, in your home or in your car, you'll hear GENE AUTRY, OUR MISS BROOKS, JACK BENNY, AMOS 'N ANDY, BING CROSBY, MY LITTLE MARGIE, and THE HALLMARK RADIO HALL OF FAME.

For three and one-half hours the nation's top stars, their writers and broadcast personnel will be providing the laughs, the tears, the happy moods that make a Sunday night listening to the radio the most enjoyable evening of the week.

Gene Autry moved to the 6 o'clock spot on Sunday evening just as the new radio season began, the last week of August. Then during the weeks that followed, Eve Arden, OUR MISS BROOKS, returned in her favorite 6:30 slot. Jack Benny and Amos 'n Andy take up the next 60 minutes with their comedy situations that have yet to be excelled by any group of actors or actresses in the nation.

At 8 o'clock, the voice that has thrilled millions takes on a new roll — that of providing Sunday night musical entertainment for the nation's most listened to network, CBS Radio. This of course means that Southern West Virginia residents have the opportunity to hear Der Bingle with his offerings of wit and humor, not to mention his vocal renditions of the old songs of yesterday, and the new songs of today. In addition, Bing also has a special place in every program for an outstanding musical guest, with some of the top names in the musical field stopping by for a friendly chat, and special number or two.

At 8:30, the show that stayed on the air throughout the summer, the situation comedy, MY LITTLE MARGIE, is still available for the biggest and best laughs of the evening. Margie and her father become involved in a new and hilarious situation each week, a situation that will keep you laughing regardless of where you are when you hear the broadcast.

At 9 o'clock, Lionel Barrymore is back to present the RADIO HALL OF FAME. This season these thirty-minute broadcasts are devoted to portraying the true to life stories of

There should be no guess work involved in identifying these stars. They truly are famous C-B-S Radio personalities, and outstanding favorites among Southern West Virginia listeners. At top, Freeman Gosden and Charles Correll, AMOS 'N ANDY, Sunday night favorites; next is Irving Cummings, host for LUX RADIO THEATRE, a Monday night standout; then, Marline Detrich, who stars in TIME FOR LOVE every Thursday night; and finally, the 39-year old comedian, JACK BENNY who has his own show each Sunday evening.



"THE 560 NEWS"



"THE 560 NEWS"

famous persons, some of which have passed on and others who are still living today.

All through the week, there's radio entertainment that you'll enjoy — with three new programs being aired this year. You'll read more in detail of these on page 11.

Monday night, the old favorite SUSPENSE is back to start off the evening. This is followed by Escape, then the Lux Radio Theatre, a 60-minute dramatic show of the nation's outstanding motion pictures. And to round out the evening, one of the new programs, featuring an old favorite, Vaughn Monroe.

On Tuesday, Art Linkletter starts out with PEOPLE ARE FUNNY, then comes MR. AND MRS. NORTH, and JOHNNY DOLLAR and the evening is topped off with LOUELLA PARSON'S report from Hollywood which gives the latest happenings to the movie stars.

Wednesday night finds The F. B. I. IN PEACE AND WAR offering another famous crime solution drama, which is followed by a story involving DR. CHRISTIAN. At 9 o'clock the summer's excellent dramatic series, ELLIOT AND CATHY LEWIS ON STAGE.

On Thursdays, there's the 30-minute comedy, MEET MILLIE, followed by RODGERS OF THE GAZETTE, and another new program, MEET MR. McNUTLY, and Horace Heidt's AMERICAN WAY PROGRAM, which is preceded by Marline Detrich's TIME FOR LOVE drama.

On Friday, football through the 13th of November, featuring the home games of Sophia and Byrd Prillerman High Schools, with WJLS Sports Director Bill Barrett leading the crew of broadcasters on hand for each event.

On Saturday, the evening starts at 7 with the EDDIE ARNOLD SHOW, followed by THE DUKE OF PADUCAH. At 8 o'clock another western thriller, GUNSMOKE, and at 8:30, a mystery drama, MR. KEEN, TRACER OF LOST PERSONS. Topping off the evening is a full hour of MUSIC COUNTRY STYLE.

All of these shows make the new radio season outstanding, and prove again that it's America's greatest Traveling Show that comes into your home any time of the day or night via radio, and southern West Virginia's outstanding stations, WJLS and WJLS-FM.

More of the same, C-B-S Radio personalities, who are favorites throughout southern West Virginia. The top picture is Bing Crosby who'll be on the air again this year with your favorite tunes each Sunday night. Next is Lionel Barrymore, host on one of the outstanding dramatic shows produced for radio, HALLMARK RADIO HALL OF FAME each Sunday evening. Eve Arden, star of OUR MISS BROOKS, a Sunday evening laugh show for the entire family, and Elliott Lewis, who produces the Monday mysteries, Suspense.

America's Greatest Traveling Show

By THE EDITOR

Ever have the telephone ring shortly after midnight and listen to the operator say, "there's a collect call for you from Western Union in Charleston. Will you accept the charges?"

Most folks haven't, but those who have were victims of the greatest turn over of memory cells known to man. It seems that the brain works in a double-triple-time pace in attempting to determine in advance what the telegram folks will say.

My experience was rather unusual, to say the least. Who would have thought by telegram I would learn of the arrival of a suitcase belonging to America's Greatest Traveling Show. I certainly didn't, and furthermore I didn't even suspect that I'd be getting any packages from said show and especially in the manner this one arrived.

In the picture above you can see the suitcase and its contents. It was shipped by Air Freight, which means it flew over some of the most famous parts of West Virginia from New York to reach its destination here in Beckley. From the state capital city of Charleston it rolled by bus, up the steep hills to the plateau where Beckley is situated. This last phase of the trip was accomplished between midnight and daylight.



A suitcase full of material.

America's Greatest Traveling Show, if you haven't already guessed is the C-B-S Radio Network. It has more stars than any other show in existence today.

And the suitcase was jammed full of promotion material about the actors, actresses' and comedians you'll be hearing via your radio this fall and winter season. There were pictures and stories and interesting items about these folks who enjoy making your life happier during the long winter days and nights each year.

The idea of calling all of this, America's Greatest Traveling Show, originated in the promotion department of C-B-S Radio. It was a secret to folks along the line like the editor of this magazine, until a midnight call jarred me loose from a sound sleep.

It was like a time bomb, bolting from nowhere without warning. Yet it serves to remind everyone who enjoys radio entertainment that the months ahead will be the most enjoyable to pass this way in the annals of history. To be sure you'll find it true, listen constantly to WJLS and WJLS-FM this winter—it truly is the stars address.

Three New Shows – Three Old Favorites Set For Winter

To those WJLS and WJLS-FM listeners who have been paying particular attention to the new programs that are a part of the new radio season, the three newest are being well received.

In two of the three cases, old favorites have returned, if in somewhat of a different setting.

Vaughn Monroe is back to sing the songs southern West Virginia radio listeners love — this time with a different musical background. Also returning to the air waves via Beckley's Personality Station is Herb Shriner, who used to be a part of a 15-minute strip across the board every week. Now he's giving away money.

And the third party, is a brand new personality for a full time network program, movie star Ray Milland.

This Hollywood favorite now plays the title role in MEET MR. McNUTLEY, a new situation comedy series. It's a new and different setting for the Academy Award winner, and a far cry from his award winning performance in the movie, "Lost Weekend." In this series he plays a slightly pixilated, though charming, head of the English Department at Lynnhaven College for Girls.

In the new series, McNutley finds himself in constant conflict with the hatched-faced dean of Lynnhaven, and his absent-mindedness is a weakness that Dean Bradley is well aware of and uses to keep McNutley at a disadvantage.

The MEET MR. McNUTLEY series is a favorite on the new Thursday night lineup of stars.

Vaughn Monroe is involved in an exciting new feature with his new Monday night program. It's a 30-minute feature which also includes the famous Sauter-Finegan Orchestra.

Organized a year ago, the orchestra was greeted with almost instantaneous critical and audience acclaim. Both Eddie Sauter and Bill Finegan have been well-known in music circles as top jazz arrangers.

Sally Sweetland is heard as a regular vocalist on the show, that Jack Grogan directs.

And Herb Shriner is the star of TWO FOR THE MONEY, a popular comedy-quiz. Shriner started out in show business with his work in "Inside U. S. A." His homespun discussion of the folks back home in Indiana was an immediate success. Soon afterward, he landed a fifteen minute radio spot, carried over WJLS and WJLS-FM two years ago.

The quiz on TWO FOR THE MONEY is basically a race against the clock. Participants appear in pairs, give as many correct answers as they can in each of three 15-second rounds. Prizes for the second and third round are determined by the amount of money the pair wins in the first.

Dr. Mason Gross, provost of Rutgers University, is in charge of the quiz rules, questions and time-keeping. He also judges correctness of answers.

This new program has been added to the lineup of Saturday night entertainment which already has won acclaim for being an outstanding evening of radio entertainment throughout southern West Virginia.



Ray Milland Vaughn Monroe Herb Shriner



WJLS WJLS-FM

Programs For The Month Of Oct., 1953

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5 00 15 30 45		Party Line - News Party Line Farm Journal	Party Line - News Party Line Party Line				
6 00 15 30 45		Martha White Show Religious Program News-Party Line Cousin's Corner	Party Line Farm Journal Party Line Cousin's Corner				
7 00 15 30 45	Religious Program Rev. Cleve Young	Cousin's Corner Up to the Minute News-Up to the Min. Esso Reporter	Cousin's Corner Up to the Minute News-Up to the Min. Esso Reporter	Cousin's Corner Up to the Minute News-Up to the Min. Esso Reporter	Cousin's Corner Up to the Minute News-Up to the Min. Esso Reporter	Cousin's Corner Up to the Minute News-Up to the Min. Esso Reporter	Cousin's Corner Up To The Minute Esso Reporter
8 00 15 30 45	The Old Fashioned Revival Hour	CBS News Roundup Up to the Minute	CBS News Roundup Rev. John Gowen				
9 00 15 30 45	Assembly of God Hr. Renfro Valley	Up to the Min.-News News of America Rev. Peyton	Rev. Gowen - News News of America Busy Beavers Club Silver Dollar Man				
10 00 15 30 45	Renfro Valley Sunday School Hour CBS News	Second Mrs. Burton Arthur Godfrey And All The Little Godfreys	Silver Dollar Man Let's Pretend				
11 00 15 30 45	I Believe - Church Baptist Church	Arthur Godfrey Dinnerbell Music Till Noon	Arthur Godfrey Personalities in Music Music Till Noon	Arthur Godfrey Dinnerbell Music Till Noon	Arthur Godfrey Personalities in Music Music Till Noon	Arthur Godfrey Dinnerbell Music Till Noon	Grandpaapy Hill Grandpaapy Hill Give and Take
12 00 15 30 45	Highways of Melody Will Jackson News Treasure Chest	Wendy Warren News Aunt Jenny Helen Trent Our Gal Sunday	News-Music Stars over Hollywood				
1 00 15 30 45	Rev. Peyton	Road of Life Ma Perkins Young Dr. Malone Guiding Light	Fun For All W. V. U. Football				
2 00 15 30 45	Word of Life N. Y. Symphony	Mainly for Women Perry Mason Nora Drake Brighter Day	W. V. U. Football				
3 00 15 30 45	N. Y. Symphony	Hilltop House House Party	W. V. U. Football				
4 00 15 30 45	Sylvania Serenade News Garden Gate	Wizard of Odds	W. V. U. Football News-Music Youth For Christ				
5 00 15 30 45	Godfrey Digest Sunday News America on Parade	Rob't O. - Boyd Show Dallas Boyd Show	Youth For Christ Hymns of the Hills Rev. C. H. Martin				
6 00 15 30 45	Gene Autry Our Miss Brooks	Dallas Boyd - News Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Dallas Boyd - News Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Dallas Boyd - News Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Dallas Boyd - News Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Dallas Boyd - News Singing Sam Raborn Hymns of the Hills Evening Vespers Curt Massey Time	Esso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News
7 00 15 30 45	Jack Benny Amos 'N Andy	Esso Reporter-Sports Today's Top Tunes News-Top Tunes Evening News	Eddie Arnold Show Duke of Paducah				
8 00 15 30 45	Bing Crosby My Little Margie	Family Skelton Beulah Show Autumn Serenade Edward R. Murrow	Guns smoke Mr. Keen				
9 00 15 30 45	Radio Hall of Fame Bergen-McCarthy	Suspense Escape	People are Funny Mr. and Mrs. North	F. B. I. In Peace and War Dr. Christian	Meet Millie Rogers of Gazette	Meet Mr. McNutley Time For Love	Gangbusters Broadway's My Beat
10 00 15 30 45	Pastor's Study Music For Sunday	Radio Theatre	Johnny Dollar Precinct 21	On Stage Crime Classics	Meet Mr. McNutley Time For Love	Friday Nite Football	Country Style
11 00 15 30 45	CBS News Serenade In Blue Moods and Melody	Vaughn Monroe Show Musical Merry Go Round	Louella Parsons Orchestra Musical Merry Go Round	Strawhat Concerts Musical Merry Go Round	American Way Musical Merry Go Round	Capital Cloakroom Musical Merry Go Round	CBS News Dance Orchestra Up Late With Jack
12 00 15 30 45	CBS News This I Believe Sign Off	CBS News Dance Orchestra	CBS News Dance Orchestra Up Late With Jack				
	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

MORNING

AFTERNOON

EVENING

KEEP THIS LOG ON YOUR RADIO

WJLS 560 Kc. - WJLS-FM 99.5 Meg.

Football: Touchdown Tips On The Air Every Friday Evening On WJLS

Every Friday at 7:30 throughout the 1953 football season, Elroy "Crazy Legs" Hirsch and Mike Kizziah will broadcast over Station WJLS and WJLS-FM the probable results of the important college football games on the 1953 series of TOUCHDOWN TIPS, based on the All-American Gridiron Index system.

A popular Fall program for many years, TOUCHDOWN TIPS is on the air this year with new thrills and exclusive features plus two noted sports personalities, Elroy "Crazy Legs" Hirsch and Mike Kizziah. Hirsch—All-American at Wisconsin in 1942 and at Michigan in 1943—now plays end with the Los Angeles Rams and is playing himself in the forthcoming movie of his life "Crazy Legs—All American." Kizziah has been a

top radio commentator for ten years in sports, news and special events.

The rousing cheer of thousands of fans and the voice of the announcer open the program and introduce Hirsch and Kizziah. The listening audience is taken right into a huddle, given sectional highlights across the nation with forecasts of the probable scores for each game covered plus meaty, inside facts about rival squads which are to tangle in the near future.

In addition to broadcasting predictions, Hirsch and Kizziah salute a "team of the week" on each program, giving facts and figures on its coach, players and school.

Winding up the show is the exclusive TOUCHDOWN TIPS feature, "Gridiron Grins," which features the daffiest football

stories of the week. The e rib-tickling stories of stadium stars and spectators leave everyone in the audience chuckling and realizing that, after all, it's just a game . . . even though skull-cracking may seem to be the order of the day.

"We stand on our own feet. We do not copy. We follow our figures cold-bloodedly, and we are not swayed by publicity and sentiment." Thus does Major Chapman characterize the All-American Gridiron Index, "brain" behind the amazing football prediction; heard on TOUCHDOWN TIPS.

Born in 1930 in the mind of Major Lyle B. Chapman, the AAGI is a system which has proven its ability to make correct predictions of collegiate football games over 80 per cent of the time.

Nation-wide in its coverage, the AAGI forecasts results of over 800 major and minor collegiate teams, all junior college teams and professional games. One of the features of the AAGI which gives it leadership in the field is its accurate predictions of actual scores.

Major Chapman, the father of AAGI, is a graduate of Colgate University where he acquired a great love for football, and an excellent knowledge of mathematics. It was this combination which led him to delve into the mysteries of football scores and helped him to come out with that secret formula for predicting winning teams, scores and trends . . . the AAGI.

During the last 19 years, Chapman has by that method of careful compilation, piled up this enviable record of prognostications: 96 per cent correct in picking trends, 80 per cent correct in picking winning teams and 63 per cent correct in picking scores within one touchdown.



Elroy "Crazy Legs" Hirsch and Mike Kizziah

"THE 560 NEWS"

WAKE UP
every weekday morning
with
COUSIN JACK
on the
PARTY LINE
WJLS-Beckley



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

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

CAREFUL DRIVERS LIVE LONGER!

H O M E
Insurance Agency

PHONE 7344

BOX 109

111 MAIN STREET BECKLEY, W. VA.

"THE 560 NEWS"

NEW

COLOR

TELEVISION

A revolutionary, low-cost and vastly improved color television picture tube, ready to go into mass production for home receivers, was announced recently by Bruce A. Coffin, President of CBS-Hytron, electronic tube manufacturing division of the Columbia Broadcasting System, Inc.

The new tube, called the CBS-Colortron, is a product of more than two years of research and development. Unlike color tubes of the planar or flat mask type, the only color tubes available to the industry up to now, the new CBS-Colortron is simple to mass produce in large-screen picture sizes, as well as in rectangular shapes, retaining the same qualities of stability and dependability of performance as black-and-white tubes.

The first CBS-Colortron tubes will be available to home color television receiver manufacturers this fall, according to Mr. Coffin. By February, the Company's Newburyport, Mass., plant will be in pilot production. Seven months later CBS-Hytron's new Kalamazoo, Mich., plant will swing into operation, with its first production unit, alone capable of turning out 15,000 tubes a month, he said.

On October 8 the new tube was demonstrated to the press under actual broadcasting conditions, receiving a scheduled CBS Television Network color program from New York, when the Columbia Broadcasting System demonstrated the CBS-Colortron in conjunction with other major and

important new developments in pick-up, transmission and receiver equipment for use with the new industry-proposed NTSC compatible color system.

The CBS-Colortron resembles in appearance the familiar black-and-white television picture tube. It uses a curved glass face-plate containing 250,000 phosphor triads (or groups of three), each with one red, blue and green dot.

A thin sheet of either metal or glass is placed behind the face plate and curved in conformity with it. This thin sheet, or mask, has as many tiny holes as there are phosphor triads. A newly developed technique, similar to photoengraving, uses the mask as an individual negative from which the phosphors are printed on the face-plate. Spring clips hold the mask firmly in place. The whole unit weight only six ounces.

The planar-mask tube, as contrasted with the CBS-Colortron, has five major disadvantages, which are:

- 1) Difficulty and high cost of manufacture.
- 2) More complicated receiver circuitry and adjustments.
- 3) Sensitivity of the stretched mask to operating overload or faulty circuitry.
- 4) Fragility and intricate construction which make it susceptible to damage in shipment.
- 5) Difficulties of mass producing large-size, rectangular tubes.

Scientific studies establish the planar-mask tube as difficult and costly to make

TUBE

READY

FOR USE

largely because of the time and expense in getting exact register between the 250,000 phosphor triads on the flat glass plate and the corresponding number of tiny holes, each 9/1,000 of an inch in diameter, in the flat pre-stretched metal mask. Added to this, is the task of tightly bolting the glass plate and metal mask unit in a spacer frame, comprising a sub-assembly unit weighing six pounds for a 15-inch round tube. A high reject rate resulting from the mask's stretching and consequent off-registration during the evacuation process can only be avoided by slowing down the production rate. This tube also requires an extra internal decorative mask that adds to its cost and manufacturing problems.

Since the distances from the electron guns to all points on the flat phosphor plate with matching flat face-mask cannot be equal, a more complex circuitry and added receiver adjustments are needed to obtain proper convergence. Moreover, internal stresses in the planar-mask may limit its construction to circular design.

The CBS-Colortron, because of simplicity of construction, has six major advantages over the existing planar-mask tubes:

- 1) It is adapted to low-cost mass-production methods. The evacuation process in making the CBS-Colortron is simplified by the elimination of many internal parts that might become distorted by heat while gasses are being pumped out. No extra internal masks are required for decorative purposes.
- 2) Having substantially reduced the con-

vergence problem, compensating circuitry or special adjustments needed in the receiver are minimized. This results in more reliable performance and vastly greater ease of installation and servicing. The distances which the electronic beams must travel from the guns to their phosphor targets are virtually always equal on the curved face-plate surface.

- 3) Being unstressed, CBS-Colortron's curved mask will not warp or get out of alignment with the face-plate. Therefore, the mask cannot be damaged by an overload current that could seriously affect the planar-stretched mask type.

- 4) Moreover, there are fewer reflecting surfaces between the picture and the viewer.

- 5) A larger picture for the same tube length and deflection angle is possible in the CBS-Colortron because of its simple construction and because it produces the picture directly on the face of the tube instead of behind the face-plate, down in the funnel. As a result, CBS-Colortron tubes can be made with deflection angles equivalent to those used in present day black-and-white tubes. Only restrictions governing large bulbs and cabinets consequently could limit the CBS-Colortron's size.

The absence of stress requirements on the mask and the flexibility gained in printing the phosphors on the curved glass face-plate, make it possible to produce CBS-Colortron rectangular tubes.

- 6) The CBS-Colortron has simple construction, fewer parts, and arched face-plate and mask, which make it damage-resistant.

A Weekday Favorite

The McGuire Sisters

On The Arthur Godfrey Show

December 1, 1952, is a date that three girls, Christine, Phyllis and Dorothy McGuire, will never forget. On that night the McGuire Sisters took top honors on Arthur Godfrey's "Talent Scouts" and launched themselves as three of the "little Godfreys" on the jovial redhead's CBS Radio and CBS Television programs.

The morning after their "Talent Scouts" victory, the girls visited "Arthur Godfrey Time," as is customary for "Talent Scouts" winners. Their second morning was climaxed when Godfrey invited them to appear on that night's "Arthur Godfrey and His Friends" television program. That successful performance drew an invitation to the girls to become "little Godfreys." The excited sisters could barely manage enough breath among them to accept.

Back home they went to Miamisburg, Ohio, to spend four weeks preparing for their move to New York. But when the call came on Jan. 1, 1953 for them to report for the Jan. 5 "Arthur Godfrey Time" program, they left Ohio in such a rush that they left most of their belongings behind them.

Since January, they have been heard five mornings a week on "Arthur Godfrey Time," on CBS Radio's Sunday "Arthur Godfrey Digest" and on the Wednesday night "Arthur Godfrey and His Friends" television program.

The McGuire Sisters are really sisters, but not triplets as many people believe. They were born in Middletown, Ohio and studied at Garfield Grade School, McKinley Junior High School and Middletown High School. In 1949 the family moved to Miamisburg.

The girls first sang in public in a church choir in 1934, first appeared together as a trio in an amateur show for their father's company. The Paramount Theatre in Middletown was the scene of their first professional engagement, in 1940. After that, they kept busy singing at parties, weddings, luncheons and similar gatherings.

The Army Entertainers Association gave them their first real break when it signed them for a nine-month tour of Army camps in 1950 and 1951. Then they joined Karl Taylor's orchestra and began broadcasting in Dayton. During their 39 weeks with a program called "Live It Again," they made personal appearances at the Mayfair Room of the Van Cleve Hotel and did another program, "Hit the Road."

An urge to move on to bigger things almost led to a decision to break up the trio, each girl going on her own as a "single." Fortunately, that never happened. In New York, they landed eight appearances with Kate Smith. Then came the engagement on "Talent Scouts," and the success that followed.

Christine, oldest of the McGuire Sisters, was born July 30, 1928. Dorothy was born Feb. 13, 1930 and Phyllis Feb. 14, 1931. Christine does most of the cooking for the girls and selects their clothes. They dress alike on and off stage.

Dorothy describes the girls as ranging between 128 and 132 pounds, all size tens, 5'8" tall, with brown hair and brown eyes.

They observe one daily ritual: "Just before we leave home, we take off one piece of jewelry so we're sure we're not overdressed."

Night Time Radio Shows Definite Increase In Survey

A detailed presentation on the importance of nighttime radio in 14 of the nation's top markets has been prepared by CBS Radio Spot Sales, it was announced today by Sherril Taylor, Sales Promotion Manager for CBS Radio Spot Sales.

The presentation reveals that even in the largest television markets nighttime radio continues to be an effective way of reaching and selling large groups of people, including many listeners who are not accessible during the daytime.

In all 14 markets represented by CBS Radio Spot Sales combined, it is possible to reach 28.7% more people at night during the average quarter-hour than during the daytime, the presentation points out.

To reach working men and women and students who normally are not reached with daytime radio, nighttime radio continues to be the most effective. And this group makes up 44% of the nation's total population, the presentation states.

Nighttime radio, the study shows, reaches 180% more men listeners than daytime radio during the average quarter-hour on the 14 CBS Radio stations represented by CBS Radio Spot Sales.

The study shows that nighttime radio is particularly healthy in the three top television markets. In fact, during the average quarter-hour it is possible to reach 23.1% more listeners at night than during the daytime with CBS Radio stations in these three markets combined, the presentation states.

The presentation further points out that in these same three markets, New York, Chicago and Los Angeles, nighttime radio listening in television homes has increased substantially during the past three years — 72.5% in New York, 19.5% in Chicago and 72.1% in Los Angeles.

The presentation points out that during

television's greatest period of growth (1946-52) in the nation as a whole radio sets outsold television sets better than four to one. And radio set production for the first 31 weeks of 1953 was 33% higher than in 1952. In the top 15 U. S. markets, where 30% of the nation's population lives, almost one-third of all the radio sets were sold, and these are areas of greatest television penetration, according to the study.

The presentation cites the fact that in all 14 markets represented by CBS Radio Spot Sales, the CBS Radio station in that market commands the biggest share of the nighttime radio audience.

Summer Audiences Show Big Increase

Six CBS Radio Network nighttime programs in the top ten attracted bigger audiences this summer than in the summer of 1952, according to National Nielsen-Ratings for the week of Aug. 16-22, released recently.

The CBS Radio nighttime programs showing an audience increase are "People Are Funny" with 2,864,000 homes this year as compared with 2,354,000 in 1952; "Dr. Christian," with 2,560,000 as compared with 2,268,000 in 1952; "Mr. and Mrs. North," with 2,462,000 against 2,054,000 last year; "Arthur Godfrey's Talent Scouts," with 2,372,000 radio homes as compared with 1,840,000 last year; "Philip Morris Playhouse on Broadway," with 2,283,000 homes against 1,883,000 in 1952; and "Mr. Keen, Tracer of Lost Persons," 2,014,000 against 1,755,000 in 1952.

The Nielsen-Ratings also gave CBS Radio summer programs an overall total of 25 out of the top 29. A year ago CBS Radio had 15 out of Nielsen's top 29.

Sauter-Finegan Band One of Tops In Nation

The works of Peter Ilich Tchaikovsky have been one of Tin Pan Alley's resources for decades but it's seldom that popular music makes a really original effort to apply the creative thinking and technical skills of symphonic production to the jazz idiom of the one-night stand.

Two exceptions to this once-over-lightly approach are Ed Sauter and Bill Finegan whose band, featured on CBS Radio's Monday night "Vaughn Monroe Show," has become one of the hottest musical aggregations in show business.

No wake is a Sauter-Finegan performance. It's a vigorous, disciplined kind of music which integrates highbrow orchestration with clear, danceable rhythms, a recognizable mood or a straightforward pattern that permits the music to tell its own story. Their most popular examples of this style include such numbers as "Rain," "April in Paris," "Midnight Sleighride" and "Moonlight on the Ganges."

Their richly orchestrated style makes use not only of the conventional dance band instruments but also of a wide variety of instruments seldom seen, much less heard, in jazz bands. Their bandstand for broadcasts of the "Vaughn Monroe Show" is crowded with such instruments as tubular chimes, harp, kettledrums, glockenspiel, kazoo, tuba, flute, piccolo, recorder, oboe, celesta, slapstick, triangle and gong drum.

Sometimes whistling is written into the orchestrations. For another sound effect, Finegan will pound his chest to simulate the drumming of horses' hooves. In all, the Sauter-Finegan ensemble of 22 men may

play as many as 76 instruments in a single half-hour broadcast.

Needless to say, the boys and their band have become tremendously popular with the college crowd as well as with teen-agers and non-dancing adults because their combination of sophisticated musicianship and vigorous jazz permits them to be all things to all listeners.

Now this bond between Sauter-Finegan and the country's campuses is being cemented even more firmly because the "Vaughn Monroe Show" is produced each week on a different college or university campus.



"I think I'll take my vacation at the seashore—preferably near the Brooklyn Navy Yard."

"THE 560 NEWS"

Our Miss Brooks Returns To School

Rested up and rarin' to go, Eve Arden, America's favorite school teacher, is back to the air for the sixth consecutive season as "Our Miss Brooks" on the CBS Radio Network and WJLS and WJLS-FM every Sunday at 6:30 p.m. EST.

As Connie Brooks, the lovable, laughable English teacher at mythical Madison High, Eve will be enmeshed in hilarious comedy situations as she starts the school year. On every broadcast, Miss Brooks will find herself giving her boss, Principal Conklin, a touch time, enjoyable to every listener in Southern West Virginia.

Eve Arden is supported by virtually the same group of able comedians and come-

diennes this year, with Bob Rockwell making his radio debut as Mr. Boynton, the handsome but shy science teacher. Gale Gordon as explosive Principal Conklin; Jane Morgan as Mrs. Davis, Gloria McMillan as Harriet Conklin, and Dick Crenna as Walter Denton are the regulars who round out the cast.

Colgate-Palmolive-Peet Co., which has backed the radio show since its start in 1948, is the sponsor again this year. The program has carried Eve Arden to the top of the ladder as a radio comedienne, and it has received many awards from teachers and parents groups as excellent family entertainment.



Our Miss Brooks and Co-workers

"THE 560 NEWS"

CBS RADIO

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**TRAVELING
SHOW**

is on

WJLS—WJLS-FM

560 Kc.

99.5 mg.

every day

Musical Notes—

(Continued from page seven)

the 500,000 mark in sales.

Truly a remarkable story on a remarkable piece of music.

The Hilltoppers, America's Top Vocal combination, featuring the great voice of Jimmy Sacca were prior to 1952 three average college students and one ex-college man who at that time was playing the piano in a nitery around Bowling Green, Kentucky. This piano player, by name Billy Vaughn, had written a song called TRYING. This song was recorded by these four boys on April of 1952 and released May 25th. It immediately became a hit and soared into third place in the nation's most played songs. More than 750,000 copies of this record were sold.

Jimmy Sacca 23, the lead voice of this group, is now a private with the U. S. Army at Fort Dix, New Jersey. The army broke up this group who could today be booked for \$300,000.00 during the next twelve months.

The rise of this group is amazing and nowhere else but in the United States could this have happened.

And there you have just a few notes on some of today's major recording stars. Perhaps again in a few months we can find room to talk about others.

Answer

Know The Personalities

Our Personality this month is Bill Conrad, known to thousands of Saturday night listeners to WJLS as Matt Dillion, U. S. Marshall of Dodge City, on the new series, GUNSMOKE. Listen next Saturday at 8 P. M. for this outstanding western feature.

"THE 560 NEWS"

YOUR BEST BET!

Sure things are the envy of every gambling man, we all know that.

But what's the sure thing for the businessman who wants to sell his merchandise. Everyone know his best bet is to advertise.

And the easiest and most practical way to accomplish the best advertising results in Southern West Virginia is to use

Beckley's Personality Stations

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"THE 560 NEWS"