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Mrs. E. R. Weikle
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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!

The
**560
NEWS**

— 10c —

● June — 1952
Southern West
Virginia's Favorite
Radio Magazine
●



Wherever You Go

THERE'S

RADIO!

Yes, you can travel from one end of the country to the other, and you'll always find people listening to the radio.

They listen in New York, Chicago, Los Angeles, AND in Southern West Virginia!

People everywhere depend on the radio to bring them the latest in news, sports and music.

They rely on the radio to bring it to them first. BEFORE the newspapers, BEFORE any other means of dissemination.

By the same token these people, MORE of these people will hear YOUR advertising message if it is broadcast on

WJLS and WJLS-FM

560
Kc

99.5
Meg.

BECKLEY'S

Personality Stations

Our salesmen are as near as your telephone. Call 7311 and let one show you how to increase your business with radio advertising.



MIKE MEMOS

"My Friend Irma" has moved to a new time. The dizzy blonde is now heard at 9:30 on Sunday nights. "Meet Millie" another comedy show moved into the 6 p. m., Sunday night slot . . . A new feature will soon be on the air every Sunday afternoon. A two-hour session of popular music, baseball scores, weather forecasts and so forth entitled, "On A Sunday Afternoon" makes its premiere broadcast on June 15th. Eddie Gallaher, popular Washington D. C., radio commentator and columnist, will serve as host to the programs . . . Jack Benny has been elected Abbot of the famed Hollywood Friars Club at the group's annual election meeting. He succeeds George Jessel, who becomes chairman of the board of directors . . . In reviewing a news item for "It Happens Every Day", co-emcee Arlene Francis came across a favorite topic. "Look!" she exclaimed, "The Rodeo is opening soon in New York." "That'll be a chance" quipped her partner Bill Cullen, "Now the bull will be throwing the people." . . . Bob Crosby, head man on the Club 15 program and Del Sharbutt, the show's announcer, are riding high these days on their collaboratively-written hit, "Silver and Gold." . . . WJLS News Department head, William R. Barrett, is still using tooth-picks to hold open his eyes. Bill worked a continuous 41 hour shift during the election coverage, then grabbed only six hours sleep before coming back for another 14 straight hours . . . If you heard the music on the "Beulah Show" recently you were treated to "Joshua Fit de Battle of Jericho." Lillian Randolph, as Beulah, got back to her first love, sing-

ing, for the treat . . . Someday soon, you'll be reading the works of Cathy Lewis, who plays Jane Stacy on "My Friend Irma." Cathy is writing a series of short stories based on conversations with cab drivers . . . Robert Downing, a theatrical stage manager who resides at 31 Maple Street, Mt. Kisco, N. Y., won first prize of \$2,000 in the Dr. Christian Eleventh Annual Script Competition . . . The WJLS Control room has blossomed out with another innovation. A 45 rpm record player has been installed, and already special musical programs are being presented through the new facility . . . In answer to many requests, there is no date set for the increase of power that WJLS has applied for. The F-C-C will have to grant favorable consideration to the station's application to increase its power to 5,000 watts, and in view of the television work the commission is undergoing, it may be a long time before such approval is granted . . . Since the last issue of the 560 News, Announcer Joe Gries has moved into the field of marriage. Joe tied the knot recently to become the third married member of the announcing staff . . . During the summer months ahead you'll be hearing a lot of promotion on how to relax with your radio. Be sure your portable set and car radio are in good working condition for there'll be many enjoyable hours of relaxation in June, July and August, if your radio dial is tuned to WJLS or WJLS-FM — Beckley's Number one stations . . . And if you're going on a vacation trip this summer — may it be a pleasant one, with your radio nearby.

For Good Fun
Drop by the
"Cousin's Corner"

Monday through Friday
6:45 A.M. - WJLS

**On Your Radio Every
Tuesday Night**



**THE
LOUELLA PARSONS
SHOW**

Dial 560, CBS Radio 9:30 P.M. WJLS

**"THE 560 NEWS"
PERSONALITY PARADE**

*"Devoted to a Better
Understanding of Radio"*

JUNE, 1952



Volume 6 Number 6

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

William R. Barrett Editor
Joe L. Smith, Jr. President
Virginia N. Cooper Station Manager

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On The Cover

The pretty lass on the cover this month is Eleanor Tannen, packaged just right for her roles on the Wednesday night DR. CHRISTIAN programs. With summer almost here, and the swimming season upon us, the cool refreshing thoughts of bathing beauties prompted the cover choice. Your thoughts must have been similar to our editors as vacation time nears.

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"THE 560 NEWS"

Know Your Stars!

CAN YOU GUESS?

Our star this month did not carry a spear in the rear ranks of a chorus, nor was he born in a costume trunk back-stage. He moved into the role of a hard-hitting police detective, after many years as an announcer.

He had been a CBS announcer in Hollywood for three years when he suddenly got a call to appear for an audition for a radio role. He arrived the next morning, expecting to be just one of a group of contenders for the announcing job. Instead, he was handed a script, and read the lines ascribed



to a tough, hard-hitting, realistic Broadway cop. And that was that. When the program made its debut three weeks later, he found himself the star.

He was born 34 years ago in Lundar, Manitoba, Canada, as Zrnleifur Lawrence Thorsteinson. Lundar is an Icelandic village and he spoke only the Icelandic tongue until he went to school in Manitoba at the age of seven.

His formal education ended with high school. During the immediately ensuing years, he was a farmer, a rancher, did construction work in Hudson Bay area, spent three years in the Canadian Cavalry and almost as long with Princess Patricia's Light Infantry.

One day, while on his way to ask for a job in a mine, he stopped in a new radio station, CFAR in Flin Flon, and soon had a new kind of job — a weekly show singing — for free. Then he became the entire writing staff at a salary of \$70 a month. Three years later he went to CKGB in Timmins, Ontario, as an announcer. He applied for an announcing job with the CBS in Toronto, but was turned down as being "too American." At that time, he had never been out of Canada.

Soon after that, he moved to Toronto as a newscaster with CKCL, then to Montreal, where he stayed for the next six years. He was heard for more than a year on the CBS International Service, broadcasting from Montreal. He covered the Quebec Confer-

(Continued on page 21)

"THE 560 NEWS"

W. VA. NEWS

is what you hear at
8:55 A.M. - 6:30 P.M.
on
WJLS

**On Your Radio Each
Tuesday and Thursday**



**THE
PEGGY LEE SHOW**

Dial 560, CBS Radio 7:30 P.M. WJLS

LOOK BELOW!

Boston-born actress Marion Scanlon is easy to look at — and just as easy to listen to each Thursday night. She stars on **THE F.B.I. IN PEACE AND WAR** at 8:30. Listen next Thursday.



The FBI In Peace and War

8 P.M. Thursday
560—WJLS

Musical Notes

By Joe Gries

Did you know that twelve years ago, in June 1940, according to Billboard the ten top tunes were THE WOODPECKER SONG, PLAYMATES, IMAGINATION, THE SINGING HILLS, SAY IT, MAKE BELIEVE ISLAND, WITH THE WIND AND THE RAIN IN YOUR HAIR, WHERE WAS I?, LITTLE CURLY HAIR IN A HIGH CHAIR, AND WHEN YOU WISH UPON A STAR in that order. This list of songs was used in a very interesting contest on the program Joe's Musical Merry-Go-Round in which listeners were asked to send in their list of top songs for that year. At this writing the winner as yet hasn't been determined but according to early entries it seems everyone enjoyed reminiscing with the top pops of twelve years ago.

Getting back to present day hits, according to this grey matter, here are the cookies you should have in your home collection. BE ANYTHING, JUNCO PARTNER, THAT'S ALL I'LL EVER ASK OF YOU and TO BE LOVED BY YOU. Songs coming up include, DELICADO, MY GIRL, THE LEGEND OF LADY LUCK, DID YOU MEAN IT, AM I TO BLAME and THE NIGHT IS FILLED WITH ECHOES. This latter platter introduces a blue eyed young blond beauty from Sweden named Bibi Johns. It is a love song which has some ear catching echo effects. It is a wonderful ballad, and ideal material to introduce Miss Johns to the U. S. Pop audience. The flip is SOMEONE TO KISS YOUR TEARS AWAY.

Here are some notes about your favorite artists: Ray Anthony, the Young Man With a Horn, and his great versatile orchestra have been chosen to play the most important prom date of the year, the annual graduation Dance at the United States Military Academy, West Point. Frank Sinatra opened a three week engagement in the famed Cocanut Grove of the Ambassador Hotel, Los Angeles, on May 15. The Deep

(Continued on page 9)

"THE 560 NEWS"



Joe Gries

MAINLY for WOMEN

By JANE RANDALL

Pert, little Miss Patty Diehl, of Meadow Bridge, is the WJLS winner of the first phase of the Little Miss Sunbeam Contest for 1952. Patty will be five years old in July . . . and to quote her, "maybe I'll have a birthday party with lots of children". She is a charming little blonde, with sparkling grey-blue eyes . . . a winning smile . . . and a shy personality all her own.

Believe it or not . . . Patty's big interest now isn't the possibility of being named Little Miss Sunbeam . . . or a trip to Paris . . . the highlight of her young life is "starting to school next year".

"I'm going to school next year," she said . . . "and you know you have

to be a big girl to go to school. I'm going to learn to read . . . I like to play school books . . . I play school books in the house when it's cold outside. When it's warm outside I play with lots of children. I don't like to play with boys . . . just girls."

Patty has five dolls, all named Suzie. She likes to play "doll-babies, better'n anything". She doesn't like to wear overalls. "I never wear overalls," she said. "I just like pretty dresses. I play in dresses too."

The day Patty visited WJLS she was wearing a pink and white chambray frock, with a wide bertha collar, and a full skirt . . . white anklets and black patent leather slippers. And, in keeping with the occasion, a blue Miss Sunbeam bow topped her blonde curls.

Patty's favorite food is pancakes . . . she thinks she might like to be a school teacher when she grows up . . . but would rather be "just Patty". She can't dance, but she does like to sing . . . and to prove it, she perched on a chair and sang "Jesus

(Continued on page 17)

"THE 560 NEWS"

INTERESTING?

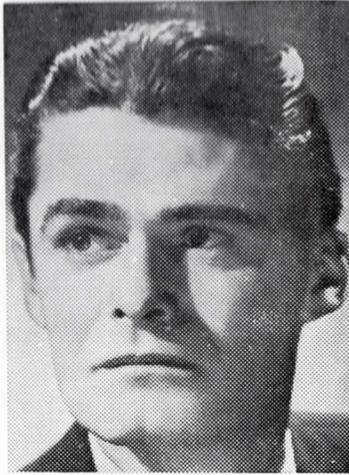


You bet she is—and she'll visit your home every Sunday night, if you desire.

Who is she? Why, Doris Day, of course!

Invite her to your house next Sunday night at 7:30. Just set your dial at the 560 spot — where you hear the best in radio everyday.

WJLS



John Larkin, star of WJLS's "Perry Mason" daytime drama (2:15 p.m., Monday through Friday) is winner of the Radio-TV Mirror's 1951-52 award as "favorite daytime serial actor" a citation based on a nationwide poll.

WINNERS

Showmanship of Betty Mandeville, director-producer of WJLS's "FBI In Peace and War (8 p.m. Thursday) pays off doubly as Shady Lady von Dachshafen poised below with four blue ribbons as the result of recent competition.



'Fastest', 'Best', Term Given To WJLS For Election Coverage; Preparations Begin For Fall Date

The coverage of the Primary Election last month by the WJLS Special Events Department brought new plaudits for the station, and from all corners of southern West Virginia.

Many messages contained notes that it was the "fastest" coverage they had ever heard. Other's added that the overall Election Coverage program was the "best" they could recall. All of these things were just what the promotion department of the station had indicated during advance billing of the program.

A staff of 15 people, skillfully organized to do an individual job, was on hand in the Election Room headquarters in Beckley. From this focal point they were fanned out into the various jobs necessary to see that the returns arriving in the court house, were immediately given to the headquarters, and tabulations began.

Despite the fact it was one of the longest vote counting sessions in history as far as precinct workers were concerned, WJLS was the first on the air with the final unofficial tabulations from Raleigh county's 108 precincts. This final count didn't come until 11 a. m. on Thursday morning, the second day after the election.

Interwoven into the Election Coverage program though were special telephone recorded reports of tabulations from Fayette and Summers counties; in addition to spot reports from Huntington, Clarksburg, Elkins, and others across the state.

In cooperation with WJLS's sister station, WKNA in Charleston, special reports were given from Kanawha county and the state capital. The United Press news service furnished the state-wide round up tabulations used during the night.

Now though, the primary election behind the station staff, plans are being made for coverage of the events leading up to and including the counting of ballots in November.

First on the agenda of such developments though will be the coverage of the two political conventions in Chicago. Though the C-B-S Radio network will take the lead

in providing complete coverage of these events, current plans are to have a team of broadcasters on hand from the Personality stations, to offer additional sidelights concerning West Virginia delegates to the conventions.

Details of both the C-B-S and Personality Network plans are few at the moment, but by the end of June a more substantial program outline will be available.

Special programs also are being planned between the end of the Republican and Democratic Conventions and the election date in November. C-B-S Radio is planning a series of 13 Sunday afternoon programs, to better acquaint voters with the issues at hand.

And WJLS's Special Events Department has two or three ideas being considered. Again everything is in the planning stage, and will necessarily remain that way for at least another 30 days.

However, the station realizes that its outstanding coverage of the primary election has but one meaning: Southern West Virginia residents are expecting the best from Beckley's Number One Station.

Because of this, no effort will be spared as the station strives to bring listeners an even better and more complete coverage of the developments leading up to, and the election itself this November.

Musical Notes—

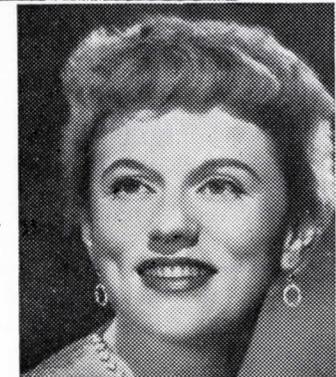
(Continued from page 6)

River Boys have opened a stay at the Blue Angel, one of New York's smartest supper clubs. Cliff Ayres is being groomed for a big buildup on Decca as a result of his current smash success. Eileen Barton will launch a personal appearance tour at Loews Capitol Theatre, Washington, D. C. Eddy Howard has sold more than three million Mercury platters in the past six months. Richard Hayes who has come close on many occasions, has himself a real hit in JUNCO PARTNER.

Well that's thirty for this month.



Ma Perkins



Jan Miner

Ma Perkins and Jan Miner have been singled out recently for top citations in the annual Radio-TV Mirror awards for 1951-52. Ma Perkins, with her philosophic drama about a successful woman lumberyard owner, was named the "favorite radio daytime serial" while Jan Miner, star of HILLTOP HOUSE was singled out as the "Favorite radio daytime serial actress." The MA PERKINS program is heard at 1:15 p.m., and HILLTOP HOUSE at 3 p.m., every Monday through Friday on . . .

WJLS-560 kc

"Where you get the best radio
entertainment all the time"



PAUL COLE, WJLS WINNER

The first phase of the "Little Miss Sunbeam" contest for southern West Virginia girls is completed. Four winners have been named from Beckley, Oak Hill, Ronceverte and Pineville areas, through cooperation with radio stations in each of the communities.

The contest, sponsored by Cole's Sunbeam bread in this part of the state, now moves into the voting stage for the quartet remaining with one of these girls to be selected to compete in the national contest next month.

The winner gets a trip to Paris, with her

Meadow Bridge Girl Named WJLS - Miss Sunbeam

family, and many other valuable prizes.

Posters showing the pictures of the four area winners will soon be in your favorite grocery stores, and your votes will be cast there. You'll be hearing more details on this phase of the contest in special announcements to begin soon over the four radio stations, WJLS, WWYO, WOAY, and WRON, who cooperated in the original phase of the contest.

Here in Beckley, a group of three judges picked little Patty Diehl of Meadow Bridge as the winner from the many contestants. She's the four year old girl who has been featured in the Mainly For Women column in this month's 560 News. The article appears on page seven.

The three Beckley runner-ups (pictured at the top of page 11) are Constance Kay Gwinn, Pamela Joyce Parles and Johnette Jo Evans.

All four of the winners in Beckley, as well as those chosen by the contests at the three other radio stations, receive 25-dollar savings bonds. The winner among the current four, will receive a 100-dollar savings bond, and of course, the right to compete in the National Contest.

A special program announcing the winners was broadcast over each of the four



WJLS RUNNER-UPS

stations, and it also included a special message from Paul Cole, president and general manager of Cole's Sunbeam Bakery.

All pictures of the Beckley contestants were taken by Stallard Studios, and Del-Mar Beauty Shop fixed young Patty Diehl's hair for the contest picture that you'll be seeing in the near future. It has been done up just like that of the "Little Miss Sunbeam" appearing on the wrappers of the bread now.

The contest started more than a month ago, when special radio announcements called attention to the contest. Mothers were encouraged to take their daughters to special picture studios in or near the four participating radio stations for a free picture to enter the contest.

Entries were taken until the middle of last month when specially name judges in each of the four towns selected the winners and runners-up.

Listeners soon will be invited to vote for their favorite — and the young girl getting the most votes will advance to the national level of the contest, to compete with 89 other young girls for title of "Little Miss Sunbeam of 1952."

INSURANCE

is something you can't afford to do without if you're driving to your vacation site. Be sure you have the best possible protection for your family, your car, and the other fellow. For complete Insurance information see or call the

HOME

INSURANCE

AGENCY

111 Main St. — Telephone 7344
Beckley, W. Va.
Their Representatives are Always Ready to Serve You.

THANK YOU

Entries in the Miss Sunbeam contest again proved WJLS as the Number One station in Southern West Virginia. Here's a breakdown of them:

WJLS — 520

Station A — 180

Station B — 150

Station C — 140



WJLS



Programs For The Month Of June, 1952

MORNING

AFTERNOON

EVENING

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5:00 5:15 5:30 5:45		Party Line Party Line - News Party Line Gospel Train	Party Line Party Line - News Party Line Gospel Train	Party Line Party Line - News Party Line Gospel Train	Party Line Party Line - News Party Line Gospel Train	Party Line Party Line - News Party Line Gospel Train	Party Line Party Line - News Party Line Party Line
6:00 6:15 6:30 6:45		Party Line Trading Post-News Party Line Cousin's Corner	Party Line Trading Post-News Party Line Cousin's Corner	Party Line Trading Post-News Party Line Cousin's Corner	Party Line Trading Post-News Party Line Cousin's Corner	Party Line Trading Post-News Party Line Cousin's Corner	Party Line Trading Post-News Farm News Farm News
7:00 7:15 7:30 7:45	Sunday Hymn Time Sunday Hymn Time Rev. Young Rev. Young	Wake Up Time Party Line March - Keep Time Esso Reporter	Wake Up Time Party Line March - Keep Time Esso Reporter	Wake Up Time Party Line March - Keep Time Esso Reporter	Wake Up Time Party Line March - Keep Time Esso Reporter	Wake Up Time Party Line March - Keep Time Esso Reporter	Wake Up Time Party Line March - Keep Time Esso Reporter
8:00 8:15 8:30 8:45	Revival Hour Revival Hour Revival Hour Revival Hour	CBS News Roundup I Believe-Calendar Community Calendar Calendar - News	CBS News Roundup I Believe-Calendar Community Calendar Calendar - News	CBS News Roundup I Believe-Calendar Community Calendar Calendar - News	CBS News Roundup I Believe-Calendar Community Calendar Calendar - News	CBS News Roundup I Believe-Calendar Community Calendar Calendar - News	CBS News Roundup Rev. John Gowen Rev. John Gowen Rev. Gowen - News
9:00 9:15 9:30 9:45	Gilliam Quartet Gilliam Quartet Renfro Valley Renfro Valley	Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	News of America Religious Music Religious Music Garden Gate
10:00 10:15 10:30 10:45	Renfro Valley Sunday School Hour Sunday School Hour CBS News	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Social Security Show Gaylan Drake Quiz Kids Quiz Kids
11:00 11:15 11:30 11:45	News-Bapt. Church Baptist Church Baptist Church Baptist Church	Arthur Godfrey Arthur Godfrey Country Store Country Store	Arthur Godfrey Arthur Godfrey Country Store Country Store	Arthur Godfrey Arthur Godfrey Country Store Country Store	Arthur Godfrey Arthur Godfrey Country Store Country Store	Arthur Godfrey Arthur Godfrey Country Store Country Store	News-Let's Pretend Let's Pretend Give and Take Give and Take
12:00 12:15 12:30 12:45	Warren Richards Will Jackson-News Jan Campbell Songs For Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Theatre of Today Theatre of Today Stars over Hollywood Stars over Hollywood
1:00 1:15 1:30 1:45	Rev. Peyton Rev. Peyton Rev. Peyton Rev. Peyton	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Grand Central Sta. Grand Central Sta. Saturday Music Saturday Music
2:00 2:15 2:30 2:45	Hit Record Review Hit Record Review Brotherhood Hour Brotherhood Hour	Mainly for Women Perry Mason Nora Drake Charles Cashier	Mainly for Women Perry Mason Nora Drake Charles Cashier	Mainly for Women Perry Mason Nora Drake Charles Cashier	Mainly for Women Perry Mason Nora Drake Charles Cashier	Mainly for Women Perry Mason Nora Drake Charles Cashier	Saturday Music Saturday Music Saturday Music Saturday Music
3:00 3:15 3:30 3:45	On A Sun. Aftern'n On A Sun. Aftern'n On A Sun. Aftern'n On A Sun. Aftern'n	Hilltop House House Party Party-Cedric Adams Songs I Remember	Hilltop House House Party Party-Cedric Adams Songs I Remember	Hilltop House House Party Party-Cedric Adams Songs I Remember	Hilltop House House Party Party-Cedric Adams Songs I Remember	Hilltop House House Party Party-Cedric Adams Songs I Remember	Saturday Music Saturday Music Saturday Music Saturday Music
4:00 4:15 4:30 4:45	On A Sun. Aftern'n On A Sun. Aftern'n On A Sun. Aftern'n On A Sun. Aftern'n	Songs I Remember Western Swing Western Swing Gospel Train	Songs I Remember Western Swing Western Swing Gospel Train	Songs I Remember Western Swing Western Swing Gospel Train	Songs I Remember Western Swing Western Swing Gospel Train	Songs I Remember Western Swing Western Swing Gospel Train	Your Voice of Amer. Youth for Christ Youth for Christ Rev. C. H. Martin
5:00 5:15 5:30 5:45	King Arthur King Arthur Robert Trout News Trout-LeSeuer News	Singing Sam Raborn Hymns of the Hills A Little Show Curt Massey Time	Singing Sam Raborn Hymns of the Hills A Little Show Curt Massey Time	Singing Sam Raborn Hymns of the Hills A Little Show Curt Massey Time	Singing Sam Raborn Hymns of the Hills A Little Show Curt Massey Time	Singing Sam Raborn Hymns of the Hills A Little Show Curt Massey Time	Rev. C. H. Martin Hymns of the Hills Rev. G. E. Huffman Rev. G. E. Huffman
6:00 6:15 6:30 6:45	Meet Millie Meet Millie Our Miss Brooks Our Miss Brooks	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-B-Board Top Tunes - News Top Tunes Larry LeSeuer News
7:00 7:15 7:30 7:45	December Bride December Bride Peggy Lee Show Peggy Lee Show	Beulah Jack Smith Show Club 15 Edward R. Murrow	Beulah Jack Smith Show Peggy Lee Show Edward R. Murrow	Beulah Jack Smith Show Club 15 Edward R. Murrow	Beulah Jack Smith Show Peggy Lee Show Edward R. Murrow	Beulah Jack Smith Show Club 15 Edward R. Murrow	G. I. Mailbag G. I. Mailbag G. I. Mailbag G. I. Mailbag
8:00 8:15 8:30 8:45	F. Fontaine Show F. Fontaine Show B'way Playhouse B'way Playhouse	Suspense Suspense Carnival of Music Carnival of Music	People are Funny People are Funny Mr. and Mrs. North Mr. and Mrs. North	Eddie Arnold Show Eddie Arnold Show Dr. Christian Dr. Christian	Mr. Keen Mr. Keen T.B.A. T.B.A.	Musiland USA Musiland USA Musiland USA Musiland USA	Gene Autry Gene Autry Tarzan Tarzan
9:00 9:15 9:30 9:45	Guild Theatre Guild Theatre My Friend Irma My Friend Irma	Romance Romance B'way Is My Beat B'way Is My Beat	The Lineup The Lineup Parsons-Hearthstone H'stone of D. Squad	Red Skelton Show Red Skelton Show Bing Crosby Show Bing Crosby Show	Mr. Chameleon Mr. Chameleon FBI in Peace & War FBI in Peace & War	Big Time Big Time Robert Q's Wax'ks Robert Q's Wax'ks	Gangbusters Gangbusters-News Stars In the Air Stars In the Air
10:00 10:15 10:30 10:45	Tonight's News Dance Time People Act The People Act	Bob Hawk Show Bob Hawk Show Moods and Melody Moods and Melody	Tonight's News Dance Time Candidates & Issues Candidates & Issues	T.B.A. T.B.A. T.B.A. T.B.A.	Tonight's News Dance Time Presidential Profiles Presidential Profiles	Tonight's News Dance Time Capitol Cloakroom Capitol Cloakroom	Tonight's News Dance Time Gunsmoke Gunsmoke
11:00 11:15 11:30 11:45	CBS News Music for Sunday Music for Sunday Music for Sunday	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round
12:00 12:05	CBS News Sign Off	News Sign Off	News Sign Off	News Sign Off	News Sign Off	News Sign Off	News Sign Off

KEEP THIS LOG ON YOUR RADIO

WJLS 560 Kc



ROY LUCAS AND GENERAL TIRE

"Safety Rides on General Tires"

That familiar phrase is fast becoming identified with the nightly report of the Evening News on Beckley's First Station—WJLS.

R. J. Lucas, General Tire dealer at 810 West Neville street alternates nightly with the Houchins Manufacturing company to present this 15-minute summary of developments from all corners of the world, the nation and West Virginia.

The business itself though is built on a friendly personal greeting for every man,

SPACIOUS SERVICE DEPARTMENT

Know Your Sponsor:

EVENING NEWS SPONSOR SELLS SAFE TIRES

woman or child that happens to enter the premises.

The owner, a long-time Beckley resident, R. J. Lucas, takes time from any task he's engaged with to greet the next person to drop by, whether he be a customer for a tire, or a passerby who is interested in nothing more than conversation about some civic project.

R. J. Lucas General Tire started in business five years ago, with only four people employed. Since then the organization has grown to a point where the number of employees totals 16 — four times the number working when the business first opened.

In addition to the sale of new tires — the tire store now has recapping facilities for all sizes of tires. The business has expanded from a one-room office, stockroom, and repair shop, to a new addition to the old building, and a complete new and modern stock room.

Including in the latest structure is a locker room and showers where company employees may pause to clean up after completing a day's work.



OLD TIRES MADE LIKE NEW

Lucas says, "It's a convenience I always wish I had when I was a young man working years ago. I think the employees appreciate a chance to wash off the dirt before heading for home each night."

Another feature of the organization today, Lucas points to with pride, is the outstanding ability of his employees. "Every one of them is an expert in his trade — they know just how to recap a tire to perfection."

It's because of this expert knowledge that the organization is able to take the ordinary passenger car tire and do a complete job of rebuilding it in one day. In short, if you were to leave your tire in the establishment this morning, you could pick it up this afternoon.

The larger the tire, the more time it takes to complete the job. And also, during the rainy season there might be some additional delays, because tires must be completely dry before the recapping process begins.

Whether it's a new tire or an old tire though, the R. J. Lucas company says it's a "safe tire." More detailed information about tires, of course, can be heard during

"THE 560 NEWS"

each broadcast of the Evening News, heard Monday through Friday over WJLS at 6:45 p.m., and reported by Bill Barrett, director of the WJLS News Department.

ENROLL NOW

for the

SUMMER TERM

at

BECKLEY COLLEGE

First session of summer school begins on

June 5th



SUNDAY

FM

Program Schedule

- 2:30—Music You Know
- 4:00—Music for You
- 4:30—Hearthstone of the Death Squad
- 5:00—King Arthur's Roundtable
- 5:30—Robert Trout News
- 5:55—Larry LeSuer News
- 6:00—My Friend Irma
- 6:30—Our Miss Brooks
- 7:00—Jack Benny Program
- 7:30—Amos 'n' Andy
- 8:00—Charlie McCarthy
- 8:30—Playhouse on Broadway
- 9:00—Screen Guild Players
- 9:30—Meet Millie
- 10:00—Bob Trout News
- 10:05—The People Act
- 10:30—String Serenade
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

Tarzan, Lord of the Jungle, Thrills All With New Saturday Night Radio Broadcast

Tarzan, that hardy perennial muscle man of the jungle, who for nearly forty years has been diverting those who live a humdrum civilized routine, has entered a new field — his first weekly network radio program, Saturdays, 8:30-9:00 P.M.

Each Saturday night, the Lord of the Jungle's famous "call of the apes" begins an episode which spells danger, hate, intrigue and eventual victory for Tarzan. The jungle call which opens and closes each program is Tarzan's "theme song." Walter White, Jr., who produces the show, auditioned more than twenty applicants before discovering a voice with the virility and strength characteristic of Tarzan. Then he tape-recorded the call to insure consistency all through the series.

Tarzan's swing into network radio prompts a consideration of his basic appeal. Why has this jungle character caught the imagination and interest of youths and adults all over the world?

A distinguished psychologist analyzes it as an avenue of escape, "Most people," he says, "are hungry for thrills and romance beyond their reach. In listening to these radio adventures, they can identify themselves with heroic and dramatic deeds. They see themselves swinging lustily through the jungle, unburdened by clothing, money, housing or job problems. They feel like heroes, infallibly conquering their enemies."

Another doctor says: "Tarzan typifies the spirit that makes men go camping. He is above and beyond plumbing, automobiles and taxes; and those who are harassed by these things find joy in his ability to fend for himself in the wilds of the jungle."

Tarzan, for all his bizarre habits, has become as familiar to Americans as Donald Duck or Tom Sawyer. Yet his author, Edgar Rice Burroughs, had a hard time at first selling him to any editor. Burroughs had read Stanley's "In Darkest Africa," and from this, plus a fertile imagination, had written the story of a brave, noble jungle character whom he called "Tarzan of the Apes." Every well known editor turned

down his novel. Finally, the editor of the New York Evening World decided to run it as a newspaper serial. Other papers followed suit. The readers' interest made itself felt and finally a publisher, A. C. McClurg, in 1914, issued it in book form.

From such beginnings the Tarzan legend was built. He has been the hero of 55 novels and 27 motion pictures. He has appeared in comic strips in 150 American newspapers (daily and Sunday), and in comic books. More than 25,000,000 Tarzan books have been sold in this country. They have been translated into 57 languages and dialects. The current CBS Radio series is drawing millions of listeners each week. Candy, chewing gum, bread and two post offices — Tarzan, Texas and Tarzana, Calif. — have been named after the jungle hero.

On his weekly CBS Radio adventure, Tarzan remains a noble mystery man. Because C-B-S wants the listener's imagination to run unfettered, the actor who plays Tarzan will not be identified, and listeners can visualize him as they will.

Mainly For Women

(Continued from page 7)

Loves Me".

When asked what she does all day, Patty replied, "I get up . . . eat pancakes . . . then play all day. Sometimes I help mama sweep the house . . . and sometimes I go to movies. I like to listen to the radio, 'specially if there are kid shows on. One day I listened to a kid show, and they had lots of fun."

Patty seems very unimpressed with the whole thing. She's busy just being Patty . . . playing with her dolls . . . and looking forward to school. She's quite a little girl . . . Patty Diehl, the sparkling little blonde with the big blue eyes who is the WJLS first phase winner of the 1952 Miss Sunbeam contest.

MONDAY

FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Cedric Adams
- 4:00—The Chicagoans
- 4:30—Treasury Bandstand
- 4:45—Rev. B. C. Jennings
- 5:00—Gospel Music
- 5:15—Navy Band
- 5:30—Hillbilly Stars
- 5:45—The American Red Cross Show
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 6:45—Dinner Music
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—Club 15
- 7:45—Edward R. Murrow
- 8:00—Suspense
- 8:30—Damon Runyon Theatre
- 9:00—Lux Radio Theatre
- 10:00—Bob Hawk Show
- 10:30—Robert Q.'s Waxworks
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

TUESDAY

FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Cedric Adams
- 4:00—The Chicagoans
- 4:30—Treasury Bandstand
- 4:45—Rev. B. C. Jennings
- 5:00—Gospel Music
- 5:15—Land's Best Land
- 5:30—Hillbilly Stars
- 5:45—Guest Star
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 6:45—Dinner Music
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—The Peggy Lee Show
- 7:45—Edward R. Murrow News
- 8:00—People Are Funny
- 8:30—Mr. and Mrs. North
- 9:00—Life With Luigi
- 9:30—Louella Parsons
- 9:35—The Lineup
- 10:00—Candidates & Issues
- 10:30—Robert Q.'s Waxworks
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

Suspense Has Tenth Birthday; "Sorry Wrong Number" Set

"Suspense," radio's king of the thrillers throughout most of the last decade, celebrates its 10th anniversary as a commercially sponsored radio show on Monday night, June 16, by re-creating the most famous "Suspense" play of all time, "Sorry, Wrong Number," with its original star, Agnes Moorehead playing her spine-tingling role for the sixth time (WJLS, 8 P.M.).

Refusing to be stampeded by the TV scare which has driven many sponsors out of radio, Auto-Lite (which also has a TV version of its much-decorated "Suspense") already has picked up its option for next season.

Producer-director Elliott Lewis (best known to many radio fans as the "Frankie Remley" of the Phil Harris Show (says he sees no reason why "Suspense" can't roll along for another decade and adds that he personally, "simply can't afford to be bothered with TV.")

Lewis says the television impact is leveling off, that there are more radios than bathtubs in the U. S., and that plenty of people still are listening.

He points out further that in radio he can produce and direct three or four shows a week, act in several more, and still find time to appear in movies and lecture on

drama at UCLA — whereas if he were to take just one television job, it would require every waking moment for one show.

"I simply couldn't afford it," says Lewis, "and besides, I like variety."

The producer's wife, Cathy, is a case in point. She and Elliott used to be on virtually every big-time show in town, were known in the trade as "Mr. and Mrs. Radio." But then came television, and Cathy was drafted for the TV version of one of her airshows — "My Friend, Irma," on which she is co-starred with Marie Wilson.

"Now she's 'Jane Stacey' 24 hours a day," says Elliott, "and I'm lucky if I see her for dinner."

Lewis is moving "Suspense" from Hollywood to New York for the anniversary show — last of the season for the "theatre of thrills" — in order to obtain the services of Miss Moorehead, who is appearing there with the First Drama Quartette in, "Don Juan in Hell."

This will mark the 15th "Suspense" appearance of Miss Moorehead, who is known as the "First Lady of 'Suspense,'" as well as her sixth performance on this program of the classic study in terror, "Sorry, Wrong Number."

CBS Stars Win Awards

The Academy of Radio and Television Arts and Science has named Red Skelton "Best TV Comedian" of the year. It also cites news commentator Edward R. Murrow, Dinah Shore and Tallulah Bankhead's radio show for "meritorious achievement."

The academy made its Third Annual Award of "Michaels," to eight stars and 20 programs.

Special citations went to Gian Carlo Menotti's opera, "Amahl and the Night Visitors" and Theodore Granik's television youth forum, "Youth Wants To Know."

Dinah Shore won her third Michael and Perry Como his second as "best vocalists."

Milton Berle, last year's winner of the "Best TV Comedian" award, did not place this year.

The winners:

In radio: Program of the year, The Big Show; Musical, The Telephone Hour;

Drama, Theatre Guild on the Air; News Program, Edward R. Murrow; Public Interest, Dragnet; Children's Program, Greatest Story Ever Told.

In television: Comedian, Red Skelton; Variety, Your Show of Shows; Situation Comedy, I Love Lucy; Drama, Philco-Goodyear Playhouse; Mystery, Dragnet; Panel Quiz, What's My Line; Discussion-Interviews, Meet the Press; Forum, American Forum of the Air; Musical Variety, Fred Waring; Daytime Program, Garry Moore Show; News Program, See It Now; Commercial Presentation, Schlitz Beer Innovation, Biography Shows on Toast of the Town; Children's Program, Zoo Parade; Announcer, Betty Furness.

In radio and television: Sportscaster, Mel Allen; Female Vocalist, Dinah Shore; Male Vocalist, Perry Como; Best Popular Song, Too Young.

WEDNESDAY

FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Cedric Adams
- 4:00—The Chicagoans
- 4:30—Treasury Bandstand
- 5:00—Gospel Music
- 5:15—Navy Star Time
- 5:30—Hillbilly Stars
- 5:45—Stars For Defense
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 6:45—Dinner Music
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—Club 15
- 7:45—Edward R. Murrow
- 8:00—The Eddie Arnold Show
- 8:30—Dr. Christian
- 9:00—The Red Skelton Show
- 9:30—The Bing Crosby Show
- 10:00—T.B.A.
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

THURSDAY

FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Cedric Adams
- 4:00—St. Louis Matinee
- 4:30—Treasury Bandstand
- 4:45—Rev. B. C. Jennings
- 5:00—Gospel Music
- 5:15—Adventure Is Your Heritage
- 5:30—Hillbilly Stars
- 5:45—Here's To Veterans
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 6:45—Dinner Music
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—The Peggy Lee Show
- 7:45—Edward R. Murrow
- 8:00—FBI in Peace and War
- 8:30—Hallmark Playhouse
- 9:00—Mr. Chameleon
- 9:30—Mr. Keene
- 10:00—Hollywood Sound Stage
- 10:30—Presidential Profiles
- 11:00—The World Tonight

WJLS-FM
99.5 on FM Dial

WJLS's Newest Announcer Started Career in Austria

Since Radio Station WJLS first took to the air in March 1939, its announcers have been many, and their beginning in radio have offered many an interesting story, but the newest addition to the staff has a story that completely eclipses all the rest.

Bill Bradlow, the son of a retired Army colonel, started his radio career while still a youngster in his teens, and his father was stationed in Vennia, Austria after the end of World War II.

Why, or how it occurred still affords some type of mystery — but Bill found himself walking into the radio station in the American zone of Vennia one day shortly after he arrived in the European country. And within a few hours, he was a boy with absolutely no previous radio experience, working in a radio station as an announcer.

Though the thought of becoming a radio announcer previously had not been on open display, his work in Vienna grew with him. When his father was transferred back to the states, he stopped off in New York to attend a radio school.

Fate also introduced him to his wife, and by the time he had graduated from the radio course, he had also become a married man. He first went to work in Ganessville, Texas, and after a six months tour there, moved on to Centralia, Illinois.

From a vacation in Florida while still connected with the Illinois station, he came to WJLS.

His background, as the son of a regular Army officer, has been varied. He has traveled through most of the western states, into the Philippine Islands, and of course, Europe.

One of his most fond memories though, is the trip to and the stay in the south pacific.

Bill likes to tell the story of stopping off in Hawaii, to visit with Army friends, and the swimming of the famous beach at WiKa-Kee.

He says the post on the Philippine Islands, Fort McKinley, was the most complete he can recall in his early days, "It had everything," is the way he puts it.

Since coming to WJLS he has taken the title of "Uncle Bill" the man who turns on the old wind up phonograph at the Country Store five mornings a week, to offer some enjoyable music for WJLS's southern West Virginia listeners.



UNCLE BILL

This program is heard Monday through Friday at 11:30 a.m. and is 30 minutes in length.

Bill says southern West Virginia is one of the nicest places he has stopped in his travels around the world

Know Your Stars—

(Continued from page 5)

ence, UNRRA, and the trial of Fred Rose, leader of the Canadian espionage ring. During this time, he also did narration on many industrial films, short subjects and special features.

Then Hollywood beckoned. His first job was with KFAC. A week later he moved to KPAC as newscaster. He was signed by CBS as an announcer in the summer of 1947.

He is married to the former Leona Finnie of Winnipeg and has three sons, Ray, 14; Ken, 13; and Davie, 5.

Can you name our star. See answer on page 22.

FRIDAY

FM

Program Schedule

- 3:00—Music In The Air
- 3:50—Cedric Adams
- 4:00—St. Louis Matinee
- 4:30—Treasury Bandstand
- 4:45—Rev. B. C. Jennings
- 5:00—Gospel Music
- 5:15—Country Music Time
- 5:30—Hillbilly Stars
- 5:45—Serenade in Blue
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 6:45—Dinner Music
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—Club 15
- 7:45—Edward R. Murrow
- 8:00—Musicland USA
- 8:30—The Big Time
- 9:00—Doris Day Show
- 9:30—Robt. Q.'s Waxworks
- 10:00—Ed Morgan News
- 10:05—Capitol Cloakroom
- 10:30—Dance Orchestra
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

SATURDAY

FM

Program Schedule

- 3:00—Report from Overseas
- 3:15—Adventures in Science
- 3:30—Farm News
- 3:45—Correspondent's Scratch Pad
- 4:00—Your Voice of America
- 4:15—Youth For Christ
- 4:45—Good News Hour
- 5:15—Stan Doherty Presents
- 5:30—Treasury Bandstand
- 6:00—Ed Morgan News
- 6:15—U. N. on the Record
- 6:30—Saturday Sports Roundup
- 6:45—Larry LeSueur News
- 7:00—This I Believe
- 7:05—G. I. Mail Bag
- 8:00—The Gene Autry Show
- 8:30—Gunsmoke
- 9:00—Gangbusters
- 9:30—Broadway is My Beat
- 10:00—Star In The Air
- 10:30—Robert Q's Waxworks
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

Carter Family Guests On Western Swing

A recent visitor on Cousin Jack's afternoon "Western Swing" were the Carter Family Singers, famous Grand Ole Opry stars from Nashville, Tennessee.

The singers were in Beckley to play at the Memorial Building in an evening of entertainment sponsored by the American Legion Post 32.

Cousin Jack had the three sisters, mother and father and an uncle up for a half-hour of entertainment that turned into one of the most novel shows ever conceived during the week-day program.

Cousin Jack had little more to say than introduce the gals — June, in particular,— and read the commercials. From then on it was an afternoon of laughs and good singing as the entertainers put on various acts from their show.

And to top the afternoon of entertainment off, Sneads Florists, located across the street from the WJLS studios, sent each of the gals a corsage. This brought about all types of exclamation from little June, who is known as the emcee of the Carter Family shows.

Below you'll find a picture of Cousin Jack with the female members of the Carter Family Singers, as they hold their corsages.

Cousin Jack welcomes the out of town entertainers who appear in Beckley every so often on his Western Swing program.



COUSIN JACK AND CARTER FAMILY

ANSWER TO KNOW YOUR STARS

Our star this month is Larry Thor, better known as Detective Danny Clover, of Broadway is My Beat. This thrilling mystery show will be heard on Monday nights at 9:30 during the month of June.

"THE 560 NEWS"

How's Your Car Radio Working? Are The Batteries In Your Portable Ok?

It might be a good idea to check these two important radios right now. With summer only a few days away, you'll want to be ready for your favorite radio programs, where ever you are.

And by the way on Beckley's Personality station, radio listening this summer, will be more enjoyable than ever before. Special summertime programs are being arranged just for your enjoyment.

Because radio listening is a good way to relax during your vacation, be sure that your radios are in their best working order. Don't miss a single day of your favorite radio entertainers, regardless of where you are or what you do this summer.

And remember too, if you are a businessman, that more and more people will be listening to radio this summer — and they'll be listening to Beckley's Personality station where top rated shows will be on the air. This means you can wisely spend your advertising dollar during the summer months, if you do it on

WJLS and WJLS-FM

Beckley's Personality Stations

Our Salesmen are as near as your telephone — Call 7311

"THE 560 NEWS"