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TO:

**The
560
NEWS**



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

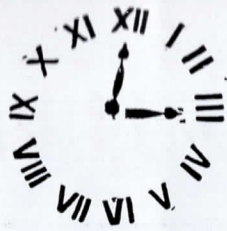
ADDRESS

Renewal: Yes No

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

November — 1952

— 10c —



Now Is The HOUR!

Yes, NOW is the hour . . . the time to get the "Good Listening Habit" by tuning to 560 'first thing in the morning. And say, leave your dial there all day long. There's no better variety entertainment anywhere than you'll find on your radio . . . the world's BIGGEST entertainment value . . . it's FREE!

WJLS & WJLS - FM

BECKLEY



MIKE MEMOS

The behind the scenes operation of a radio station is sometimes very fascinating, even to the young folks. Such seems to be the case in the early morning hours in these days since school started this year. A group of young school children, of junior high school age, are climbing the stairs to the broadcasting station just as regularly as clock work every school day around 7:30 a. m. For the most part the kids are bus students at Beckley Junior High School, and they drop by the radio station for two reasons, so they report. First, they have that natural desire to wonder what the fellows who talk on the radio actually look like. And second, they like to watch this group work, for the things they do seem to fascinate their minds no end. The group includes about 10 or 15 every day — with five or six always returning, and the remainder of the students being new ones they've interested in taking a look. Needless to say, the personnel of WJLS is flattered at their appearance, for there's nothing like having a visible boost once in a while . . . The political campaign of the past month has been reflected into the station personnel. For the most part they take their politics serious and never bother any of the other staff members with their thinking in this line of endeavor. However, about mid-October, it got to be a joke that some of the folks had lined up on Eisenhower's side, and others on Stevenson's. And though meaningless, there were some good arguments staged, just to draw other personnel into the conversations. This led to someone stopping by the Republican headquarters to pick up campaign literature which was distributed to the folks who had sided with Stevenson. And quite naturally it meant a return move,

with Democratic literature the next to be distributed. The staff has enjoyed itself along this line, and it has taken the edge off a bit of hard work that is ahead. The night of November fourth will find them all busily engaged in making sure that you have the fastest, most accurate election returns possible, if you are tuned to WJLS or WJLS-FM. . . . The political broadcasts of the last two weeks in October quite often caused cancellation of some favorite radio programs for this part of West Virginia. Because of this some listeners got the idea their favorite radio entertainers were off the air. Nothing could be farther from right—it was just a one time cancellation in many instances. To be sure of the correct time for your favorite programs look at the Program Schedule in the middle of this issue. You'll find some old favorites that have returned to the air among those listed for the month of November . . . The Friday night high school football games carried by WJLS and WJLS-FM have brought about quite a bit of comment this fall. A great many area listeners were glad to have reports of additional games, instead of the Woodrow Wilson High School Battles every Friday night. It was rather surprising to the personnel of the radio station to note that so many fans were interested in other football games. Sometimes when you stay confined to the city limits of Beckley you often lose sight of the fact there are other good football teams in this part of the state. More than likely the "Area Game of the Week" idea will be promoted again next year . . . And that's thirty for this month. Good reading in the 560 News, and good listening to the 560 spot on your radio dial.

Personality Mike

"Pet Teacher"



OUR MISS BROOKS

You Can Hear
HER

Every Sunday
At 6:30 P. M.

WJLS - WJLS-FM

"THE 560 NEWS"

PERSONALITY PARADE

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



Volume 6

Number 11

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

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

EDITORIAL STAFF

William R. Barrett News Editor
Hildred Mahoney Women's Editor
Joe Gries Music Editor

Subscription Rate—(By Mail—
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On The Cover

Our cover this month caught the Editor's eye when the picture first hit his desk. Rosemary DeCamp, who portrays the role of Nurse Judy Price on the Dr. Christian Program each Wednesday evening at 8:30 is pictured with her youngest child, Nita Louise. The picture was originally intended for a Hallowe'en release, but we're sure you agree with the editor, it's a good picture for anytime in the year.

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"THE 560 NEWS"

Know the Personalities!

CAN YOU GUESS?

Despite the fact that his family once objected to his having a musical career, our November Personality, has become one of the most outstanding figures on the American musical scene.

He made his conducting debut with the Boston Symphony in 1936. From 1937 until in the spring of 1949 he was Musical Director of the Minneapolis Symphony with which organization he also toured widely.



During this period he also appeared as guest conductor with such major orchestras as the New York Philharmonic Symphony, the Boston Symphony and the Philadelphia Orchestra.

To New York Philharmonic Symphony audiences he had been familiar since his debut in December 19, 1940, the beginning of a four week engagement with the orchestra. Subsequent visits to the Philharmonic podium took place during the next two seasons when he participated in the celebration of the orchestra's centennial gala concerts. He returned in the spring of 1947 to direct part of the Philharmonic Symphony tour. During the 1947-48 season, he led the orchestra for the first four weeks of the season, in 1948-49, the first eight weeks of the regular concert season were under his baton.

During the summer of 1949, he filled many important engagements; he conducted five concerts with the San Francisco Symphony during a Music Festival arranged by the Arts Commission in May, and was immediately re-engaged for next season's Festival; at the Aspen, Colorado celebration in July of the Goethe Bicennial he conducted the Minneapolis Symphony in ten concerts.

Born in Athens, February 18, 1896, he started lessons when he was seven. At fourteen he began to compose, particularly music for the theatre.

The answer to this month's star, if you haven't already guessed, can be found on Page 21.

"THE 560 NEWS"

On Your Radio Tuesday



PEOPLE ARE FUNNY

Starts an evening Filled

with all types of

Radio Entertainment

Hear

- ★ Life With Luigi
- ★ Mr. and Mrs. North
- ★ My Friend Irma

Every Tuesday

WJLS - WJLS-FM

Editors Scrapbook

As is the case with any publication, there are a great many items which slip across the Editor's desk, that often times either get lost or are considered just not big enough to make the copy inserted on the magazine's pages. In this scrapbook page, a few of them will be included, to keep them from getting lost, and to make sure they are big enough for consumption by our readers.

For instance there was a one paragraph item that arrived the other day. It told of Arthur Godfrey's choice as his outstanding record. It was the "Too Fat Polka", and Godfrey described the record as "a proper mating of talents . . . I know that it was a song that suited me and a song that I suited . . . I had a swell time with this record." By the way it's going to be included in a new Columbia Album entitled "This Is My Best."

And while on the subject, Doris Day's selection for this Album is entitled "It's Magic". She says the tune marked a turning point for her, for its writers, Sammy Cain and Julie Styne, brought her to the attention of movie producer Michael Curtiz, and a film contract resulted.

Among the other small items—There's a street in an exclusive movie colony realty development above Sunset Strip in Hollywood that has been named after a friend of ours. It's called Collingwood Drive, and named for Charles Collingwood, noted C-B-S radio newsman and husband of radio-film actress Louise Albritton.

If you haven't heard the new Vick's Commercials on the air then you'll get a big bang out of them. They are somewhat different than the usual run of transcribed announcements.

Announcer Joe Gries said he received a telephone call the other evening from a young fellow he described as having the cutest voice on the telephone he had ever heard. Gries said the little fellow wanted to know when Hop Along Cassidy was coming back on the air. Of course the question stumped Joe, for like the rest of the station's personnel, he didn't know the answer.

Jean Hersholt, who plays the role of Dr. Christian every Wednesday night at 8:30, will urge listeners to attend National Wrestling Alliance matches during Thanksgiving Week. Part of the proceeds of the matches will go to the Leader Dogs for the Blind Fund.

In case you missed the act on People Are Funny (Tuesday's at 8 p. m.) here's a full report on the gag where the Pigeons picked Ike to win the November election. It was a race of 120 miles between two homing pigeons bearing the names of the two presidential candidates. The one named Ike, won the race by 23 seconds, which prompted emcee Art Linkletter to comment, "That winds up the election, and if anyone thinks this test proves anything, it serves to show once again that People Are Funny."

The Orange Bowl football game in Miami, Florida will be broadcast over WJLS again on January 1, 1953. It will be sponsored by the Gillette Safety Razor Company, which has presented the classic annually since 1940.

And that takes up the space allotment for this month. There were some other items on the desk, and we'll try to save them for the next issue.

The Editor

"THE 560 NEWS"

MAINLY for WOMEN By JANE RANDALL

The recipe used in this column last month was such a success that several of our readers have asked that we look through the Red Top Recipe Book put together by Cousin Jack Davis and come up with a treat for Thanksgiving.

And it's just that, which we have done. The temperatures will probably drop before the all-important holiday comes around, and a good hot dish will be in order during the holiday weekend.

In looking through the recipe book, which by the way has gone into thousands of southern West Virginia homes, we found a recipe for Old-Fashioned Baked Lima Beans, as prepared by Sadie Bragg, of Brooks, near Hinton.

This is the special treat for Thanksgiving. Here's the recipe:

- 1 lb. dried lima beans
- ¼ cup chopped onions
- ¼ lb. finely diced salt pork
- ¾ cup Grandma's Molasses
- Green peppers
- ½ cup ketchup
- 1 tsp. dry mustard
- 2 tsp. salt
- 1 tbsp. worchestershire sauce
- Frankfurters

Soak lima beans in cold water 12 hours, drain, cover beans with boiling salted water; simmer ½ hour. Drain, reserving some liquid. Combine lima beans, onions, pork, molasses, ketchup, mustard, salt and worchestershire sauce. Pour into casserole add ¼ cup bean liquid. Bake in slow oven, 275 degrees, one and one-half hours, or until beans are tender. If beans become dry, add more bean liquid. Place halved frankfurters on beans 10 minutes before removing from oven. Garnish with pieces of green pepper — or substitute tomato slices. But do not substitute ordinary molasses in the recipe.

"THE 560 NEWS"

Musical Notes

By Joe Gries

One of the leading record companies unveiled a merchandise plan recently which those in the know have called "an all star release." The aim behind this move was to give the distributors maximum selling power. The package consists of including waxings of the company's top stars and would be released all within the same week. Prior to this move most companies spread out the release of their big star's records about two or three a week. Now with this plan they would all hit the market together. Evidently the move behind this is to corner the market and enable the company to take the lead (or hold it) around the country. Perhaps they don't believe variety is the spice of the industry. What next?



Joe Gries

Here is good news for you Anthony fans. The Anthony crew has been booked solid well into 1953. Add this to the fact that they have been a solid box office attraction for the past two years and you get a good idea of the popularity of the young man with a horn and his band. His latest pressing of BUNNY HOP is doing quite well these days and shows the diversity of the crew.

These days more and more records are being released by the respective companies depicting today's top hits. In the next few words we will attempt to list for you the big sellers—the one's you should have in your home collection. WISH YOU WERE HERE, AUF WIEDERSEHN, YOU BELONG TO ME, HALF AS MUCH, HIGH NOON, MY FAVORITE SONG, I WENT TO YOUR WEDDING, DELICADO, MEET MR. CALLIGHAN, SUGERBUSH, HERE IN MY HEART, TRYING, and JAMBALAYA. Quite a formidable list and if you have them you are considered in the know.

And closing here is a gem borrowed from the London press. Peter Foster referred to Frankie Laine recently as a male Sophie Tucker. "The first of the Red Hot Poppas, shall we say."



After an ice cream-and-coke party, Joan Tompkins, star nurse of the daily drama "This Is Nora Drake," entertained the fascinated youngsters at Bellevue Hospital with her new Nora Drake doll book of cut-outs.

Nora Drake Inspires Doll Book

One of the most popular day-time dramatic series in radio, "This Is Nora Drake" has inspired two new paper doll cut-out books now on sale in variety stores across the country.

Nora Drake, radio's most famous nurse, is shown on the cover of the doll book dressed in a starched white uniform and holding a thermometer in her hand. Clothes for both on-duty and off-duty occasions are included in the book to be cut out and fitted on the paper doll.

Two additional cut-out dolls on the back of the book are inspired by the roles of Jane and Marguerite. In a larger size book, blonde Peggy appears on the front cover in her beautiful short prom gown; red-haired Vivian and Brunette Ruth pose on the back cover in their school skirts and sweaters. Included in the book are 15 complete costumes, five for each girl, designed and colored to set off their coloring and hairstyles.

"This is Nora Drake," now in its fifth

year of broadcasting previously inspired a popular biographical novel, "The Nora Drake Story" by Cornelia Blair.

Among other commendations accorded the program, its star Joan Tompkins was named guest of honor at the annual dinner of the Army Nurse Corps and received letters of thanks from student nurses, acknowledging the radio drama's influence in their choice of career.

This is Nora Drake is each weekday, Monday through Friday, at 2:30 p.m. on Beckley's Personality stations.

VOTE

November 4th

"THE 560 NEWS"

House Party Musicians Know All Types Music

The music you hear every day on House Party (from 3:15 to 3:45 p.m. Monday through Friday) is furnished by Muzzy Marcellino's Trio. The gang knows its music, from an educational as well as a performing standpoint.

Marcellino, the leader and vocalist, put in two years with Phil Harris in San Francisco, then gained national prominence with the Ted Fio Rito group. Seven years of traveling, as well as hotel jobs with Fio Rito, gave him the knowledge any leader needs, what the public wants to hear.

Bob Walters plays the piano, clarinet, saxophone or vibes, and is top flight on each one. He learned his music under such masters as Claude Thornhill, Tommy Dorsey, Harry James and Les Brown, after getting his start in life in Tonowanda, N. Y.

Steve Paietta, who plays the electric organ and accordion, started his music career at the age of eight, with a small-sized accordion. He's a graduate of the University of Portland with a degree in music, magna cum laude. He's still studying music composition, at the University of California.

Two days a week, Wes Griffin joins Marcellino at the electric organ, a spot he'd held down for House Party for the past two years. However, supper club chores have begun taking up so much of his time he's had to drop off the show except for his twice-weekly spots with the trio.

So with this background, it's no wonder then when the House Party master of ceremonies, Art Linkletter calls for a musical selection, it makes no difference what he names, he'll get just that.

And music plays an important part in the 30-minute program, for often times, Art has special guests who are known for their singing ability. When they are on the show, he generally asks them to sing, and when they name a tune, the musical organization must be able to give forth.

"THE 560 NEWS"

EVERY THURSDAY
MEET MILLIE



Audry Totter
and
JUNIOR MISS



Barbara Whiting
on
WJLS - WJLS-FM
8:30-9 P. M. Thursday

SIGNBOARDS CHANGED



Here's the new sign that points to the business route of Highway 21 as it passes through Beckley. The sign is located in Raleigh Heights at the Intersection of Highway 21's business route, and the By-Pass of route 12, and highway 19.



This sign, and one other like it, are located on other roads leading into Beckley. This type was placed on State Route 16 near Crab Orchard, and U. S. Highway 21, north of Beckley, near the cut-off to Prosperity. With their "Welcome to WJLS Land" theme, they note the home city for Beckley's First Station.

Polio Foundation Says Thanks

(Editor's Note: The following is a letter received by Mr. Joe L. Smith, Jr., owner of Radio Stations WJLS and WJLS-FM from the West Virginia State Representative of the National Foundation for Infantile Paralysis. The letter was addressed to Citizens of Raleigh County, in care of Mr. Smith.)

Dear Friends:

I am taking this opportunity to thank you for your generous support in contributing special funds to help finance medical care for polio patients in Raleigh county. Mr. W. A. Burke of Beckley reports that more than 12,000.00 has been contributed to date.

The National Foundation for Infantile Paralysis, through your Raleigh County Chapter, has endeavored to make sure that every individual stricken with poliomyelitis has the best possible care, regardless of age, race, creed or color. Thousands of dollars contributed during the March of Dimes last year have already been expended and more will be forthcoming from the Epidemic Aid Reserve Fund at National Headquarters which is held in readiness for situations like you are experiencing in Raleigh County. Your emergency donations, supplementing the funds available through your Raleigh county chapter, give an even greater assurance to those families needing financial assistance. Not only did you give money, but you provided baby beds, hours of service and many other things that are too numerous to mention.

I know, too, you appreciate the fine job done by the officials and members of the Raleigh County Chapter of the National Foundation for Infantile Paralysis. Many of these volunteers were up all hours in the night arranging for ambulances, conferring with the doctors and nurses and transporting iron lungs. Their only pay was the satisfaction of being able to help your children.

We would be most ungrateful if we failed to mention the splendid cooperation of the newspapers, radio stations, medical association and other agencies. Raleigh county should be proud of the fine community spirit its citizenry who have met a critical situation. It is the purpose of the National Foundation for Infantile Paralysis to lead and direct the fight against

polio, but this would be impossible if it were not for the fine cooperation of the American public, which has been truly demonstrated in your own community.

Many of your Raleigh county patients have already returned home; others are still in the hospital. Some have made complete recovery, while others will need physical therapy, braces or other orthopedic appliances. Some may need a wheel chair or an operation. Whatever the need, your local Infantile Paralysis Chapter will be there to make plans for continued care. The United Mine Workers of America Welfare Fund, the Crippled Children's Service of the State Department of Public Assistance, the State Vocational Rehabilitation

(Continued on page 21)



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

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

CAREFUL DRIVERS LIVE LONGER!

H O M E
Insurance Agency

PHONE 7344

BOX 109

111 MAIN STREET BECKLEY, W. VA.



WJLS WJLS-FM



Programs For The Month Of Nov., 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	Party Line Party Line - News Party Line	Party Line Party Line - News Party Line	Party Line Party Line - News Party Line	Party Line Party Line - News Party Line	Party Line Party Line - News 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 Time Cousin's Corner
7:00 7:15 7:30 7:45	Sunday Morning Hymn Time Rev. Young	Wake Up Time Eddie Arnold March - Keep Time Esso Reporter	Wake Up Time Cowboy Jack Hunt March - Keep Time Esso Reporter	Wake Up Time Eddie Arnold March - Keep Time Esso Reporter	Wake Up Time Cowboy Jack Hunt March - Keep Time Esso Reporter	Wake Up Time Eddie Arnold March - Keep Time Esso Reporter	Wake Up Time Cowboy Jack Hunt March - Keep Time Esso Reporter
8:00 8:15 8:30 8:45	The Old Fashioned Revival Hour	CBS News Roundup Community Calendar Calendar - News	CBS News Roundup Community Calendar Calendar - News	CBS News Roundup Community Calendar Calendar - News	CBS News Roundup Community Calendar Calendar - News	CBS News Roundup Community Calendar Calendar - News	CBS News Roundup Rev. John Gowen Rev. Gowen - News
9:00 9:15 9:30 9:45	Assembly of God Hr. Renfro Valley	News of America Rev. Peyton Second Mrs. Burton	News of America Rev. Peyton Second Mrs. Burton	News of America Rev. Peyton Second Mrs. Burton	News of America Rev. Peyton Second Mrs. Burton	News of America Rev. Peyton Second Mrs. Burton	News of America Sat. Song Convention Pop Shop
10:00 10:15 10:30 10:45	Renfro Valley Sunday School Hour CBS News	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Arthur Godfrey And All The Little Godfreys	Grandpappy Hill Smilin' Ed's Gang
11:00 11:15 11:30 11:45	News-Bapt. Church Baptist Church	Arthur Godfrey Dinnerbell What's Cookin'	Arthur Godfrey After Arthur What's Cookin'	Arthur Godfrey Dinnerbell What's Cookin'	Arthur Godfrey After Arthur What's Cookin'	Arthur Godfrey Dinnerbell What's Cookin'	News-Let's Pretend Let's Pretend Give and Take
12:00 12:15 12:30 12:45	Byron Buker Will Jackson-News Christian Bro. Hr.	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 Stars over Hollywood
1:00 1:15 1:30 1:45	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. WVU Football Game
2:00 2:15 2:30 2:45	String Serenade N. Y. Phil. Sym.	Mainly for Women Perry Mason Nora Drake Brithier Day	Mainly for Women Perry Mason Nora Drake Brithier Day	Mainly for Women Perry Mason Nora Drake Brithier Day	Mainly for Women Perry Mason Nora Drake Brithier Day	Mainly for Women Perry Mason Nora Drake Brithier Day	WVU Football Game
3:00 3:15 3:30 3:45	N. Y. Phil. Sym.	Hilltop House House Party Songs You Remember	Hilltop House House Party Songs You Remember	Hilltop House House Party Songs You Remember	Hilltop House House Party Songs You Remember	Hilltop House House Party Songs You Remember	WVU Football Game
4:00 4:15 4:30 4:45	Syncopation Piece	It Hap's Every Day Listen and Win	It Hap's Every Day Listen and Win	It Hap's Every Day Listen and Win	It Hap's Every Day Listen and Win	It Hap's Every Day Listen and Win	WVU Football Game Rev. C. H. Martin
5:00 5:15 5:30 5:45	King Arthur's Roundtable Robert Trout News Trout-LeSeuer News	Singing Sam Raborn Hymns of the Hills Little Show Curt Massey Time	Singing Sam Raborn Hymns of the Hills Little Show Curt Massey Time	Singing Sam Raborn Hymns of the Hills Little Show Curt Massey Time	Singing Sam Raborn Hymns of the Hills Little Show Curt Massey Time	Singing Sam Raborn Hymns of the Hills Little Show Curt Massey Time	Rev. C. H. Martin Youth for Christ Hymns of the Hills Football Scoreboard
6:00 6:15 6:30 6:45	Treasurer Chest Our Miss Brooks	Esso Reporter-Sports Top Tunes News-Top Tunes Evening News	Esso Reporter-Sports Organ Melodies News-Top Tunes Evening News	Esso Reporter-Sports C-and-O Reporter News-Top Tunes Evening News	Esso Reporter-Sports Top Tunes News-Top Tunes Evening News	Esso Reporter-Sports Top Tunes News-Top Tunes Evening News	Esso Reporter-B-Board News-Music Larry LeSeuer News
7:00 7:15 7:30 7:45	Jack Benny Amos 'n Andy	Beulah Jack Smith Club 15 Edward R. Murrow	Beulah Jack Smith Peggy Lee Edward R. Murrow	Beulah Jack Smith Club 15 Edward R. Murrow	Beulah Jack Smith Peggy Lee Edward R. Murrow	Beulah Jack Smith Club 15 Edward R. Murrow	Broadway Is My Beat Vaughn Monroe
8:00 8:15 8:30 8:45	Charlie McCarthy B'way Playhouse	Suspense Carnival of Music	People are Funny Mr. and Mrs. North	Eddie Arnold Show Dr. Christian	Meet Millie Junior Miss	Mr. Keen Gunsmoke	Gene Autry Tarzan
9:00 9:15 9:30 9:45	Hallmark Playhouse F. B. I. In Peace and War	Lux Radio Theatre	Life With Luigi My Friend Irma	The Line-Up What's My Line	Romance Bing Crosby Show	Mr. Chameleon T.B.A.	Gangbusters Gangbusters-Salute Steve Allen Show
10:00 10:15 10:30 10:45	News-Music Music of America Orchestra	Bob Hawk Show News-Moods Moods and Melody	L. Parsons-Chameleon Mr. Chameleon Orchestra Orchestra	Fights Fights	B. Trout-D. Day Doris Day Show Orchestra Orchestra	B. Trout-Cloakroom Capitol Cloakroom Orchestra	News-Music Music of America Orchestra
11:00 11:15 11:30 11:45	CBS News Weather-Thoughts Music for Sunday	CBS News Merry-Go-Round	CBS News Merry-Go-Round	CBS News Merry-Go-Round	CBS News Merry-Go-Round	CBS News Merry-Go-Round	CBS News Merry-Go-Round
12:00 12:05 12:10	CBS News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off	News This I Believe Sign Off

KEEP THIS LOG ON OUR RADIO

SEE WJLS-FM LOG ON REVERSE SIDE

WJLS 560 Kc. — WJLS-FM 99.5 Meg.

Marie Wilson: Just Like My Friend Irma In Real Life

The football season may have only a month more to go, and that's the case only in collegiate circles, but you'd probably have a hard time explaining that to My Friend Irma. She wants to be a football player all year round. And judging by the picture she posed for in uniform, there'll be a lot of fellows in favor of letting her dress for the game all year round.

But this is somewhat beside the point, since this article is supposed to tell that Marie Wilson, the gal you hear on the air each Tuesday evening as My Friend Irma, acts just the same way in real life. She's as laughable, as lovable and as unpredictable in her real life counterpart.

She calls everybody "darling around the broadcast studio, and not because she doesn't remember names. She does, in uncanny fashion. But "darling" expresses the innate friendliness she exhibits towards animals, sponsors, policemen, directors and waiters. She loves to tell them jokes (usually old ones) and has one of the loudest most contagious laughs in Hollywood.

She calls herself a hypochondriac and carries a jeweled pill-box full of assorted pellets which she offers to all and sundry, along with extraordinary diet advice. In spite of this freely given counsel, she is an incurable between-meal muncher. In the order mentioned, her snacks are likely to include a pickle, a candy bar, an apple, soup, three more candy bars and some potato chips. She can't cook but wishes she could.

She drives a smart yellow convertible,

but never puts the top down. She often parks the car in no-parking zones, because they are closer to where she wants to go. She shrugs her pretty shoulders when this practice nets her a parking ticket. She worries only if the policeman who gives her the ticket doesn't look well . . . in which case she'll give him a pill from her pilbox, a little health talk and that Warm Wilson smile.

As a result of all this, there's no wonder then that everyone loves My Friend Irma.

Her thirty minute program, which has set America to laughing on Tuesday nights at 9:30 this season, is well known to all who listen to the radio. With her roommate, Jane, Irma provides some conversation that even the best read people would never think of using even in a joking fashion.

The program is carried by both WJLS and WJLS-FM and has become one of the favorites of radio listeners in southern West Virginia. One listener wrote the staff of Beckley's leading radio stations recently

and remarked, "Without this Tuesday night feature, I'd be lost. It truly is the most entertaining program in radio today."

And judging by the reaction to some of the jokes, which become conversation the next day among businessmen in all parts of southern West Virginia there are a lot of people who feel the same way.

Join the thousands of southern West Virginia residents who listen to My Friend Irma, next Tuesday night at 9:30 on WJLS or WJLS-FM.



MARIE WILSON

"THE 560 NEWS"

Silver Dollarman Fast Becoming Saturday Favorite

A new and fascinating program is now being broadcast over Radio Station WJLS for one hour every Saturday morning at 9:30. It's the Silver Dollar Man, a fellow who has a big part in giving away as many as ten-silver dollars to a lot of listeners.

The program, sponsored by the Dr. Pepper Bottling Company works something like this: For every bottle of cold Dr. Pepper in the refrigerator of a home called by telephone or referred to by the Silver Dollar Man, his representative will pay one-silver dollar.

The Silver Dollar Man, who in reality is Cousin Jack Davis, is on the air with music along with the names and addresses of residents from all over southern West Virginia. In between the records he either uses the telephone to call an individual resident, or he notifies one of his field men to go directly to the residence of some person without a telephone.

The field men . . . miniature Silver Dollar Men . . . are employees of the Dr. Pepper Bottling Company who are working in cars. Ten, Two and Four . . . the hours that Dr. Pepper are most popular.

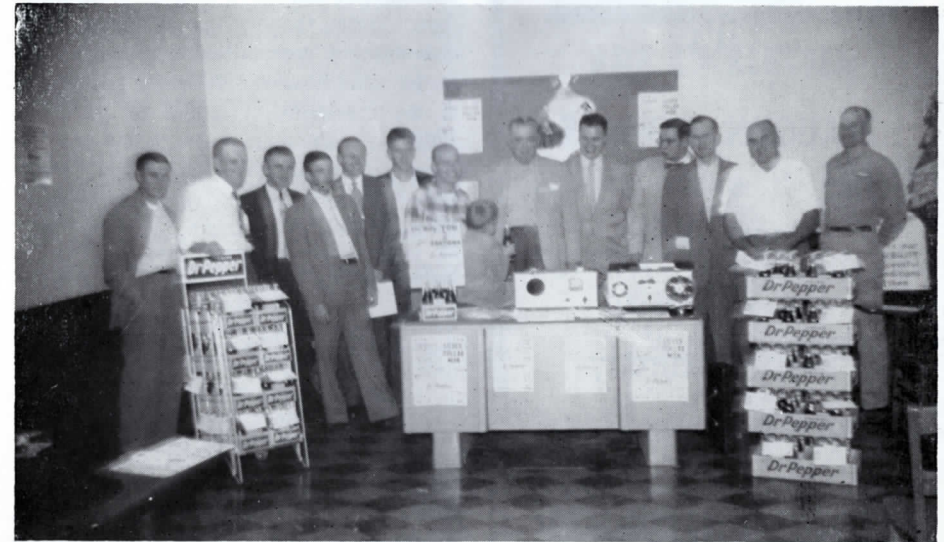
After the Silver Dollarman has talked

with a person by telephone or given the name of some individual without a telephone, these field men drop by the residence and look into the ice box to determine just how many bottles of Dr. Pepper are ice cold, and then for each one not to exceed ten, they give one silver dollar.

Also sharing in this silver dollar plan, is the grocer or manager of the store where the purchase of Dr. Pepper was made. If the resident can name this person, they too will receive one-silver dollar.

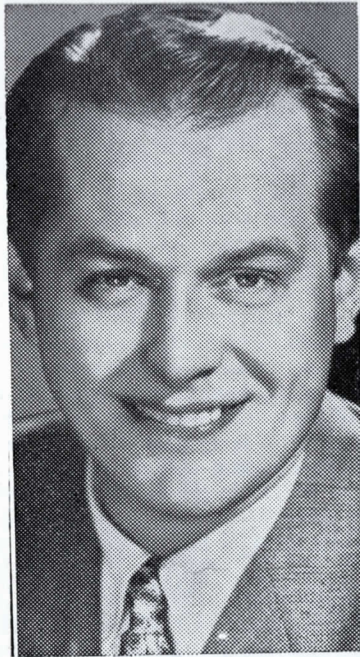
During the hour long program an average of eight to ten persons will have the opportunity to win silver dollars. In between the directing of Cars Ten, Two and Four to check on the iceboxes in various homes, Silver Dollarman Cousin Jack Davis is playing some of the more popular music of the day and chatting with the folks throughout southern West Virginia.

During the initial program on Saturday October 25, the Dr. Pepper special radio cars were directed to check homes in as far away places as Oswald, Winding Gulf, Beaver and Hinton. This proved again, that the Silver Dollarman may visit in any part of southern West Virginia.



Shown above are members of the sales staff of the Dr. Pepper Bottling Company along with Cousin Jack Davis and WJLS Sales Manager Will Jackson. In the center of the pictures, reading left to right, are Phil A. McDaniel, president of the bottling concern, Davis and Jackson.

"THE 560 NEWS"



KNOW HIM?

it's

VAUGHN MONROE

Heard With
His Orchestra
Every Saturday
At 7:30 P. M.

WJLS - WJLS-FM

Reporters, Machines To Bring Combined Coverage of 1952 Election

One of the most exciting political events of our time, one of the most significant historical events of recent years, will be climaxed Tuesday, November fourth when the Election returns are broadcast over stations WJLS and WJLS-FM at 8 p.m. and lasting until the final results are known.

This station will join forces with the C-B-S Radio network, and other newsmen throughout southern West Virginia to bring you the best election coverage in history. And all this will be supplemented by the new "electronic brain" equipped with 5,500 tubes and capable of making thousands of additions, multiplications and divisions per second.

This night, November 4, will be the first time the new mechanical wizard, the Remington-Rand "Univac" will have been used in reporting an election via radio. Into it will be fed the returns from all over the country, minute by minute, and against these figures the machine will furnish an instantaneous comparison with the returns at the same hour and from the same place in the Presidential elections of 1944 and 1948.

The CBS Radio network coverage that night will be under the direction of Wells Church, and will feature the same team of crack correspondents that made radio history during both political convntions in July. Among the reporters will be Robert Trout, Edward R. Murrow, Charles Collingwood and Lowell Thomas.

CBS radio microphones will take listeners around the country and the world as the votes are being conducted. CBS Radio newsmen will be assigned to Governor Stevenson in Springfield, Ill., General Eisenhower in New York City; Senator Sparkman in Huntsville, Ala; and Senator Nixon in Los Angeles. Abroad, CBS Radio reporters will be stationed at microphones in Tokyo, London, Paris, and Berlin,

"THE 560 NEWS"

to bring America the biggest, best and fastest election coverage in history.

And in West Virginia, for coverage of the district, county and state offices, WJLS veteran News Editor, William R. Barrett will be directing the broadcast of returns.

Special broadcasts from various parts of the state are being planned in cooperation with the Personality network, and for the first time in radio coverage of a general election, WJLS will attempt to provide complete returns of local and magisterial races all over southern West Virginia.

In the CBS Radio newsroom there'll be a broadcast platform from which to read the totals board on the presidential race, acoustically—treated telephone booths for receiving special returns; and dozens of work areas necessary to keep the county straight for the Presidency, the House, the Senate and the gubernatorial elections. Behind the scenes will be ten editors, four comptomter operators, ten writers, about 15 assistants to handle copy, a dozen more engineers, telephone line traffic experts, directors and production men.

At WJLS' Newsroom for the night there'll be the usual staff of people charged with keeping close tab on the 108 Raleigh county precincts as they report to the Court House, in addition to a special staff assigned to obtain results from other counties in this part of the state, and the actual group of writers and directors who'll be switching from to parts of the state as the evening brings forth interesting returns from every corner of West Virginia.

All of the preparations were made during the last two weeks of October, and there was but one thought in the mind of both the local station and CBS Radio network personnel as they labored to iron out difficulties, that was to give radio listeners the fastest, the best and the most accurate election coverage in history of radio.

"THE 560 NEWS"

People Are Funny

and here's the man



ART LINKLETTER

Who'll prove it EVERY
TUESDAY night on his
CBS Radio Program
Broadcast at 8 P. M. on

WJLS - WJLS-FM

WHAT'S COOKIN'?

That's what Cousin Jack Davis wants to know each weekday morning at 11:45. Tune in one of the most pleasant 15 minutes in radio and learn what's cooking at your neighbors.

Remember at 11:45 a.m.

Monday through Friday

It's WHAT'S COOKIN'

on

WJLS - WJLS-FM

Radio's Beulah Dies Oct. 26th

One of radio and movie-lands greatest entertainers died on Sunday, October 26th. Hattie McDaniel was the victim of that dreaded disease, cancer, following a year's illness in which she never gave up hope of returning to both the radio and movie screen.

On Beckley's Personality Stations she starred as Beulah, the loveable servant of the Harry Henderson household in a 15 minute dramatic series that was heard each weekday evening at 7 o'clock. At this writing there has been no announcement as to who will fill her shoes, though they probably will be given to Lillian Randolph who so ably came to show a year ago when Miss McDaniel became too ill to work. However, she returned for this season and was thought to have been somewhat improved.

As for her career, oddly enough, it was a high school recitation that led Miss McDaniel to choose show business as her profession. When she was 15, she won a medal at a school function for her eloquent and moving recital of "Convict Joe." And in less than two years she was singing on the radio with George Morrison's orchestra.

She launched her stage career with road shows and appeared on the Pantages Circuit in 1924. Some of her road show engagements were not exactly financial bonanzas, and often she found herself broke in a strange town without a friend. On these occasions, undaunted, she would get a job as a cook or maid until things looked brighter.

One of the story's she loved to tell was of the night her road company went aground in Milwaukee without funds. She walked from the theatre to Sam Pick's suburban Inn, and applied for a job in the kitchen, and got it. One night a jovial, flush crowd was whooping it up at Sam's. The revelers were just



HATTIE McDANIEL

Gone But Not Forgotten

what the doctor ordered for restauranter Pick. They were taking him out of the red for the week. But alas, they finally demanded entertainment on threat of leaving. Sam dragged Hattie, as she puts it, out of the kitchen and installed her on the dance floor with a plea that she do something to halt the impending exodus of Sam's customers. Encore followed encore and after a half-dozen or so, Sam Pick signed her on the spot as the new headliner in his floor show. She remained there for three years.

Her death left the movie capital of Hollywood in sorrow, and put a lump in the throats of an unknown number, but surely an estimated millions of fans. She has gone, but she'll never be forgotten.

MUSICAL MEMORIES are yours for the twist of your radio dial every Sunday Evening at 6 p.m. to hear the

TREASURE CHEST OF MUSIC

Hear some of your favorite local musicians each Sunday at 6 p.m. on

*Beckley's Personality
Stations*

WJLS - WJLS-FM

Listening Post



560 NEWS EDITOR

Dear Editor:

I am a regular subscriber of the 560 News. I do like "The Listening Post" best of all. Would you put to notes in the November issue please. AMOS AND ANDY, could you put their real life pictures. I have never seen their real pictures in the 560 News at all, or please tell me why their picture has never been in the book.

Also, I have heard that Hattie McDaniel is dead, but don't know if it is true. Could you please tell me if she is.

Jack Crawford,
Glen Lyn, Virginia

EDITORS NOTE: Here's your picture of Amos and Andy, better known in real life as Freeman Goosden and Charles



AMOS 'N ANDY

Cornell. Also, as you probably have heard by now, Hattie McDaniel died on October 26th after a year's illness. A special tribute to her is being carried on page 18 of this issue.

PARTY LINE

Dear Cousin Jack:

Well I wonder how many cherry pies you

caused to be baked today? As for me, two, one for myself and the other will go to a neighbor who divided her last morsel of bread at the 11th hour to pack lunches with us. I forgot to get bread yesterday and the cupboard was bare when I went looking this A.M. Well we don't have a telephone, but I surely enjoy the Trading Post and Cousin's Corner, and the rest of the programs for that matter. I think your idea for a Christmas Party is all right. At this writing you are in the middle of "What's Cookin'." Thanks for the recipes from Red Top Flour.

A listener,
Mrs. Harry McMillin, Jr.
Mount Hope, W. Va.

KEEP UP WITH THE TIME

Radio Station WJLS

Just couldn't help telling you I certainly do like the music on Eric's Jewelry Store program.

I. Morton,
Beckley, W. Va.

RADIO STATION WJLS

Mr. Joe L. Smith, Jr.
Radio Station WJLS
Beckley, W. Va.

If, as they say, the enclosed picture is worth a thousand words, then every word should be, "Thanks."

Very clearly, the same work-together attitude which makes Your Esso Reporter a
(Continued on page 22)



"THE 560 NEWS"

THIS
AND
THAT

FROM
THE
STARS

JACK HUNT: FOLK MUSIC

Jack Hunt spends three mornings a week with his guitar, his voice and folk tunes old and new on the Tuesday-Thursday-Saturday, JACK HUNT program at 7:15 A.M. on WJLS. Each morning's 15-minute performance is highlighted by a hymn selected from Hunt's personal collection.

VOCAL SOUND EFFECTS EXPERT

Ever feel like a motorboat, a chipmunk or some other noisemaking but non-talking object or animal? That's how Frank Milano earns his living, as a vocal sound effects expert and animal imitator on Let's Pretend (Saturday's 11:05 A.M.). He says he does it by using the Stanislavsky method; he projects himself into the mood of a rundown battery or a bowl of crisp cereal, and the rest is easy.

GODFREY IN HELICOPTER TRAINING

Arthur Godfrey took a week's leave of absence from his many radio and television programs and went on active duty with the U. S. Navy at the Air Training Station, Pensacola, Florida. He devoted the week to helicopter training.

BEULAH SAYS

"A girl might hear the weddin' march if she'd just stop eating that starch."

HONORED

Jean Hersholt, star of Dr. Christian's Program, has just been awarded a medal by the Danish consul for his appearances in several travel films about Denmark. The motion pictures were made during the radio veteran's European tour this summer.

THINK THEY CAN SIGN NOW

Amos 'n Andy are now in their 25th year in radio with their Sunday night series at 7:30 p.m. Yet when they started their program, Freeman Goosden and Charles Cornell had such misgivings about their future that they refused to sign an official lease until they had been on the air a while.

"THE 560 NEWS"

A BETTER HOME

The Beverly Hills residence of Elliott Lewis, producer of the Monday night thriller, Suspense, and his actress wife Cathy Lewis, co-star of the Tuesday night comedy, My Friend Irma, is featured in the October issue of Better Homes and Gardens Magazine.

FROM IT HAPPENS EVERY DAY

When a woman poultry farmer made an unusually large deposit, the bank teller remarked, "Well, the old hens are doing quite well, aren't they?" Then a closer look at the deposit slip told him that the money was for a ladies' club fund of which the woman was treasurer.

Polio Foundation—

(Continued from page 11)

tion Department and other agencies will be cooperating together to make a program for continued care, the best that can be had.

Yes, Polio is expensive! The fight is not yet won. We are assured that the American public wants the National Foundation to carry on to victory. Chairman Burke and his committee are already planning for a great March of Dimes Campaign, January 2-31, 1953. Your gifts will help provide medical care should polio strike again, as well as to assure continued care for this summer's patients. We are proud to be co-workers with you in this great fight.

Sincerely yours,
T. Sterling Evans
State Representative.

Personality Answer

This month's star is Dimitri Mitropoulos, conductor of the New York Philharmonic Symphony concerts heard each Sunday afternoon at 2:30 on Beckley's Personality Stations.

The PARTY LINE

means two hours of interesting developments and homespun humor as all the cousins get together with COUSIN JACK DAVIS as host for various features such as

—NEWS—

—MUSIC—

—TRADING POST—

—COUSIN'S CORNER—

Hear the PARTY LINE

5 to 7 a.m.

Every Weekday on

WJLS — 560 Kc.

Party Line's "Cousin's Corner" Sponsor Renews

That popular section of the two-hour Party Line show, six days a week, Cousin's Corner, has been renewed for another 52 weeks by Red Top Flour, and the Raleigh Grocery Company.

The "corner" is a 15 minute segment of the "Party Line" devoted to conversation between emcee Jack Davis—whose known far and wide across the southern West Virginia hills, as Cousin Jack Davis — and everyone who listens to the program, for they automatically become cousins.

By means of the telephone they talk about all sorts of things—from the weather, to how to take stains out of clothes, how to cook certain dishes, and currently they are making plans for a Christmas party at which time all the "radio" cousins will get together.

The Raleigh Grocery and Red Top Flour folks originally purchased the show on a five-day week across the board basis, but within the past two months the program has become so popular that the sixth day was added. Under terms of the new advertising contract, the sponsors will pick up the sixth day show.

Cousin's Corner is the last 15-minute segment of the Party Line Show, and is broadcast every weekday, Monday through Saturday, at 6:45 A.M.

Listening Post—

(Continued from page 20)

successful "salesman" carries over to do a prize-winning job of public service.

You can tuck this photograph in your scrapbook, put it up on your wall or paste it in your hat. The important thing is that you know how much Esso Standard Oil Company Appreciates the good efforts of WJLS in EVERY department.

Yours for Happy Motoring,
Vern Carrier,
Assistant Manager

EDITORS NOTE: Such awards are always worth noting, and it is with real pleasure that the picture of an outstanding accomplishment of a WJLS advertiser is shown here for public consumption.

"THE 560 NEWS"

THE LONG WINTER NIGHTS MEAN YOU'LL BE SPENDING MORE TIME AT HOME

- And when you spend more time at home, you listen to your radio more.
- And when you listen to your radio, you want the best programs on the air.
- And the best programs being broadcast are heard on Beckley's Personality Stations, WJLS and WJLS-FM.

SO MR. ADVERTISER, BY THIS REASONING, MORE PEOPLE
WILL HEAR YOUR ADVERTISING MESSAGE THIS WINTER
IF YOU BROADCAST IT OVER

Beckley's Personality Stations

WJLS & WJLS-FM

560
Kc

99.5
Meg.

"THE 560 NEWS"