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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 —

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



July is Normally the Hottest

Month of the Year!

And it'll be even hotter this year, what with the Democrats and Republicans meeting in Chicago to pick presidential candidates.

Radio will bring you complete coverage of this important, historical event. And WJLS in cooperation with CBS Radio, the Charleston Gazette and it's sister station WKNA in Charleston, will bring you even better coverage than you could imagine.

A special staff of reporters will be in Chicago to let you in on the developments in the West Virginia delegations. You'll know first hand what your representatives at these conventions are doing; how they are thinking; who they favor in the groups of candidates.

Yes, for the biggest and best convention coverage in history of southern West Virginia radio, keep your dial set for 560—WJLS, Beckley's First Station. The place on your radio dial where you can find out everything about the Republican and Democratic conventions.

Remember, it's always good listening when you are tuned to

Beckley's Personality Stations

WJLS and WJLS-FM

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

The summer months are hot months, there's no doubt about that. The folks who work at WJLS can vouch for that, since one half of the building is air conditioned. It gives one the feeling of burning up on one side of the building, and freezing to death on the other . . . Speaking of hot months, brings up the subject of easy listening for the summer months. Radio, through Beckley's First Station, has some mighty enjoyable summer programs scattered throughout the week now. Be sure you check the program schedule on page 12. You'll find some of your favorite programs of days gone by included in the revised schedule . . . Emcee Jack Davis, the conductor of the Cousin's Corner every weekday morning reports that his telephone conversations with listeners had an unusual turn the other day. It seems that one of the women who called said she had just become the grandmother of twins, and that their parents had written her to obtain helpful suggestions for names. Jack asked for suggestions, and the telephone just wouldn't stop ringing as all types of dual names were presented. He relayed them on to the inquiring grandmother—but at latest report the twins still hadn't been named . . . A vice president of the corporation which operates WJLS was a candidate for the position of a national vice-president of the Junior Chamber of Commerce during its

annual convention in Dallas, Texas. Hulett C. Smith ran for the office during the week of June 23rd. At press time the results of the election were not known Most members of the staff are heading for the open spaces when they can spare a few hours away from the station. Julian Williams, a salesman, is a former Red Cross Life Saving Instructor, and News Editor Bill Barrett was once a life guard at the swimming pool in Sprague. Supervision of the staff members when near rivers, lakes, or swimming pools apparently is in accordance with preferred regulations The Little Miss Sunbeam contest is moving along. Be sure you take time to cast your ballot in favor of your choice for the title. The winner among the four pictured on posters in your favorite stores will enter the national contest, and may win the trip to Paris Shades of the old Wild West have seeped into the life of Continuity Writer Hildred Mahoney. She and her husband recently purchased a pony for their three boys. And now the cops and robbers routine has turned into "Shoot-em-Up-Mix" and "Run-along Cassidy." . . For those who have been wondering about television. July first was the last date to file applications for construction permits. Beginning this month the FCC will start working on the applications. At press time it couldn't be learned whether there would be more than one application for Beckley.

SUNDAY AFTERNOONS!

Are better than ever before on Beckley's First Station.

Listen and enjoy the two hours of music and safety tips.

ON A SUNDAY AFTERNOON

from 3:00 til 5 P. M.

ON

WJLS - WJLS-FM

Beckley's Personality
Stations

"THE 560 NEWS" PERSONALITY PARADE

*"Devoted to a Better
Understanding of Radio"*

JULY, 1952



Volume 6 Number 7

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

Even McVeigh should not have much trouble finding a partner for Tennis. When she isn't on the Hollywood courts, the lovely actress is featured in two radio dramas, Broadway's My Beat and Stars over Hollywood.

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"THE 560 NEWS"

Know Your Stars!

CAN YOU GUESS?

Following resounding successes through the years on the stage and in motion pictures, our star, a trouper with a spirit as gay and bubbly as her first name, has brought her talents to the CBS Radio Network as the star of the new comedy series "December Bride" Sunday's 7:00-7:30 p.m. on WJLS.



A performer noted for both comedy and dramatic roles, with 75 assorted films to her credit, the actress good-naturedly catalogues herself as a "work horse." Says our star, "I'm just one of the happiest individuals in Hollywood, where I've lived and worked

since 1933, and the busier I am, the happier I am."

A native of Colorado Springs, Colo., the actress began her career at the age of 14 with the Elitch Garden Stock Company in Denver, a group which produced such stars as Frederic March and Peter Cookson. They paid all of \$35 per week.

"But they gave me," adds the actress, "a three-year period of actual experience of playing which money couldn't buy."

Mrs. Hewitt Howland, sister of famed Irvin Cobb, introduced her some years later to George S. Kaufman, Marc Connelly and Winthrop Ames of the New York theater. It was Ames who starred the actress in "Beggars on Horseback," which launched her Broadway career. Among the other 30 plays she subsequently appeared in were "When Ladies Meet," "Once in a Lifetime" and "The Merchant of Venice."

It was during 1932 that the late producer-writer Stuart Walker induced her to make her Hollywood film debut in "Little Women." Scoring in this first film, the actress brought herself a home in the Hollywood Hills and "dug in" to meet the heavy demand upon her services by almost every picture studio in Hollywood.

"Once in a while," adds the actress, "I like to get hold of a nice romantic novel." (Answer on Page 22.)

"THE 560 NEWS"

WANT TO RELAX

these hot summer days?

Who doesn't. For complete

Relaxation

DIAL BECKLEY'S

NO. 1 STATION

WJLS

DRAMA IN THE DAY TIME

- Our Gal Sunday
- Hilltop House
- Perry Mason
- Wendy Warren
- Big Sister
- Helen Trent
- Ma Perkins
- Mrs. Burton
- Guiding Light
- Aunt Jenny
- Dr. Malone

Hear Them All Every

Week Day on WJLS

560 on your Dial

Musical Notes

By Joe Gries

Well here we are again ready for another go-round with whats new on wax. I hope you enjoy your reading.

One of the brightest combinations to hit the wax trail in many moons makes its debut on Columbia, and smashes through with just that kind of performance on two highly unusual and intriguing tunes from South Africa by Josef Marais, of Marais and Miranda. Frankie Laine and Doris Day kick off their first side with SUGAR-BUSH and HOW LOVELY COOKS THE MEAT. The two themes alternate as the side build to a very humorous climax. Both these stars bring a genuine zest to their performance.

Speaking of combinations, The Andrew Sisters and Dick Haymes get together on a couple of top pops of the day... HERE IN MY HEART and I'M SORRY. In the music buz these are called plug tunes. Now watch them go.



Joe Gries

In this issue we would like to introduce you a vocal trio made of Ralph Brewster, Little Ryan and Babe Drake. Of late this vocal group has been attracting increasing attention. They have worked in various capacities with such big names as Glenn Miller and Fred Waring. Their latest cookie is YOU'LL NEVER KNOW, and we feel it gains new values in the special vocal treatment the boys give it. On the flip side the Brewster Boys make the difficult decision to say FAREWELL. A real good item.

Here are the newest things to be placed on platters and the ones we feel you should have in your home collection, BLUE LOU, TAKE MY HEART, PADAM-PADAM, STRANGE SENSATIONS, FROM THE TIME YOU SAY GOODBYE, FAITH, CAN'T GET OUT OF THIS MOOD and CHEROKEE with Jerry Wald.

Now just a couple of short shots in the dark Lily Ann Carol does a topnotch job on two proven favorites, PLEASE BE

(Continued on page 22)

"THE 560 NEWS"

MAINLY for WOMEN

By JANE RANDALL

Looking forward to the Fourth of July? Of course you are! Station WJLS... and I... wish you a happy holiday. While you're having fun... think of the deeper meaning of this national holiday. Think of the men who fought for independence. Think what a precious thing freedom is. Everyone will celebrate this holiday differently... but it should have the same meaning to all. Don't take freedom for granted... it's a precious thing to be guarded well. Resolve to do your best to maintain that freedom... then have a good time.

And let me remind you too, that the Fourth of July is a time to be careful. Don't take chances by putting on your own demonstrations of fireworks. Remember fun and safety go hand in hand. Do all you can to make the highway and the swimming pool a safe place for you and the other fellow. Drive carefully. Don't drive if you are over-tired.

Of course, you'll want food on hand to feed your family regular meals, but see to it that there is an abundance of food and cold drink ingredients to take care of their off-schedule meals and snacks that will be required when the younger set pops in with the gang after their various activities. Let them help themselves... and take it easy!

Cold cuts, tinned meat spreads and a variety of cheeses for sandwiches are essential, and cookies and cakes, of course. In the cool department, the pale dry ginger ale and bottled fruit-flavored carbonated drinks should be chilled ready to use. Ice cream should be on hand to make delicious ice cream sodas. A glass of ginger ale with a generous scoop of ice cream added is a simple and popular soda. A strawberry soda can be made by placing two tablespoons crushed, sweetened berries in a tall glass and adding ice cream and ginger ale.

Here's a refresher everyone will like on a hot day. CALIFORNIA COOLER 1 pt. lemon ice, 4 tsb. lemon juice, 1 28 ounce

(Continued on page 22)

"THE 560 NEWS"

Hear the New Exciting Quiz

Show

ROMANCE OF WEST VIRGINIA QUIZ

This new series of Friday
night programs will test
your knowledge of our
State.

Romance of West Virginia
Quiz

is broadcast over WJLS
Friday's at 8 P. M.

**Have You Heard
Cousin's Corner
Lately?**

Listen every week day
at 6:45 A. M. on

WJLS

**Music America
Loves**

on 45 RPM records is
broadcast every Sunday,
Tuesday, Thursday, Fri-
day and Saturday nights on

**Beckley's Personality
Station**

WJLS

10:10 P. M.

**Guest Newsmen Tells Behind
Scenes Convention Stories**

By Allan Jackson

By Allan Jackson

(NOTE: Allan Jackson is a noted CBS Radio news broadcaster, with an enviable record as foreign correspondent for the network, in London during the height of the "austerity" program, Berlin during the Russian siege and the airlift, and in other foreign places. He has covered on-the-scene many important U. S. news events.

The privilege of being invited as a guest in this distinguished column gives me the opportunity to do a little advance thinking and talking about the two Chicago conventions coming up in July, at the Chicago International Amphitheatre, which has had an air-do and a thorough face-lifting for the event

Wells Church, our CBS Radio Network Director of News and Public Affairs, and 27 of us newsmen will be all over the place at the conventions—and it's quite a place:



Jackson

seats 12,000 in the Amphitheatre. But with the arena filled with chairs, there will be close to 20,000 politickers, newsmen, delegates, writers, talkers, singers, marchers, pages, secretaries, engineers, actors, make-up artists, delegates' men-Friday, matrons, typists, mimeographers, etc., and a couple of ordinary citizens who will manage to squeeze in through a ventilator fan opening because they know how to stop the fan with their thumb.

About fans and ventilators—the pig-sticking and doing-in of cattle in the adjoining stockyards will go on as usual, but none

of the traditional aroma or noises will penetrate the Amphitheatre. Ventilation engineers have installed a cooling system that provides the equivalent of a breeze from 2,000,000 pounds of ice daily. So the building will be practically hermetically sealed against outside unpleasantness.

CBS Radio studios, where we reporters will work, have a special air condition plant. To give us facilities to get our stories out on the air, our own technicians have installed dozens of microphones at the end of 100,000 feet of special wires. But we will be talking about candidates and Presidents, past present and future, while we look down at the dias in the arena, where the talking is in progress, and not about the prize beef that is usually judged and auctioned off there. The only beef in the Amphitheatre will not be on the hoof, but in the hot dog baskets of a corps of husksters who will be on hand to provide snacks for the hungry mob.

There will also be high class food at the Stock Yards Inn and the Saddle and Sirloin Club, where it is probable a great deal of political palaver, interviews and possibly some broadcasts will take place over three-inch steaks of the calibre for which those two food emporiums have become famous.

CBS Radio is providing us with chauffeured limousines to carry us back and forth on a round-the-clock basis. The 300 members of the CBS Radio personnel making up the coverage army will be housed in seven hotels near the Loop, downtown. Our crowd is going to be so big we won't be able to find each other without help, so a printed directory will be distributed, telling where everybody is quartered.

I'm a man who likes comfort. The fact that we won't have to grab stale sandwiches and drink cold coffee as we did at previous conventions, but will have our choice of the world's finest cuisines, makes me happy about going. I'll be talking to you from there.

Hymns of the Hills

A favorite Musical
Program
is broadcast over

WJLS

Every Week Day at 5:15 P. M.

It's NEW

CARNIVAL

**OF
MUSIC**

Monday Nights

8:30 P. M.

WJLS - WJLS-FM

ESSO REPORTER LEARNS WATER SAFETY RULES

procedure to enter and exit from an ordinary row-boat. And to conclude the program, the Esso Reporter talked with Little Beaver Park Director Frank Bowman. This part of the broadcast was designed to give area residents the rules and regulations now governing the only county operated recreation spot.

During the initial phase of the program, the Park's head life guard, Roy Campbell of Meadow Bridge, outlined some of the things that one should not do when vacationing near water.

He told the Esso Reporter that the first step to insure safety was to never swim alone. He said also that one should never attempt to do more than you are able while swimming. In bringing out this point, Campbell declared, "it is easy to over estimate one's ability. Be sure of what you can do when swimming and do not exceed your capabilities."

Life Guard Campbell, who is a medical student at Concord College, also pointed out the possibilities of cramps if one en-

LEARN TO SWIM



Esso Reporter and Life Guard

Water safety was the theme of a special Esso Reporter Broadcast on the night of June 17th. The Esso Reporter, during a 25-minute broadcast, interviewed the chief life guard at Raleigh County's Little Beaver Park. They talked of water safety regardless of where you might be spending your vacation.

The program also included a recording of actual swimming lessons, and the correct



CORRECT BOATING PROCEDURE

tered the water too soon after eating. He also said that before diving in a river or lake, to be sure you learn the hazards that might be beneath the surface of the water.

During the part of the program devoted to boating, the Esso Reporter watched a class instruction. The various instructions were recorded. Chief among these safety precautions were:

The operator of a row boat would enter last. The others would enter, one at a time, from the front of the boat, remaining low

and holding on to the sides while walking down the center of the craft to the back seats. Exiting from the boat would be done in a reverse manner, with the operator mov-

(Continued on page 22)

DO IT NOW

Yes, do it now—check with officials of Beckley College about the second term of summer school.

Beckley College

The School that Serves
Southern West Virginia



Reporter and Park Director

"THE 560 NEWS"



WJLS



Programs For The Month Of July, 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	Religious Program Religious Program 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 In Town Today	Mainly for Women Perry Mason Nora Drake In Town Today	Mainly for Women Perry Mason Nora Drake In Town Today	Mainly for Women Perry Mason Nora Drake In Town Today	Mainly for Women Perry Mason Nora Drake In Town Today	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	It Hap's Every Day Western Swing Western Swing Gospel Train	It Hap's Every Day Western Swing Western Swing Gospel Train	It Hap's Every Day Western Swing Western Swing Gospel Train	It Hap's Every Day Western Swing Western Swing Gospel Train	It Hap's Every Day 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 Club 15 Edward R. Murrow	Beulah Jack Smith Show Club 15 Edward R. Murrow	Beulah Jack Smith Show Club 15 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.	Musicland USA Musicland USA Musicland USA Musicland 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 Music of America People Act The People Act	Bob Hawk Show Bob Hawk Show Moods and Melody Moods and Melody	Tonight's News Music of America Strawhat Concert Strawhat Concert	Fights Fights Fights Fights	Tonight's News Music of America TBA TBA	Tonight's News Music of America Capitol Cloakroom Capitol Cloakroom	Tonight's News Music of America 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



Know Your Sponsor:

BALLANGEE FURNITURE COMPANY HAS GOOD CUSTOMER RELATIONS

The home of quality merchandise is a phrase often used by furniture stores. It's use in connection with one of Beckley's oldest furniture stores is nothing more than just a plain fact, established through excellent customer relationship for more than 15 years.

The furniture store referred to is S. C. Ballangee, on Main Street, in the heart of Beckley's business district.

Though the store has been in several locations since its inception, there has been no change in the policies laid down in the founding of the business.

S. C. Ballangee, a Summers county native, who refers to himself as a farm boy, started his furniture store on the principal of good merchandise is what the customers want, and they want it at a fair price.

So continuously through the years, ever effort has been made to stock the store with the best furniture lines possible, and keep the prices of such merchandise in line with what the customer can afford.

The store room holds every known piece of furniture for any room in the house. And there are also many additional types of electrical appliances on display.

The basic foundation for the store's operation came from a long standing belief instilled within the mind of the store's founder when he was a little boy.

In discussing it, Mr. Ballangee, declared, "when I was a youngster I was taught that when I purchased any item I could believe I had gotten my monies worth."

Ballangee said the older he became the more he found some discrepancies in this belief in his own dealings. But when he founded the present furniture store he made it plain to his employees that regardless of who the customer was, he was to get in merchandise just exactly what he had paid

for.

Ballangee has gone into almost semi-retirement from the store at present. He spends a great deal of his time on the farm in Summers county.

In the store though are two of his daughters, Sarah and Ann. Sarah's husband Ernest Otto, also is on hand to help with the operation and the two girls, along with the founder, lean on his ability to keep the beginning principles of the business intact.

S. C. Ballangee Furniture Store has been using radio as an advertising medium for many years. At present they are engaged in a spot campaign for their electrical appliances.

Vacations Mean TRAVEL

and travel means protection. Be sure you have proper protection during your vacation this summer. For full information call

HOME INSURANCE AGENCY

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



S. C. Ballangee demonstrates the sturdiness of a small table to a customer in his store in the top picture, while Ernest Otto, his son-in-law shows off a new Crosley refrigerator in the bottom picture.

SUNDAY

FM

Program Schedule

- 2:30—On A Sunday Afternoon
- 5:00—King Arthur's Roundtable
- 5:30—Robert Trout News
- 5:55—Larry LeSuer News
- 6:00—Meet Millie
- 6:30—Our Miss Brooks
- 7:00—December Bride
- 7:30—Doris Day Show
- 8:00—Frank Fountain Show
- 8:30—Playhouse on Broadway
- 9:00—Screen Guild Players
- 9:30—Inner Sanctum
- 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

CLOTHES MAKE A MAN — NOT AN ACTOR

Bill Conrad is an actor, but you couldn't tell it by looking at him. He has none of the sartorial elegance usually associated with thespians — at least working ones.

Conrad is Mark Dillon, the hero of CBS Radio's new western adventure series, "Gun-smoke" Saturdays, 10:30-11:00 P. M., on WJLS and WJLS-FM, and has played every top series on all major networks, as well as a score of motion pictures.

He specializes in villains, sometimes rough and sometimes suave, but in real life he has escaped the slavery of men's fashions by the simple expedient of making himself leading candidate for the title of the country's ten most-poorly-dressed men — all ten of them.

A sack-like pair of blue linen slacks, a T-shirt, tennis sneakers and an old leather jacket (relic of his Air Force days) or a plaid sports jacket make up his ensemble. Like Bing Crosby's loose sport shirts, Conrad's disheveled apparel has become his hallmark. And he wears it like a badge.

Sometimes, of course, he plays an audience show and then he has to dress up. Friends hardly recognize him on such occasions, and Conrad himself feels his agent ought to get him larger fees for shows that



Conrad

"THE 560 NEWS"

Davis Takes Trip To Mooseheart

Cousin Jack Davis, the early morning announcer, took a trip to Mooseheart, Illinois on the 9th of June. The seven-day jaunt into the midwest was sponsored by the local Fraternal Order of Moose.

Representatives of the press and radio were given the week-long tour of the city where children of deceased members of the organization are kept, in an effort to build a better understanding between the general public and the lodge.

Davis took with him a tape recorder and while at Mooseheart made many special recordings. The entire trip is scheduled to be put together in a special program early in July.

You'll not want to miss it. The exact time of this program will be announced on the air.

Davis will include some of the actual experiences he had while on the trip, and also will discuss the operation of the community with the Moose leaders in Illinois.

impose such intolerable conditions.

One of Hollywood's busiest actors, Conrad carries a burden of work that would make anyone look shopworn. But the 200-pounder's busy schedule has nothing to do with his looking like something out of a grab bag.

"My wife used to call me a poor man's clothes horse," Conrad says. "But one day I took her out to Santa Anita and she apologized — to the horses."

Conrad insists that comfortable clothes help him to relax while working. And nobody can relax like Conrad.

Conrad recently bought a long, low foreign convertible automobile. But driving down Sunset Boulevard in his dreamboat, Conrad could be mistaken for a garage mechanic delivering a car. (Oops! Now we're going to have to apologize to the garage mechanics.)

Conrad is an excellent cook and his pretty wife is happy to let him indulge in his hobby. Occasionally, Conrad asks friends over for dinner to sample his cooking. It's hardly necessary, but he always adds:

"We're not dressing."

"THE 560 NEWS"

MONDAY FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Cedric Adams
- 4:00—The Chicagoians
- 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—Carnival of Music
- 9:00—Romance
- 9:30—Broadway Is My Beat
- 10:00—Walk A Mile
- 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—The Lineup
- 9:30—Louella Parsons
- 9:35—Hearthstone
- 10:00—Strawhat Concert
- 10:30—Robert Q.'s Waxworks
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

CBS READY TO COVER CONVENTIONS FOR YOU

The CBS Radio news staff of over 250 correspondents and technicians will shift their headquarters to Chicago to bring WJLS listeners a minute-by-minute coverage of the biggest news stories of the year — the 1952 Republican and Democratic Conventions.

The Republican Convention is scheduled to begin on Monday, July 7, and the Democratic Convention on Monday, July 21. WJLS listeners will hear on-the-spot broadcasts from Convention Hall, exclusive interviews with political figures, man-on-the-street interviews with plain citizens and many special features.

Among those already scheduled are two daily "Convention Digest" programs with Charles Collingwood as narrator. Designed for those who are unable to listen to the minute-by-minute broadcasts of the conventions, WJLS will broadcast two summary programs. On these daily broadcasts, WJLS listeners will hear the highlights of each day's events.

Another highlight of the convention coverage will be a special series of color and personality commentaries by Alistair Cooke, noted author and broadcaster. He will be



Director Church and Staff

"THE 560 NEWS"

heard during both conventions.

The entire news resources of the CBS Radio Network will be pooled for comprehensive coverage of both conventions. In addition to the many world-famous broadcasting names of CBS Radio, many crack regional reporters from all over the country will bring to the conventions a diversified view and vast experience in covering news on a local basis.

Among those famous radio names who will broadcast are Charles Ashley, Griffing Bancroft, Winston Burdett, Ron Cochran, Charles Collingwood, Alistair Cooke, Dwight Cooke, Bill Costello, Walter Cronkite, Bill Downs, Douglas Edwards, Grant Holcomb, Don Hollenbeck, Allan Jackson, Larry LeSueur, John Merriman, Edward P. Morgan, Edward R. Murrow, David Schoenbrun, who will fly to the States from Paris where he has been covering Gen. Dwight D. Eisenhower's headquarters, Eric Sevareid, Bill Shadel, Charles Shaw, Lowell Thomas, Dallas Townsend, Robert Trout and Joe Wershba.

CBS Radio—WJLS coverage of both conventions will be directed by Wells Church, Director of News and Public Affairs of the CBS Radio Network.

The 1952 Republican and Democratic Conventions will be sponsored over WJLS by the Westinghouse Electric Corp.



CBS Radio Bubble

"THE 560 NEWS"

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—Fights
- 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—Mr. Keen
- 8:30—F.B.I. In Peace and War
- 9:00—Mr. Chameleon
- 9:30—The Judge
- 10:00—Hollywood Sound Stage
- 10:30—T.B.A.
- 11:00—The World Tonight

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LISTEN FOR THESE MEN FROM CHICAGO

Griff Bancroft



Winston Burdett



Alistair Cooke



Dwight Cooke

Bill Downs



Doug Edwards



Ed Morgan



Ed Murrow

"THE 560 NEWS"

Ron Cochran



Charles Collingwood



Walter Cronkite



Bill Costello

Larry LeSueur



Don Hollenbeck



Lowell Thomas



Joe Wershba

"THE 560 NEWS"

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—Stars In The Air
- 10:00—Star In The Air
- 10:30—Robert Q's Waxworks
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

Esso Reporter

(Continued from page 11)

ing out first, then the passengers.

The instructions also noted how a passenger would be picked up from the water. To do this, the new passenger would climb over the back of the boat and pull himself into the craft.

To change rowers while in the middle of a body of water, the instructions are to stay low, holding on to the sides of the craft while changing positions.

In an effort to increase attendance at swimming classes the Esso Reporter listened in on an actual period of instruction. The recorded developments were put into the special water safety program.

Park Director Bowman noted the hours of operation of the park, told about the traffic regulations and swimming and boating rules.

The program was another in a series of public service shows developed by the Esso Reporter.

Musical Notes—

(Continued from page 6)

KIND and I'M SORRY. That rising young star Tony Bavaar, does BREAK THE BANDS THAT BIND ME, a dramatically phased ballad that goes well with this romantic voice. Phil Harris does a romantic number entitled, UNDER THE LAMP POST. He is aided by a top notch vocal group. The flip is called POTATO CHIPS which took four men to write. Catch the gag ending to this one.

Mainly For—

(Continued from page 6)

bottle pale dry ginger ale divide lemon ice and lemon juice among 4 tall glasses. Add ice cold pale dry ginger ale. Stir gently to mix. Fresh mint and a lemon slice make a pretty garnish.

Answer to Know Your Stars

This month's star is Spring Byington. She's heard in the starring role in December Bride, every Sunday night at 7 o'clock on both WJLS and WJLS-FM. If you listen, we're sure you'll enjoy this 30-minute series.

TWO...

For The Money!

Yes, Mr. Advertiser, you get two stations for little more than one, when you buy the "Personality Package" of WKNA, Charleston, and WJLS, Beckley. Two powerful stations, covering more than 50 percent of the effective buying income of West Virginia.

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