

The 560 News

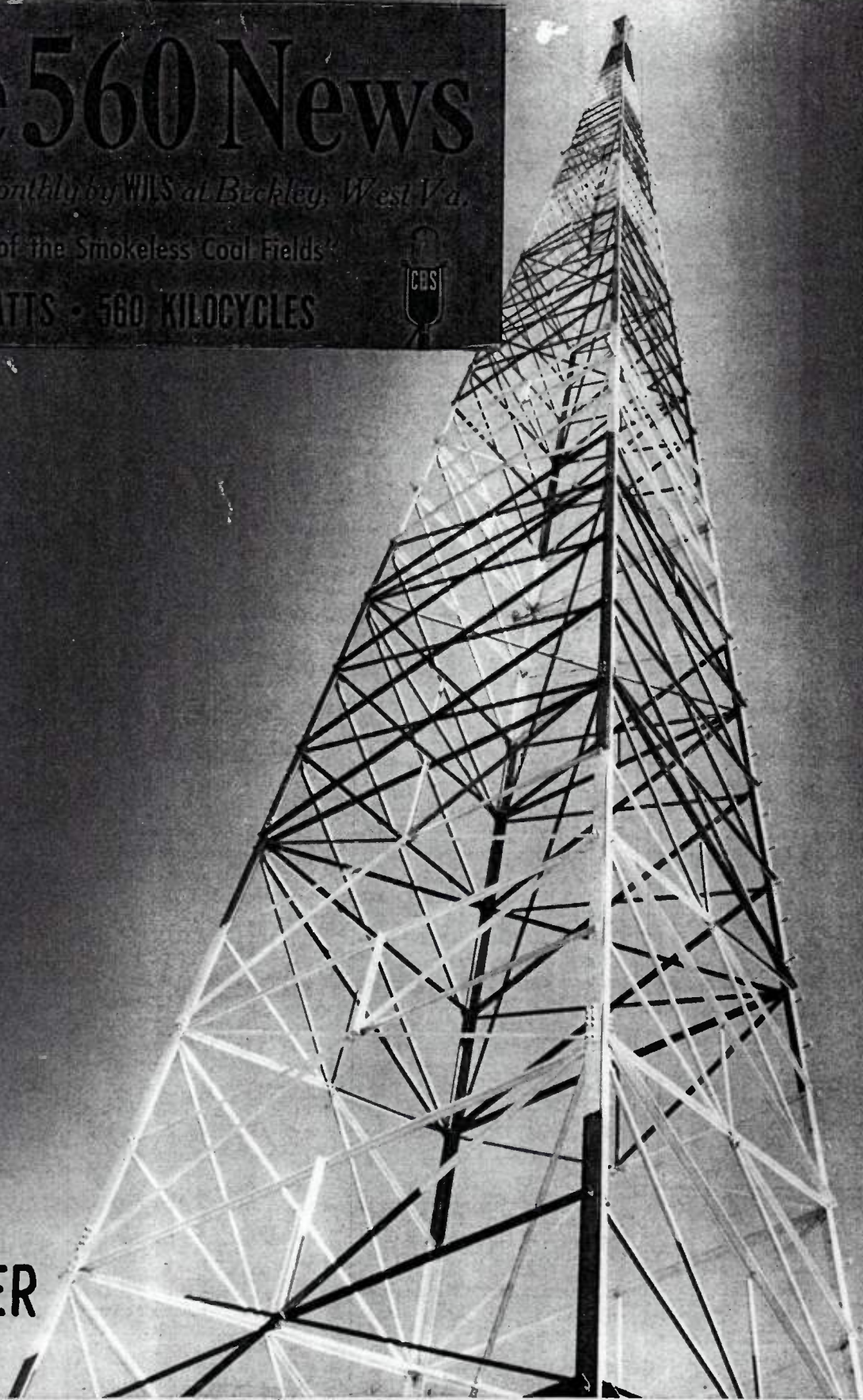
Published Monthly by WJLS at Beckley, West Va.

The Voice of the Smokeless Coal Fields

1000 WATTS • 560 KILOCYCLES



NEW TOWER



THE 560 NEWS



Number Five May, 1947

"Devoted To A Better Understanding of Radio"

Published monthly by Radio Station WJLS at Beckley, West Virginia

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Station Manager

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CONTROL OPERATORS

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J. C. Kinzer

Frank McFoy

TRANSMITTER OPERATORS

Harold Dew

James Collins

RECEPTIONIST

Muriel Meade

WJLS - BECKLEY, W. VA.

CBS AFFILIATE

560 Kilocycles

1000 Watts

Studios: Main & Kanawha Sts.

Telephone: 7311

Transmitter: Johnstown Road

WJLS-FM

96.3 Megacycles

2,500 Watts

Studios: Main &

Kanawha Streets

Transmitter: Huff's



Knob

WJLS' FOUR-FOLD INCREASE IN POWER.....WHAT IT MEANS

By VIRGINIA N. COOPER, Station Manager

While the four-fold increase in WJLS' operating power means that many more Southern West Virginians will be able to enjoy the outstanding CBS and WJLS programs, it also means that WJLS has an opportunity to make many new friends. WJLS welcomes that privilege, and to our new listeners we pledge our continuing efforts to provide you with the best in entertainment, plus the latest in news and information.

Since 1939, we have tried earnestly to do a good and acceptable job for our Beckley and Raleigh County listeners and one for their immediate neighbors. Now, while we shall continue to try to give our local listeners the best in radio, we also undertake to serve most of Southern West Virginia. And we want to serve all of it in the same way that won for WJLS a national award for good show-management. It is a challenge that we accept. We now have the facilities to enable WJLS to become one of the outstanding stations in the nation, and we do not intend to neglect to make the most of the opportunity. We recognize that the



Virginia N. Cooper
step upwards from a local station to the more important regional classification is a high one—and one that we firmly intend to make without faltering.

It will take the help of our listeners to make WJLS more than another radio station. We need your help and now again we ask for it. Let us hear from you. Tell us your likes and dislikes. Tell us what we broadcast that pleases

you—and tell us what we should broadcast but do not. Your letters are our guide to programming a greater WJLS to you likes. Believe us, your letters and suggestions are very welcome and contribute much to our decision regarding what to broadcast and when to broadcast it.

Especially is this true of our new listeners. While we have statistics telling us where you live and what you do, we have not telling us exactly what you want from your radio station. Beside statistics are cold blooded figures and can never replace in our minds the personal letters from you. Be sure to write to us.

So, as WJLS again takes a step forward, we repledge ourselves to the service of all of our friends and pledge ourselves anew to our new listeners who we confidently hope we may call our friends before too long a time. We hope that when you turn your dial to 560 and hear the voice of the announcer say "This is WJLS 'Beckley,' that you will feel home—in the company of a friend who is willing and anxious to serve you and your community.

POWER AT 560

"The Voice of the Smokeless Coal Fields" assumes greater proportion with an increase in power from 250 watts to 1000 watts. WJLS will serve over 160,260 radio homes in one of the nation's richest sections. The new coverage area encompassed by WJLS' increased signal strength includes 12 Southern West Virginia counties which have a population of 748,251.

In addition to the advantage of 100 watts of power, WJLS has added strength in its regional frequency of 560 kilocycles. To the average listener this means better reception, less interference from other stations, and clarity of broadcast. Why? Because very few stations are authorized to broadcast on this frequency, and those that do are located at a considerable distance from each other.

A look at the map shown on page 10 of this issue of The 560 News will show the additional coverage gained through the power increase. To those who have something to sell via radio, WJLS offers a greater audience than any other station within this area; To those who enjoy the finest in radio entertainment, "The Voice of the

Survey Reveals 93% Of Homes Have Radio

Radio ownership, multiple-set ownership and total radio listening in the United States currently are at all-time peaks, after a year during which U. S. radio manufacturers established an all-time production record.

This was revealed today when the Columbia Broadcasting System announced 1) the findings of a survey made specially for CBS by the Market Research Company of America in January and early February, 1947, and 2) the results of a special study which Nielsen Radio Index, research firm, had applied to the new CBS findings.

The CBS report is radio's first all-inclusive, post-war circulation statement. It reveals that:

35,900,000 U. S. homes now have radio sets in use, an all-time peak; an increase of 1,902,000 over the 33,998,000 reported by Broadcast Measurement Bureau on Jan. 1 1946. In all, America's radio families now own and operate 52,500,000 receivers, exclusive of automobile and portable radios.

93 per cent of all U. S. homes have radios (the CBS survey

"Smokeless Coal Fields" now speaks with greater power and range.

counted only sets actually in use

1 out of every 3 U. S. families has more than one radio, an increase of 89 per cent over the comparable multiple-set figure for 1944, as reported by the Office of Civilian Requirements.

1 in every 5 families in the U. S. bought a new radio in 1946. The exact percentage, according to the new CBS study, is 20.5.

Total of home sets bought in 1946 was 8,500,000; 30 per cent purchased by prosperous families; 40 per cent by average families; 30 per cent by poor families.

In urban areas 18 per cent of the families bought single sets in 1946; 21 per cent in rural non-farm areas; 22 per cent in rural farm communities. In each of these three categories, 1 per cent of all families bought 2 sets or more in 1946.

Total public outlay for new home radios in 1946 was \$330,000,000. This does not include the cost of repairing sets, nor radio in cars, restaurants, etc., nor the normal electrical power costs operating the radios. The electric power alone is estimated excess of \$200,000,000 a year.

Total listening per day is 14,600,000 hours.

New 1000-Watt Transmitter Represents Latest And Most Modern Design In Broadcasting

By A. J. Ginkel, Chief Engineer

It has frequently been said that no one has as many problems as the radio engineer, and while this is certainly true in a great many cases most broadcasting engineers rely upon the available services which a number of organizations and manufacturers provide. This has been the case here at WJLS—not that we haven't encountered numerous problems and difficulties which had to be solved by our own staff. From the inception of the new 1 kw. transmitter we had the services and facilities of Western Electric and Bell Telephone Laboratories back of us.

In radio transmitting equipment, as in other types of sound transmission equipment, Western Electric's pioneering and experience has long been recognized, and in meeting the many problems of design and installation of a new transmitter we were fortunate in having the cooperation, knowledge, and experience of the world's largest organization devoted exclusively to research and developments in all phases of electrical communication—Bell Telephone Laboratories.

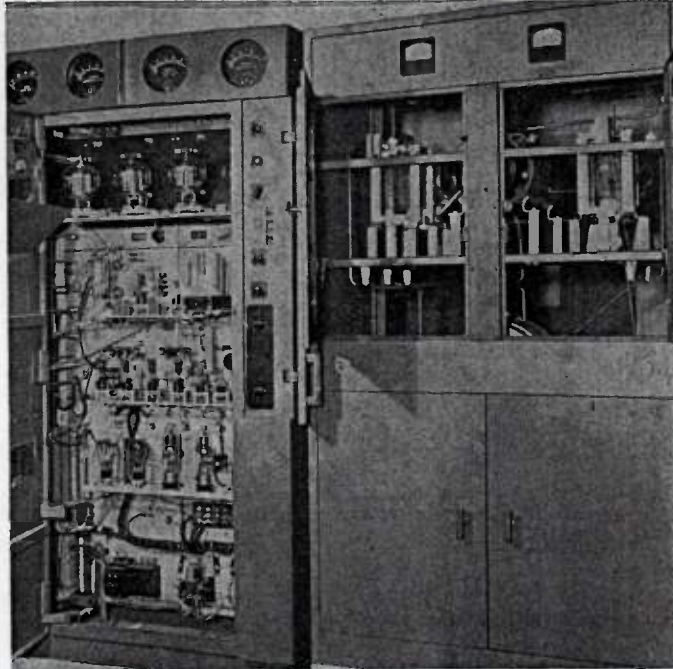
The new WJLS 1000-watt transmitter is a product of Western Electric, and was designed by Bell Telephone Laboratories. It is of the single-unit type, and its mechanical and electrical design exemplifies the highest skill of research and development resulting in a radio transmitter with better performance characteristics, while providing more compact assembly and improved, modernized appearance.

In addition to attractive, modernistic and well-balanced mechanical design, color and finish are carefully harmonized. The meter section at the top of the cabinet is finished in a tone of blue that blends with the gray on the remainder of the unit. All trim is satin chrome finish.

Our new transmitter employs the Doherty High Efficiency Amplifier Circuit, introduced for the first time in a medium-powered radio transmitter. It is in reality tomorrow's transmitter today.

In achieving this unusual new design, neither performance nor accessibility has been sacrificed. Complete accessibility to all apparatus, including the tubes and

New Western Electric 1 Kw. Transmitter



The new WJLS 1000-watt Western Electric transmitter which covers the service area of Beckley and 12 southern West Virginia counties. The transmitting unit was designed by Bell Telephone Laboratory engineers.

Chief Engineer



A. J. Ginkel, Chief Engineer at WJLS, is shown consulting maps and technical reports. He is a graduate of Carnegie Tech.

the front section, is gained through the main front panel. On each side of the opening panel is a small door behind which all operating and tuning controls are located, assuring complete safety to operating personnel. At the back of the transmitter cabinet are two full length doors which give complete access to all equipment in the rear.

There are 21 tubes of various design and function in the transmitter. Heat is dissipated by means of air-radiation.

The amplitude-modulated signal from the new transmitting unit is broadcast from two 310-foot steel antenna towers, located at a distance from the transmitter house. Two towers are utilized in order to protect stations of other cities broadcasting on the same frequency during the evening and early morning hours.

The new WJLS 1 kw. transmitter is located on the Johnstown Road, U. S. Routes 19-21, about 1 mile east of Beckley.



Phasing Unit of new transmitting equipment.

Engineering Staff Alert To Expanding Facilities Station Has Capable Audio Engineer And Operators



Donald Moyer, Audio Engineer, and Estil Wills, Control Operator, preparing to cut an audition disc in the WJLS control room.

To the average studio visitor, the WJLS control room probably seems like something out of Buck Rogers or a Martian dream—but to radio engineers it is the “heart” or nerve-center of the many activities associated with a radio station.

Here, in this maze of gadgets and controls, tubes, condensers and coils, is where the “stop” and “go” switchboard of WJLS is centered. And it is here that WJLS engineers and operators remain constantly alert, not only to the advancing art of radio but to the many incoming and outgoing broadcasts. The men behind the board are actually the watchdogs of the air, for at their fingertips are the controls which determine whether microphones are on or off, whether remote and network programs are fed into the transmitting equipment, whether records and transcriptions are played.

In charge of the engineering staff is A. J. Ginkel, who supervises the overall functions of the

personnel under him. John A. Dinter is in charge of WJLS-FM, or the new frequency modulation engineering section, and Donald A. Moyer is Audio Engineer, supervisor of all control room activity and personnel. The control room board is manned by Estil Wills, J. C. Kinzer and Frank McFoy, while the licensed transmitter operators are Harold Dew and James Collins.

Recently the WJLS control room was converted for FM (Frequency Modulation) operation due to the fact that programs for WJLS-FM are “fed” from this point. Now, in addition to program maintenance for the regular WJLS (AM) programs, the personnel of the control room relay transcribed and live-talent programs through a studio-to-transmitter link to WJLS-FM, which is located at Huff’s Knob approximately 18 miles from Beckley.

The control operators, as well as the other members of the engineering staff, are constantly

alert to the “pulse” of WJLS. Whenever you are listening to the station remember that “the men behind the board” have a great responsibility. It is their duty to maintain a watchful eye on the program level indicator, to turn the right switch in order that the announcer speaks into the microphone, to play the correct transcriptions and records, to keep a complete program log, to make transcriptions and recordings on the cutting machine, to watch announcers’ signals—and to watch the time! The engineers and operators in radio broadcasting are “unseen and unheard artists.”

HUCKSTER—When Glenn Billingsley opened his new Huckster Room in Hollywood last week, Jimmy Durante was on hand to join in the fun. The CBS comedy star appeared in the uniform of one of his sponsor’s drug clerks, and handed the cocktail drinkers free aspirin and digestive aids.

Gillette Razor Sponsors Ky. Derby May 3

Gillette Safety Razor Company again will sponsor the exclusive CBS network broadcast of the Kentucky Derby Saturday, May 3, it was announced today by William C. Gittinger, CBS Vice President in Charge of Sales (CBS-WJLS, 5:30-6:00 P. M.) In addition to the full Columbia network, the broadcast will be carried by the Dominion network of the Canadian Broadcasting Corporation and by the three CBS stations in the Hawaiian Islands.

This is the eighth consecutive year Gillette sponsorship for CBS’ broadcast of the Churchill Downs turf classic, and the twelfth year the race has been heard exclusively over Columbia network.

Clem McCarthy will describe the actual running of the event. Bill Corum, columnist and sportscaster, will give the color and pageantry of this 73rd renewal of America’s outstanding horse race.

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WJLS Commercial Department Maps Campaign To Show Advertisers Importance Of Power Increase



Robert Burns, WJLS' Commercial Manager (right), is shown explaining the advantages of radio advertising to Charles Stromberg, President of Leader Furniture Company, prior to signing the

contract for sponsorship of "The House Party," heard over WJLS-CBS. This popular program is heard Monday through Friday at 4:00 p. m.

The WJLS Commercial Department is busy formulating plans to show advertisers in this area the advantages of the station's power increase.

Robert Burns, Commercial Manager, is quick to point out that money spent on radio advertising is money well spent. "People make the market," says Burns, "and WJLS will reach into 160,260 radio homes in this section. That means a potential listening audience of over three-quarters of a million people."

WJLS' Commercial Manager, with the aid of Paul Harless, Time Salesman, is preparing data to show advertisers and prospective advertisers why "The Voice of the Smokeless Coal Fields" is the least inexpensive—not the cheapest—form of advertising.

According to Burns, "People in the 12-county area which WJLS now serves have more money to spend . . . and the population in the station's coverage area is rapidly increasing." Armed with

reams of statistics on the advertising problems, Burns and Harless are carefully mapping their campaign. They are ready to show how every advertising dollar spent with WJLS is returned in the form of profits for the advertisers.

"Those who are doubtful about radio advertising—about advertising on WJLS—should see the results some sponsors have had, even before we were broadcasting on 1000 watts. This station is listened to by more people seven days a week because it consistently provides the best in network and local programs, and we believe an advertiser's message is heard by more people—noticed by more—than could possibly be reached through any other medium," the Commercial Manager stated.

"Look at the recent CBS survey. It reveals that 93 percent of all homes have radios, and 1 out of every three families has more than one radio, an increase of 89 per-

cent over the comparable multiple-set figures for 1944," Burns said in showing the results of this survey.

When asked about the time listeners spend in tuning in their favorite programs, Burns said that total listening per day was up 4,600,000 hours.

"Don't overlook the fact that West Virginia is up among the top when it comes to radio—86 percent of its homes have sets in use. The state has a population of 1,724,677 and there are 79.0 people residing in every square mile. Out of this total, WJLS' listening audience is more than 750,000—or the lion's share as far as radio stations are concerned.

"If the advertiser thinks he is spending money foolishly when he buys time on WJLS he is badly mistaken. J. K. Cagney, of the Hartford Fire Insurance Agency, said in a recent letter: 'I have always felt that radio is a great advertising medium but it's no game

for the easily discouraged. Many advertisers expect results overnight and quit just when they're beginning to register.'

"And that is what we're going to impress on every sponsor—the radio advertising rewards will be reaped ten-fold provided the program or their spot announcement over WJLS is given a chance," Burns concluded.

IN THE FAMILY—Ozzie Nelson and Harriet Hilliard are heard & themselves in CBS' "Adventure of Ozzie and Harriet," and the sons, David and Ricky, may likewise in a year or two. The Nelsons, while making no attempt to steer their youngsters into acting careers, plan to move David and Ricky into the cast, when and if the boys are ready and willin

Tonight and Every Night — "The Biggest Show In Town" Is Heard Over WJLS-CBS!



KATE SMITH
Sunday 5:30 P. M.



GINNY SIMMS
Ginny Simms Show—Fri.
8:00 P. M.



FANNY BRICE
"Baby Snooks Show"—Fri.
7:00 P. M.



TONY MARTIN
Tony Martin Show—
Sun., 8:30 P. M.



"THE THIN MAN"
Friday 7:30 P. M.



LIONEL BARRYMORE
"Mayor Of The Town"—
Sat. 7:30 P. M.



STEVE WILSON
"Big Town"—Tues., 7:00 P. M.



DURANTE-MOORE
"Durante-Moore Show"—
Fri., 8:30 P. M.



MEL BLANC
"Mel Blanc Show"—Tues.
7:30 P. M.



TOM HOWARD
"It Pays To Be Ignorant"—
Friday, 9:00 P. M.



JEAN HERSHOLT
"Dr. Christian"—Wed., 7:30 P. M.



PARKS JOHNSON-WARREN
HULL
"Vox Pop"—Tues. 8:00 P. M.

NEWS • DRAMA • MUSIC • SPORTS

THE 560 NEWS



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Bio Brief . . . They Wouldn't Let Her Quit

Penny Singleton, who personifies "Blondie" to CBS listeners and movie-goers alike, was born Dorothy McNulty in Philadelphia, the daughter of a newspaperman . . . what was later to be her professional career began at nine when she sang for illustrated song slides at a local theater . . . attended Philly's



Penny Singleton

Alex McClure School and Columbia University, writing poetry for the school papers . . . tried her hand at vaudeville and musical comedy, appearing in a number of Broadway hits . . . suddenly an-

nounced she was retiring from show business to devote herself to writing poetry and fiction in Hollywood . . . when movie offers came, she turned them down; result: bigger and better offers . . . she gave in, accepted several parts, including the title role in "Blondie," based on Chic Young's comic strip . . . popularity of "Blondie" and its sequels prompted the debut of the radio series over CBS in July, 1939 . . . it's been one of the network's most popular comedy shows ever since . . . in private life, Penny is the wife of Robert Sparks, movie producer . . . they have two children.

Paramount studios will make short subjects of Gordon Jenkins Auto-Lite opera.

Modern Art



Pliant white silk jersey dinner dress, printed in exotic green and purple foliage, appeals to CBS actress Vyola ("Jack Carson Show") Vonn as the self-sufficient medium for delineating long, body-moulding torso and graceful swinging skirt of current fashion.

Helen Forrest, songstar on "The Dick Haymes Show," is slated for a guest shot May 2 on the Army's special radio show, "Sound Off."

Sculptured Line



STRIKING SIMPLICITY of the line green silk jersey dinner gown designed by Travis Blanton for Hedda Hopper of CBS "This Is Hollywood" series eloquently expresses the long, rhythmic lines favored for easy formality. Long sleeves and high draped neckline accent the flowing silhouette.

FASHION DECREES

By HELEN BRATTRUD

Standouts in the spring epidemic of flower hats were the saucy, crisp sailors with a minimum of trim but bearing every evidence of being scaled in perfect proportions to the wearer's facial features, coiffure and general stature. Brim, height of crown and perky perch of the striped blue and American beauty tatieta worn by CBS star Penny ("Blondie") Singleton illustrate the studied scaling of line by John-Fredericks. At the base of the crown, realistic roses give conservative but consequential softness to the severe basic shape. Penny completes a face frame of the becoming mauve tones with a matching ascot to carry out a personalized version of the Gay Nineties theme.

Abetting practical acceptance of fragile femininity, a new ultra-sheer nylon fabric resembling fine mousseline de soie in appearance, is being introduced in yard-goods departments under the descriptive name "Mystilon." Particularly appropriate for white confirmation, graduation and bridal gowns, the wispy weave has also been made in strong and delicate pastel shades for children's party dresses, lingerie, blouses and negligees. The fabric launders easily, dries quickly and requires practically no pressing.

Footwear having become more conspicuous by the eye-compelling attention of longer daytime skirts and shorter, ankle-length evening dresses, the Delman shoe collection presents an imaginatively styled variety of designs to effect neater, daintier pedal flattery. The closed heel and toe opera pump, long recognized as the aristocrat of shoe designs, reappears utterly unadorned or with conservative buckles. Petal-like open work on the vamp of a high heel, chiffon suede model, appropriately called "Zodiac," distinguished a new-comer among the airy cut-out designs. A benchmark alligator oxford built on new, slim, longer last was another welcomed re-entry in the Delman parade. Colorful array of dressier alligators, some with platform soles, includes emerald green, bright red, blonde beige, sable brown, navy and black. Closed and open back calfskin spectators with built-up walking heels for town or country wear have length-minimizing cuffs or saddle-maker's belts across the instep. Among new evening slippers, an airy lattice work sling pump of

narrow metallic bands vies with embroidered and hand-painted sandals.

Shadowy play of one fabric over another to create a diaphanous, nippy look in evening dresses, a technique introduced in the latest collection of Mainbocher creations, typifies the famous designer's new formal styles born of the unrestricted use of fabric. Risty white chiffon veiled polka dots, and black point d'esprit or net floated over prints and plaids, simulating a subtle illusion of depth. A series of gay summer pick-me-up jackets, boleros and capes shown atop a tubular black gown included a smoothly tailored cream silk shantung, a natural linen and a pink faille—all short and richly restrained. An impressive, full length silk evening coat was the "duster," in which ample folds radiated from fitted shoulders beneath a small, rounded, throat-hugging collar. Drawing a sharp line between the different types and uses of dresses, Mainbocher establishes no hard and fast rule for lengths and silhouettes of special daytime costumes but consistently follows his conviction that the individual behavior of a dress is just as important as the idea that animates it.

Brief Biographies Of The WJLS Staff

George A. Hartrick . . . born in Marlboro, Mass . . . "not too many years ago" . . . Attended grade and high schools in Boston . . . College alma maters: Harvard, Marietta and Columbia . . . Veteran of World War I . . . ex-Commander of Legion Post in Cleveland . . . Started in radio at WTAM, Cleveland . . . Vocalized on network program, "A Story In Song" . . . Worked with Graham McNamee. Former high school principal in West Monongah, W. Va., and Asheville, N. C. . . Married to former Bertha Anthony of Boston . . . Father of one child, Toni Ellen . . . WJLS Program Director and newscaster.

Gordon Jenkins, after 37 years of wrestling with water wings, learned to swim this week in Dick Haymes' Encino ranch pool. Jenkins' instruction should have been good — Haymes held the Mediterranean long-distance swim crown 13 years ago when he was enrolled in a Swiss school.

WJLS, Beckley, W. Va. **560 On Your Side**

WJLS-FM, Beckley, West Virginia — "For Better or For Worse"

the month of **MAY, 1947**

LS—Local Sustaining
LC—Local Commercial
NCT—National Transcribed
Commercial
CS—Chain Sustaining
CC—Chain Commercial

our Dial

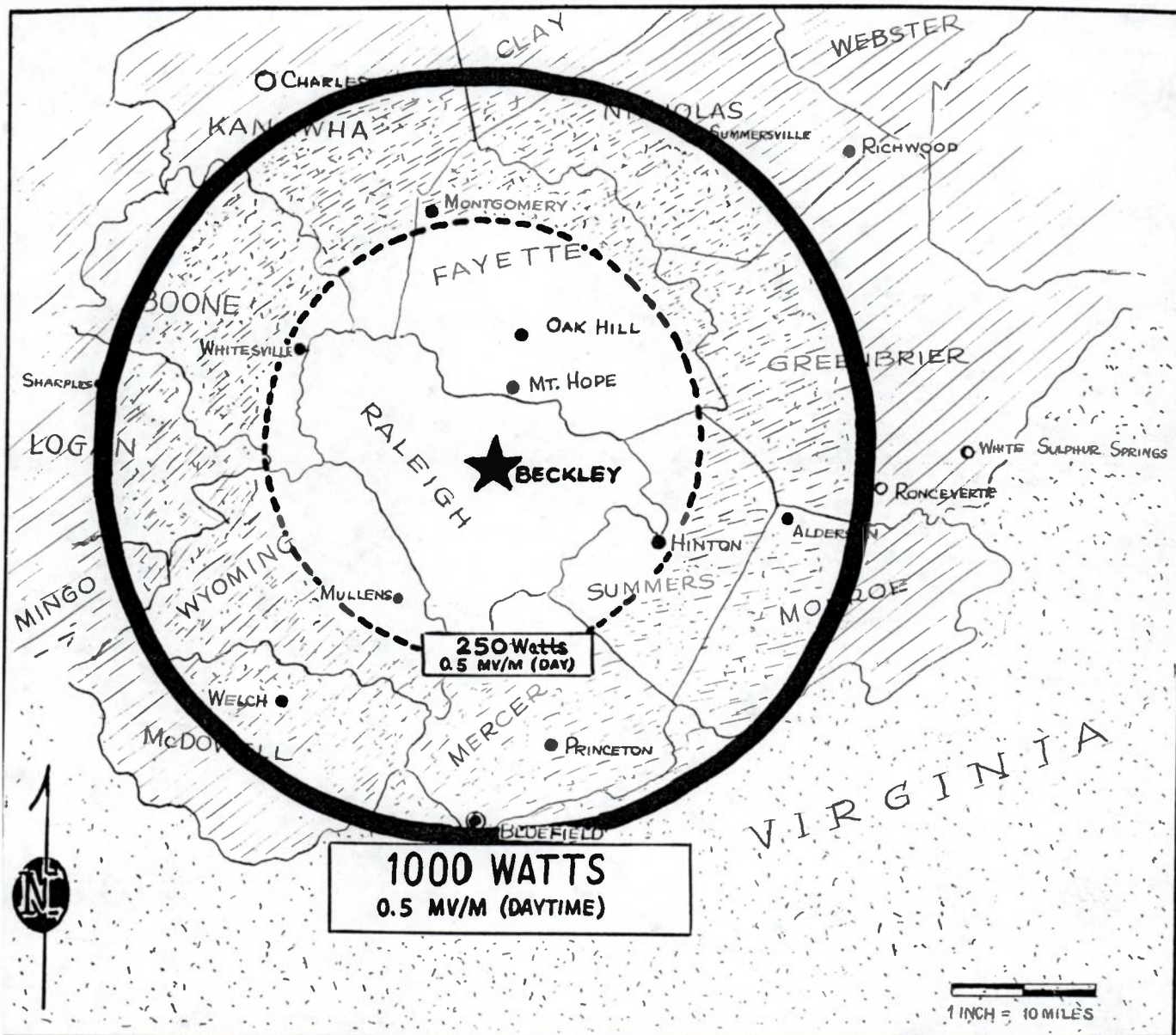
CBS Affiliate

TIME	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
P. M. 2:30-2:45	N. Y. Philharmonic U. S. Rubber CC	560 Club* LP	560 Club* LP	560 Club* LP	560 Club* LP	560 Club* LP	560 Club* LP
2:45-3:00	N. Y. Philharmonic U. S. Rubber CC	560 Club* LP	560 Club* LP	560 Club* LP	560 Club* LP	560 Club* LP	560 Club* LP
3:00-3:15	N. Y. Philharmonic U. S. Rubber CC	Hint Hunt Armour & Co. CC	Hint Hunt Armour & Co. CC	Hint Hunt Armour & Co. CC	Hint Hunt Armour & Co. CC	Hint Hunt Armour & Co. CC	T. B. A.
3:15-3:30	N. Y. Philharmonic U. S. Rubber CC	Hint Hunt Armour & Co. CC	Hint Hunt Armour & Co. CC	Hint Hunt Armour & Co. CC	Hint Hunt Armour & Co. CC	Hint Hunt Armour & Co. CC	Matinee at Meadowbrook CS
3:30-3:45	Hour of Charm Electric Cos. CC	Trail Blazers LP	Trail Blazers LP	Trail Blazers LP	Trail Blazers LP	Trail Blazers LP	T. B. A.
3:45-4:00	Hour of Charm Electric Cos. CC	Just Relax LS	Am. Legion LS	Bd. of Edd. LS	Blind Poetess LS	Looking Ahead LS	Of Men and Books CS
4:00-4:30	Family Hour Prudential Ins. CC	House Party* Leader Furn CC	House Party* Leader Furn CC	House Party* Leader Furn CC	House Party* Leader Furn CC	House Party* Leader Furn CC	Cross Section U. S. A. CS
4:30-4:45	Hoagy Carmichael Sings Lydens OC	Voices of The Army* LS	Decision Now CS	This Is Our Duty* LS	Proudly We Hail LS	You Were There LS	Happy Harmonizers LS
4:45-5:00	Jos. C. Harsh News CS	Kew-Bee Kobbler K.B. Bak.* LCT	Kew-Bee Kobbler K.B. Bak.* LCT	Kew-Bee Kobbler K.B. Bak.* LCT	Kew-Bee Kobbler K.B. Bak.* LCT	Kew-Bee Kobbler K.B. Bak.* LCT	Kew-Bee Kobbler K.B. Bak.* LCT
5:00-5:15	Ozzie & Harriet Int. Silver CC	Know Your America Bky Nat. Bank LC	Melodies in Miniature* LS	Know Your America Bky Nat. Bank LC	Melodies in Miniature* LS	Know Your America Bky Nat. Bank LC	Melodies in Miniature* LS
5:15-5:30	Ozzie & Harriet Int. Silver CC	Lilly Mountaineers Lilly Land Co. LC	Lilly Mountaineers Lilly Land Co. LC	Lilly Mountaineers Lilly Land Co. LC	Lilly Mountaineers Lilly Land Co. LC	Lilly Mountaineers Lilly Land Co. LC	Lilly Mountaineers Lilly Land Co. LC
5:30-5:45	Kate Smith Sings General Foods CC	Barry Wood Show* FallCityBrew LCT	Barry Wood Show* FallCityBrew LCT	Barry Wood Show* FallCityBrew LCT	Barry Wood Show* FallCityBrew LCT	Barry Wood Show* FallCityBrew LCT	Spts Answer Man* FallCityBrew LOT
5:45-6:00	Kate Smith Sings General Foods CC	News 'Til Now* Campbell Soup CC	News 'Til Now* Campbell Soup CC	News 'Til Now* Campbell Soup CC	News 'Til Now* Campbell Soup CC	News 'Til Now* Campbell Soup CC	Larry Leaver* CS
6:00-6:15	Gene Autry Wm. Wrigley CC	Mystery of the Week P & G CC	Mystery of the Week P & G CC	Mystery of the Week P & G CC	Mystery of the Week P & G CC	Mystery of the Week P & G CC	Waitin' for Clayton CS
6:15-6:30	Gene Autry Wm. Wrigley CC	Music Sports News LC	Music Sports News LC	Music Sports News LC	Music Sports News LC	Music Sports News LC	Music Sports News LC
6:30-6:45	Blondie Colgate CC	Kenny Baker Fall City LCT	Am. Melody Hour Bayer CC	Romance CS	Veterans Affairs LS	Sound Off CS	The Little Show CS
6:45-7:00	Blondie Colgate CC	Dept or Public Safety LS	Am. Melody Hour Bayer CC	Romance CS	Building for Peace LST	Sound Off CS	On Wings Of Song LST
7:00-7:30	Sam Spade Wildroot CC	Inner Sanctum Emerson Drug CC	Big Town Sterling Drug CC	Jack Carson Campbell Soup CC	Dinner Concert LS	Baby Snooks Show Gen. Foods CC	Vaughn Monroe R. J. Reynolds CC
7:30-7:55	Crime Dr. Phillip Morris CC	What America's Playing LS	Mal Bianco Show Colgate CC	Dr. Christian Chesebrough C C	Treasure Chest* LS	The Thin Man Gen. Foods CC	Mayor of the Town Nezema CC
7:55-8:00	CBS News* Parker Pen Co. CC	Purity Maid News* Jour. P.B.Co. LC	Purity Maid News* Jour. P.B.Co. LC	Purity Maid News* Jour. P.B.Co. LC	Purity Maid News* Jour. P.B.Co. LC	Purity Maid News* Jour. P.B.Co. LC	News Parker Pen Co. CC
8:00-8:30	Carlisle Archer Campbell Soup CC	Treasure Chest* LS	Vox Pop Lipton Tea CC	Songs by Sinatra P. Lorillard CC	Dick Haymes Show El. Auto Lite CC	Ginny Simms show Borden CC	Bill Goodwin Show CS
8:30-9:00	Tony Martin Texas Co. CC	Evening Reverie LS	Studio One CS	Dinah Shore Ford Motor CC	Crime Photogr. CC Another-Hooking	Durante & Moore United Drug CC	Upper Room Music LS
9:00-9:30	Take It or Leave It Eversharp CC	Screen Guild CC Lady Esther, Inc.	Studio One CS	Treasure Chest* LS	Reader's Digest Hall Mark Card CC	It Pays to Be Ignorant Phillip Morris CC	This Is Hollywood P & G CC
9:30-10:00	We the People Gulf Oil Co. CC	Bob Hawk Show Reynolds Tob. CC	Open Hearing CS	Information Please Parker Pen CC	Man Called X Gen. Motors CC	My Friend Irma CS	Talks Let's Dances LS
10:00-10:15	CBS World News CS	CBS World News CS	CBS World News CS	CBS World News CS	CBS World News CS	CBS World News CS	CBS World News CS
10:15-10:30	Meaning of the News CS	Meaning of the News CS	Meaning of the News CS	Meaning of the News CS	Meaning of the News CS	Meaning of the News CS	Meaning of the News CS
10:30-11:00	Music You Know CS	Columbia Concert CS	Victor Lombardo CS	Invitation To Music CS	Music Clubs CS	Gene Krupa Orchestra CS	Victor Lombardo CS
11:00-11:05	Purity Maid News LC	News CS	News CS	News CS	News CS	News CS	News LC
11:05-11:30	Music Sports News LC	Swing Street LS	Swing Street LS	Swing Street LS	Swing Street LS	Swing Street LS	Swing Street LS
11:30-12:00	Curfew Club LP	Curfew Club LP	Curfew Club LP	Curfew Club LP	Curfew Club LP	Curfew Club LP	Curfew Club LS
12:00-12:05	CBS News CS	CBS News CS	CBS News CS	CBS News CS	CBS News CS	CBS News CS	CBS News CS

etter Listening" — 96.3 mc. On Your Dial

ried on WJLS-FM

WJLS PROVIDES GREATER COVERAGE WITH 1000 WATTS POWER



This month marks a significant step forward for radio station WJLS. It has operated as a local station since 1939, when it first went on the air. This month "The Voice of the Smokeless Coal Fields" is proud to take its place among the elite regional stations of the nation with 1000 watts—and on the best frequency assigned to any West Virginia station. Of the 23 stations in West Virginia, one is a clear channel station, 6 are regional outlets and 16 are local stations. Your WJLS is one of the six regional stations now, and thus Beckley takes its

place in West Virginia radio with Bluefield, Charleston, Huntington, Fairmont and Wheeling. 1000 Watts gives WJLS four times as much power as it originally had—and it means more power to you, both listener and advertiser! When WJLS was broadcasting on 250 watts, the primary coverage area (the area within 0.5 m/v contour), consisted of 1890 square miles, or 24 miles airline. The population within this radius was 267,723, and was the total of five counties: Raleigh, Fayette, Wyoming, Summers, Mercer.

Today with 1000 watts WJLS covers 12 of West Virginia's richest and most populous counties. The area within the 0.5 m/v contour totals 4180 square miles, or 36 miles airline. The counties include Raleigh, Fayette, Wyoming, Summers, Mercer, Boone, Logan, McDowell, Monroe, Greenbrier, Nicholas and part of Kanawha. All of these counties are in the station's primary coverage area. The total population of this group of counties is 748,251. Under the local station classification (250 watts), WJLS 0.5 m/v signal reached Hinton, West Vir-

ginia, but with the regional classification (1000 watts at 560 kc.), the 0.5 m/v line includes Bluefield, Welch, Cedar Grove, Quinwood, Ronceverte, Union and Peters-town. When you're listening to WJLS now, imagine yourself as part of an audience of 3/4 million people—which is a pretty huge group. In delivering a sales message, you can be sure that WJLS can be heard by more people than any other station within this section of West Virginia.

The World's Best Entertainment At Your Fingertips...WJLS—CBS—560 On Your Dial!



CLIFTON FADIMAN
 "Information Please"—Wed.
 9:30 P. M.



HEDDA HOPPER
 "This Is Hollywood"—Sat. 9:00



NED CALMER
 Sat. and Sun.—7:55 P. M.



VAUGHN MONROE
 "Vaughn Monroe Show"—
 Sat. 7:00 P. M.



NILA MACK
 "Let's Pretend"—Sat. 10:05 A. M.



EVELYN WINTERS
 Monday thru Friday, 9:30 A. M.



"PERRY MASON"
 Monday thru Friday, 1:15 P. M.



"MA PERKINS"
 Monday thru Friday, 12:15



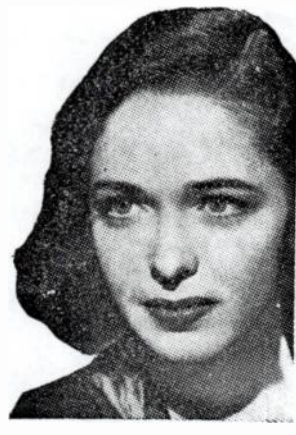
MARY LEE TAYLOR
 Saturday, 9:30 A. M.



ROBERT TRUEX
 "News Till Now"—Mon. thru
 Fri. 5:45 P. M.



JOHN REED KING
 "Give and Take"—Sat. 1:00 P. M.



HELEN TRENT
 Mon. thru Fri., 11:30 A. M.

"There's Better Listening At 560-7 Days A Week"



Modern Studios Accomodate A Variety Of Outstanding Live Talent Shows At WJLS



"Cowboy" Jack Hunt and His Rhythm Ranch Hands and Announcer Jack Pevora at broadcast time in studio "C" at WJLS.

Many of WJLS' outstanding programs originate in its own studios, and the average visitor is usually somewhat surprised to discover how modern and spacious the studios are. All in all, there are three studios at WJLS, and with the many programs regularly aired from the station, they are usually a bee-hive of activity.

Studio "A" is the smallest of the group, and is usually used as an announcer's booth and newsroom. Studio "B" is somewhat larger, and programs which do not have large talent casts emanate from this studio. It contains a baby-grand piano. "C"—the largest studio—accommodates all of the larger talent shows, and in addition to its spaciousness it houses a Hammond electric organ and another baby-grand piano.

One of the most popular programs which is broadcast over WJLS and originates from studio "C" features "Cowboy" Jack Hunt and his Rhythm Ranch Hands. These exponents of Western mu-

sic are among the nation's best, and are currently recording for some of the better-known disc producers.

The correct identity of the cowboy maestro is Jack P. Hunt. He was born in a little hacienda at Palo Pinto, Texas—a true son of the Lone Star state. His musical career began early, and at the age of 14 he took his trusty guitar in hand, left home and joined the circus and vaudeville circuits.

"Cowboy" Jack not only mastered the guitar at an early age but learned how to use a bull whip and a lariat, which he uses to a good advantage now in his stage shows.

Jack's first radio job began at XERA, Del Rio, Texas. Since then, Jack has worked on stations in several different states. Hunt's radio career was somewhat disrupted when Uncle Sam required his services in World War II, but Jack did his duty in "the walking department," as he puts it.

"The Rhythm Ranch Hands" number five in personnel. First of all, there is Jack's wife, "Dottie," the prairie sweetheart who plays the bass fiddle and doubles on other instruments; "Little Joe," who is Jack's brother, is a comedian and talented musician-arranger, being able to play almost any instrument he picks up; Biedler Frye, known to his fans as "Lucky," plays the electric Hawaiian guitar, bass, and also blends his baritone voice with the group. "Lonesome Homer," original member of the Ranch Hands, has recently rejoined them.

"Cowboy" Jack Hunt and his Rhythm Ranch Hands are an outstanding group of musicians and entertainers, and high among the list of artists who broadcast regularly over WJLS.

Confidante



Rosemary DeCamp plays nurse, Judy Price to Jean Hersholt's "Dr. Christian" on the CBS Wednesday dramatic series.

THE 560 NEWS

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Recorded And Transcribed



Music Librarian Bob Davis files some recent record releases which will soon be aired over WJLS. The music library contains thousands of recorded and transcribed musical selections by the nation's top artists.

STATION'S MUSIC LIBRARY OFFERS SCORES OF SELECTIONS — VERITABLE OASIS OF MELODY

Perhaps WJLS' Music Librarian wonders what connection there is between an oasis and the hundreds and hundreds of records and transcriptions on file around him, and especially so when he is taking out music and production sheets for the numerous programs which are recorded and transcribed. To the librarian it is work; To the listener, however, it is perhaps a bright spot in his radio day—an oasis of melody. And to quench the musical thirst of WJLS' listeners, Librarian Bob Davis, reads hundreds of requests and tries to comply with them when arranging the programs.

In order to meet the demands of WJLS listeners, every possible source of supply is used to maintain the music library's files. The Standard Radio Transcription files are loaded with over 30,000 numbers of every type, and in addition to the transcriptions daily releases are received from over a core of recording companies.

From the many releases which pour into WJLS, librarian Davis selects the numbers which he thinks will be well received, and 'airs' them as soon as possible—along with numbers already hit-

ting the top on the nationwide polls.

From listener response, the music librarian is able to gauge the rise and fall in popularity of numbers. Each day requests are sorted out and filled, requests from the station's thousands of listeners. They range from Spike Jones and Spade Cooley selections to symphonic, pop concert and secular.

Librarian Davis likes to refer to the music library as "a spring from which flows melodies of your choosing." Editor's captions have practically the same meaning, however, and any way you describe it the music library at WJLS covers a multitude of melody.

WJLS-CBS INAUGURATES FULL-HOUR DRAMA

The Columbia Broadcasting System today revealed plans for a new weekly series of full-hour dramas adapted from current or contemporary books and stage plays. These broadcasts, under the generic title of "Studio One," have been scheduled for Tuesdays, from 8:30 to 9:30 p. m. EST.

WJLS' United Press Facilities Keep Listeners Abreast of Events

The teletype bell rang four times, and the bulletin was pulled from the noisy machine hardly before it was finished. There had been a terrible disaster, and the news gathering facilities of the United Press was relaying word of the tragedy to the four corners of the globe. The bulletin was handed to an announcer, and within the space of a few seconds the WJLS listening audience heard of the explosion in Texas City, Texas, which claimed hundreds of lives and injured thousands.

This is an example of the speed—and accuracy—which WJLS' news service offers. Many times the news will originate from the network if the station happens to be broadcasting a network program. Regardless of when and where news is made listeners who have their dials set at 560 are sure to hear a first-hand authentic account of the event.

Several newscasts originate every day from the WJLS newsroom and both announcers and commentators alike have found that the United Press service provides them with a clear and co-

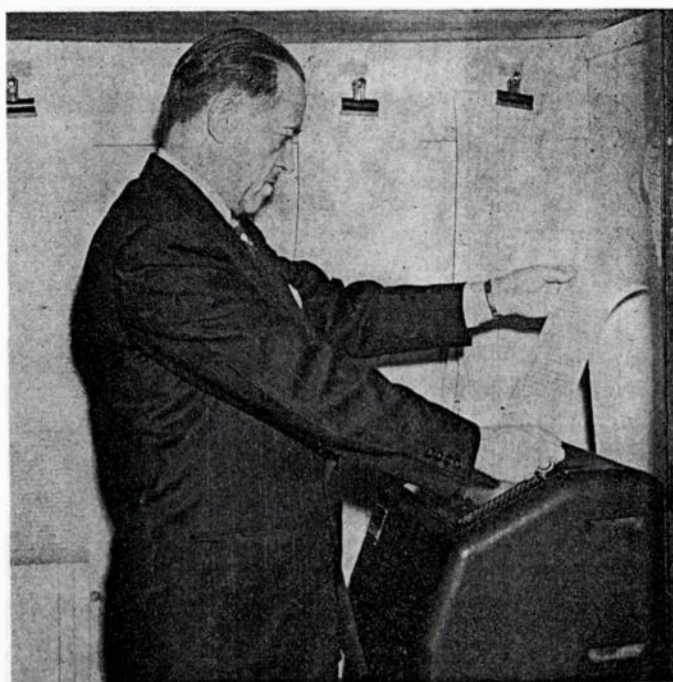
cise picture of newsworthy events. As for the listener, he gets an accurate word-picture of what has been happening in the world about him.

WJLS' United Press news service, plus CBS and its far-flung news gathering facilities, keeps the radio audience informed of events as fast as is humanely possible.



"AND this is where we began to tune in on Big Sister at Board Meetings."

World-Wide News Service



George Hartrick, WJLS Program Director and newscaster, examines late releases on the United Press news teletype. UP facilities keep WJLS listeners in touch with all corners of the globe.

WJLS-FM USING NEW 2-BAY ANTENNA

The new frequency modulation station, WJLS-FM, is now using a new 2-bay antenna tower. Originally, the station was using a temporary antenna. With the installation of the new, 2-bay antenna which was designed and manufactured by Federal Radio and Telephone Corporation, the effective range of the transmitter will be greatly increased. The output was 2,500 watts when the station began broadcasting with the temporary antenna, but with the acquisition of the new tower the output has been increased considerably.

WJLS-FM is now West Virginia's most powerful frequency modulation voice, and reports from various sections indicate that reception has been favorable. WJLS-FM has received mail from points as far south as Mt. Airy, North Carolina.

The new transmitter is located at Huff's Knob, second highest point in West Virginia and approximately 18 miles from its studios is downtown Beckley. Transmission of programs to the transmitting unit at Huff's Knob is by means of a studio-to-transmitter link. The frequency is 96.3 megacycles.

"Spotting Traffic"



"Sandy" Tepina, WJLS Traffic Manager, and Muriel Meade, receptionist and typist, discuss the addition of new spots to the program schedule.

"Watts New"

Hundreds of them—a thousand—I counted 'em! WJLS is now more power-full—4 times more power-full.

This added power gives greater service to the Coal Empire—thus a far larger listening audience and better coverage for our sponsors and their products.

Much money, time and extra effort has gone into the construction of the new 1 kw. transmitter Engineers and consultants working into the wee yawning hours—even all through the night in order to put the plant at its peak of operating perfection.

Now it's working at the 560 point on your dial... where the west in local and network programs will reach many new thousands of our area neighbors... new visitors to Beckley for our merchants' bargains—new WJLS boosters!

There are hundreds of reasons WHY our new 1000 watts will give this area something to shout about... but mainly we strive to better serve you listeners... (really our stockholders), "in the interest of public service and necessity."

—Bob Burns

New Programs On WJLS This Month

Several new programs have already made their debut over WJLS, and with the beginning of another new month, several more programs will have their premiere at 560 on your dial.

The new CBS comedy series, "My Friend Irma," starring petite comedienne, Marie Wilson, and Cathay Lewis, made its network bow on April 11 over WJLS. The new program will be heard regularly each Friday night at 9:30 p. m.

"Sound Off," with Mark Warnow's orchestra is the new U. S. Army Recruiting Service show which returned to CBS and WJLS April 4 at 7:30 p. m. The new program will be heard one hour earlier when the time-change is effective—from 6:30 to 7:00 p. m. Fridays.

Headlines of the day and analysis of the week's leading developments are being presented by Joseph C. Harsch, CBS Washington news analyst, every Sunday at 4:45 p. m. This program replaces William L. Shirer, formerly heard at the same time.

"Meet Corliss Archer" is the

title of the new Campbell Soup Show heard on Sunday's at 8:00 p. m., replacing the program which featured Hildegard.

Batter Up!



Accounting For What?



Nell Cody and Nellie Amato, of the WJLS Accounting and Book-keeping department, have a friendly chat while preparing to delve into the monthly accounts.

WJLS Promotion Attracts Widespread Attention; Compelling Force In Publicizing Station's Programs

Radio advertisers realize more and more the importance of sound promotion, and WJLS advertisers have found that it pays big dividends. Within the past six months the station's promotional activities have been accelerated tremendously in many different ways.

WJLS cooperates not only with network sponsors and agencies, but with local advertisers as well. Detailed reports are made to agency and sponsor at periodic intervals, giving a complete picture of what the station has done to publicize the program.

The past year has seen WJLS in the forefront in local promotion. If an award were made to the station which did the greatest amount of promotion—network and local—WJLS would certainly take first place. In addition to a sustained newspaper advertising campaign, the station's promotional head, Benton B. Boggs, Jr., launched a regular radio column, attractive and eye-catching outdoor and window displays, and instituted the new house organ, "The 560 News."

The station house organ was first published in January of this year, and previous to its publica-

Promoting



WJLS' Promotion Manager and Editor of "The 560 News," Benton B. Boggs, Jr., completes final lay-out of the station's popular house organ. Boggs is also Continuity Director for the station.

tion program schedules were mailed to sponsors, prospective advertisers, time buyers and various radio publications. WJLS believed that listeners would be just as interested in reading a program schedule as sponsors and agencies would and the promotion department decided to combine a agencies would, and the promotion zine which featured articles, stories and pictures of network and station personalities. Thus the first issue of "The 560 News" came into being, and the new magazine proved to be so popular that the station was literally swamped with requests.

Besides "The 560 News," WJLS continues to exploit its programs through newspaper advertising, by outdoor displays, and by direct mail. It is a compelling force in calling attention to the station's programs, and the rapidly growing circulation of the house organ proves beyond any doubt that listeners enjoy reading every page of a good promotional magazine. Nothing is left to chance; WJLS' promotion draws more and more interest to its programs—and whenever people listen they buy!

"Cookie"



As "Cookie" on Sunday's CBS-WJLS "Blondie" program, little Marlene Ames is her parent's nemesis. On the screen she's Ray Milland's good-luck charm, having appeared in all of his most successful movies.

THE 560 NEWS

Important Time Change

With the advent of Daylight Saving Time on all network programs, a complete rescheduling of all WJLS programs has been made. The time change results in your favorite network programs (or the greater part of them), being heard one hour earlier. In many instances the moving of these programs to an earlier time conflicts with local programs, therefore a new time is given to the local show.

What actually happens is this: One hour of time is borrowed (Eastern Daylight Saving time), then returned at the end of summer. WJLS will remain on Eastern Standard Time, as will the city of Beckley and most of West Virginia.

Remember this: The time change greatly effects our program schedule, therefore we suggest that when in doubt as to the time of your favorite network or local program simply call 7311 and get the correct information.

As an example, the "Ma Perkins" program which is normally heard at 1:15 p. m., Monday through Friday, moves to 12:15

p. m., or exactly one hour earlier. And the same thing happens with the majority of network programs.

Martin's Maestro



Victor Young, widely known as a composer and conductor of motion picture scores, directs the orchestra for CBS' new "Tony Martin Show" on Sundays.

THE 560 NEWS
From
RADIO STATION WJLS
Beckley, W. Va.

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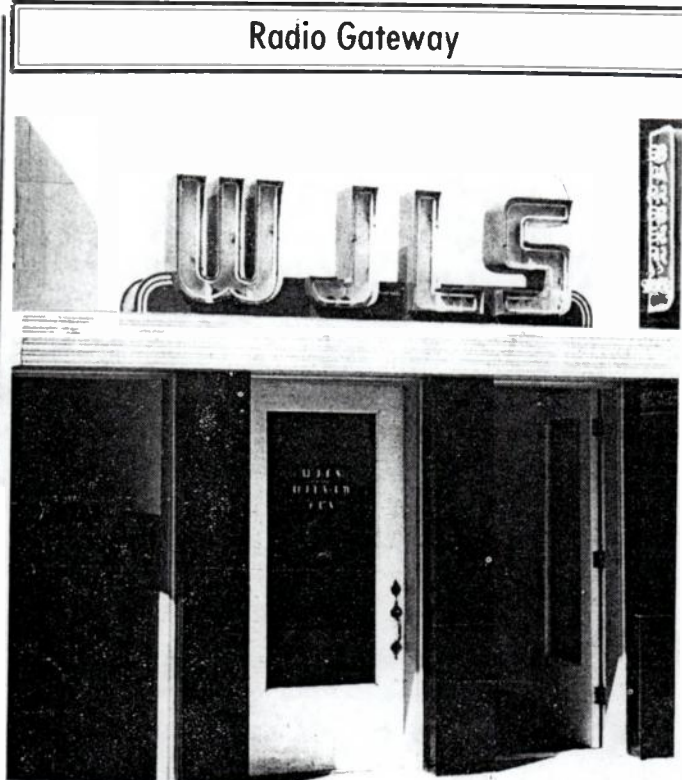
1000 Watts Another Step Forward At WJLS; Station Now Regional Outlet On State's Best Frequency

It has been a little over eight years ago that radio station WJLS came into being among the kilocycles and watts. On March 5, 1939, "The Voice of the Smokeless Coal Fields" first went on the air by authority of the Federal Communications Commission. The station began its broadcasting activities on a frequency of 1210 kilocycles and remained at that frequency until 1941, when it moved to 1240 kilocycles as a result of the Havana Treaty changes.

The year 1944 brought another change of frequency, and this time the station moved to its present frequency assignment of 560 kilocycles. This frequency, incidentally, is considered the best among all West Virginia stations. Utilization of a full 1000 watts enhances the advantages of this frequency, and at the same time puts WJLS in the regional station category. Prior to the power increase, WJLS was classified as a local station.

WJLS is owned and operated by Joe L. Smith, Jr., of Beckley, W. Va., and Virginia N. Cooper of Beckley is Station Manager.

The WJLS studios are located in the WJLS Building at the corner of Main and Kanawha streets in Beckley. Recently the entire building was remodeled and redecorated, and an addition was made to the present building providing more space for the station's operations. At the present time



WJLS' attractive and modernistic Kanawha street entrance is shown above. This radio gateway to "The Voice of the Smokeless Coal Fields" leads to the station's spacious new quarters, and takes the place of the former Main street entrance.

WJLS' headquarters consist of 5 offices, a lounge, foyer and switchboard mezzanine, 3 studios, a control room, music library, teletype and newsroom and a janitor's room. In addition to this working space, wide hallways and stairways connect the many rooms, offices and studios.

Three huge neon signs bearing

the call letters "WJLS" and the frequency "560" adorn the WJLS Building. Two of the signs are placed at the top and ends of the building, facing South Kanawha and Prince streets. The other sign is over the modernistic marquee at the entrance on South Kanawha street.

WJLS became affiliated with the Columbia Broadcasting System in August, 1943, and since that time listeners have been enjoying the many outstanding CBS network shows.

In addition to standard broadcasting station, WJLS, Joe L. Smith, Jr., owns and operates the new frequency modulation station, WJLS-FM. This station broadcasts on a frequency of 96.3 megacycles and provides listeners with many enjoyable programs from 3:00 p. m. to 9:00 p. m., daily.

WJLS has been the recipient of two national radio awards, having won the "Variety" Showmanagement Award in 1940 and The Billboard Exploitation Award in 1941. This year WJLS won a Highlight Citation from "Variety" for a program which ran over the station in 1946, "Blind Date For G. I.'s."

The combination of a new 1000 watt amplitude modulation station and the new frequency modulation station, which will eventually have a power of 31,700 watts, will provide the radio listening audience in Southern West Virginia—as well as several other states—with consistently good radio programs. WJLS plus 1000 watts, plus WJLS-FM, plus CBS offers an unbeatable radio combination. It means much to listener and advertiser. . . . opening a new realm of radio.

Beckley—with your WJLS and WJLS-FM—has become a radio gateway!

WJLS **560**
On Your Dial

"The Biggest Show In Town"

