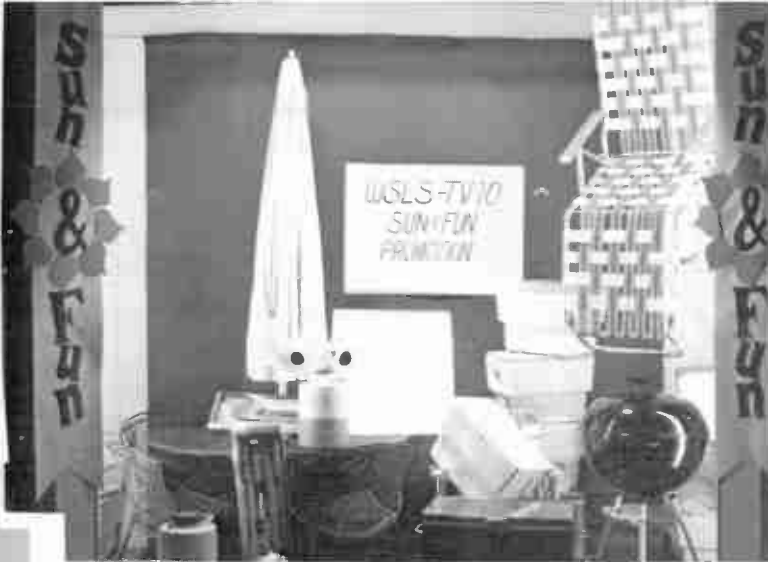




Wesley  
Family Album



Join HAYDEN HUDDLESTON



for  
**KLUB KWIZ**

SATURDAYS at 7:00 PM on...



**WLS-TV 10**  
ROANOKE, VIRGINIA  
A  STATION



American television is different from television anywhere else in the world in one special way; in America, local television is committed to serving the particular needs of its community.

To address the concerns and meet the needs of a grassroots audience means paying attention to those problems and issues that are unique to mainstream America. In that light, WSLS-TV has

set the pace for responsible broadcasting in Southwest and Central Virginia.

WSLS-TV, Virginia's pioneer television station, was, and is, a station of firsts:

**FIRST** on the air,  
**FIRST** with live remote coverage,  
**FIRST** with videotape recording capability,

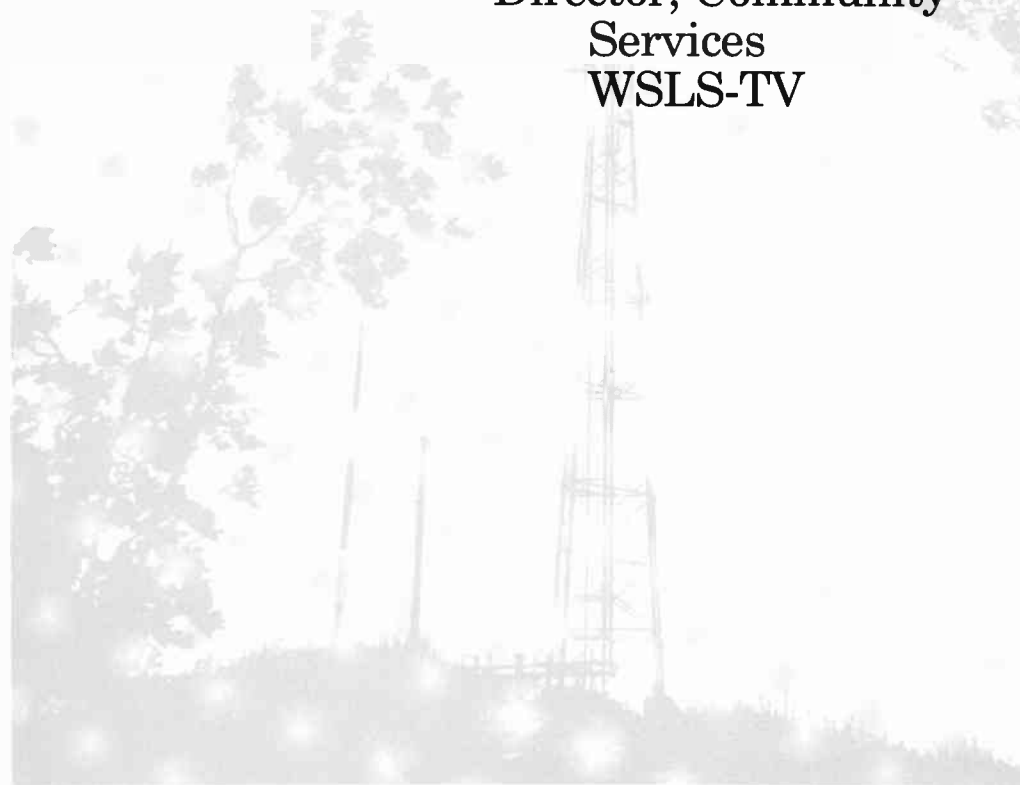
**FIRST** with full color coverage, network and local,  
**FIRST** to "feed" live network programming to a national audience, and  
**FIRST** with minicam coverage of news in the field.

Those who founded, directed and toiled in the fields of early local television did so with vision. They literally rolled up their sleeves, drew on their creativity and forged a communications concept.

For three and one-half decades WSLS-TV has been the pathfinder. It enjoys an unparalleled past, an enviable present, and an exciting future.

On these pages, the years of service by WSLS-TV are chronicled in abstract. Read them and share in the pride of those whose contributions have made WSLS-TV 10 a household name

Lee Garrett  
Director, Community  
Services  
WSLS-TV



*Our first television antenna on Poor Mountain*

Ashberg, Va.,  
 329 Forest, St.  
 Jan 14 - 1953  
 Hi  
 Have been receiving your  
 signal for 1 yr. most of the time  
 it came in good. Since you  
 have added to it, it is as  
 good as Kueselows w FMY-TV  
 You have got a good variety  
 of Programs, Keep up the good  
work  
 E. R. Moore



Lee Garrett forecasts the weather from an "early" set in the Shenandoah Building studios.

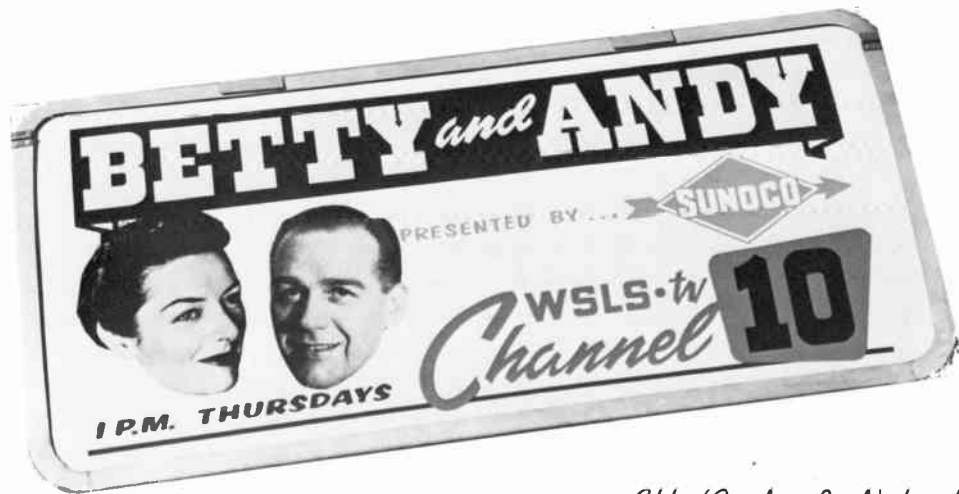


Glenwood Howell, WSLS-TV's first full-time Farm Director



George W. Chernault, Jr., Program Director, appears on our first news set.





*Ebb (Gordon Reid) head of the "Tide Family" poses with "Mr. Andy" (Andy Peterson, emcee of the "Ebb and Andy Show.")*



*Betty Bond broadcasts a fashion show live from Mill Mountain. Cameraperson Ray Chitwood later became Production Manager.*

*Augusta Springs Va.  
Jan 16 1954*

*W. S. L. S. TV Roanoke 10  
Gentleman*

*The T.V. is coming in fine here we see a fine program. we especially like it at 9:30 AM and 2:30 PM week days please how Andy Peterson more here is a very popular guy over here. your 296,000 watts is coming in a lot better over here*

*T V Fan  
Mr Ham Bazzua*

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

# WESTERN UNION

FX-1201

SYMBOLS

DL=Day Letter  
 NL=Night Letter  
 LT=Int'l Letter Telegram  
 VLT=Int'l Victory Ltr.

W.M.P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

1:24 JAN 10 PM 3 30

CT. 10:16 D=B UEFI:LD VI 2 219P F=  
 JIM 3 RE=  
 STATIO WS S TV ROANOKE VI-=  
 CO GRATJ.LATIJ C YUJ NS POWERCOWIN IN F NE IN  
 BLUEFIE.D=  
 .C WAR IS -A? 3 FD HFAE CO YOUR AD IRAL  
 LISIR! UTOR=

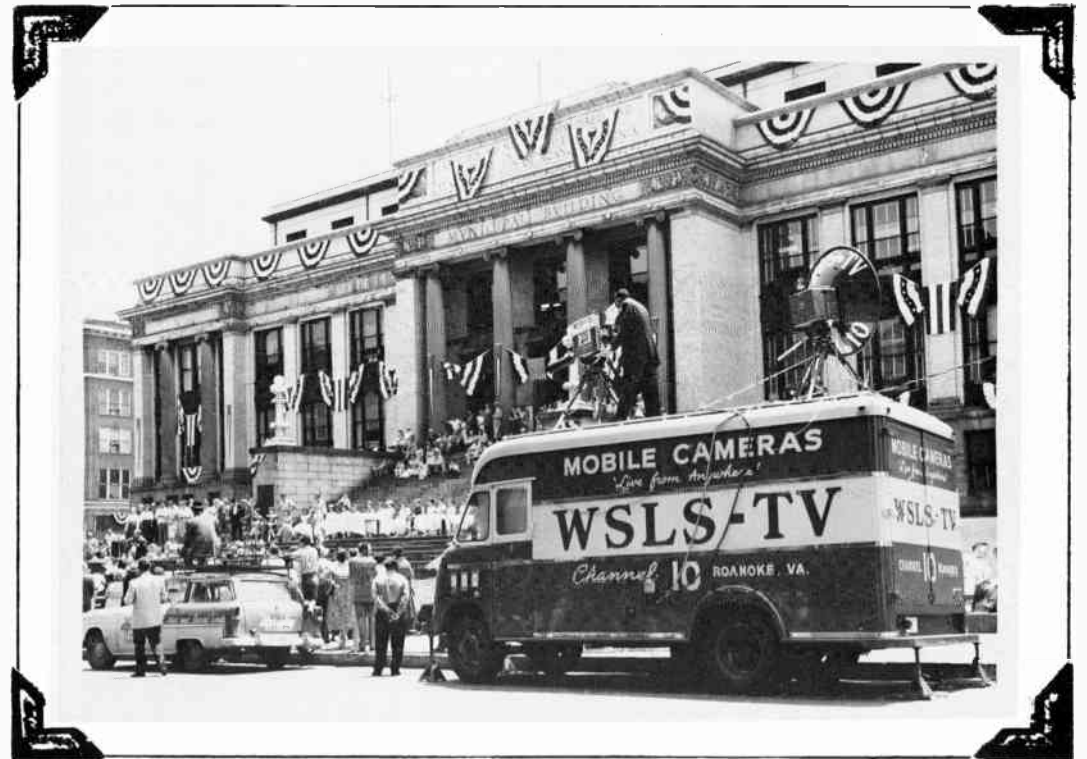
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



*Sports Director, Ed Thomas (later a Maryland State Senator)*



*When we increased our power in 1954, an appliance dealer in Burlington, North Carolina sent us a photo he had taken of his television set.*



*Our mobile cameras provide live coverage of Roanoke's Diamond Jubilee celebration (1957).*



*"And a good evening to you" became John Cameron Swayze's trademark along with a new tie each night on "Camel News Caravan" (1949 - 1956).*



*George W. Chermault, Jr. (a retired USAF colonel) interviews an active duty colonel during a live broadcast.*



*Jim Shell, Morning-Side Reporter for WSLB news.*

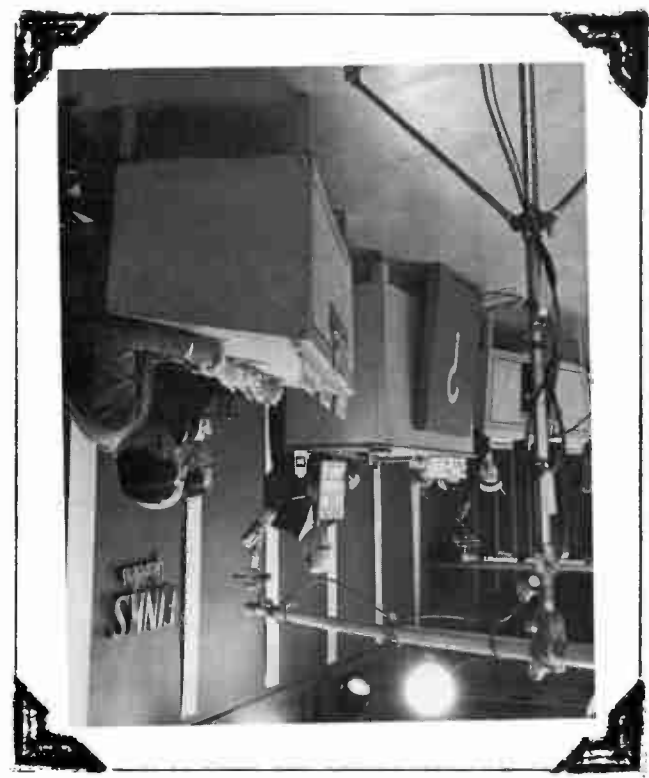
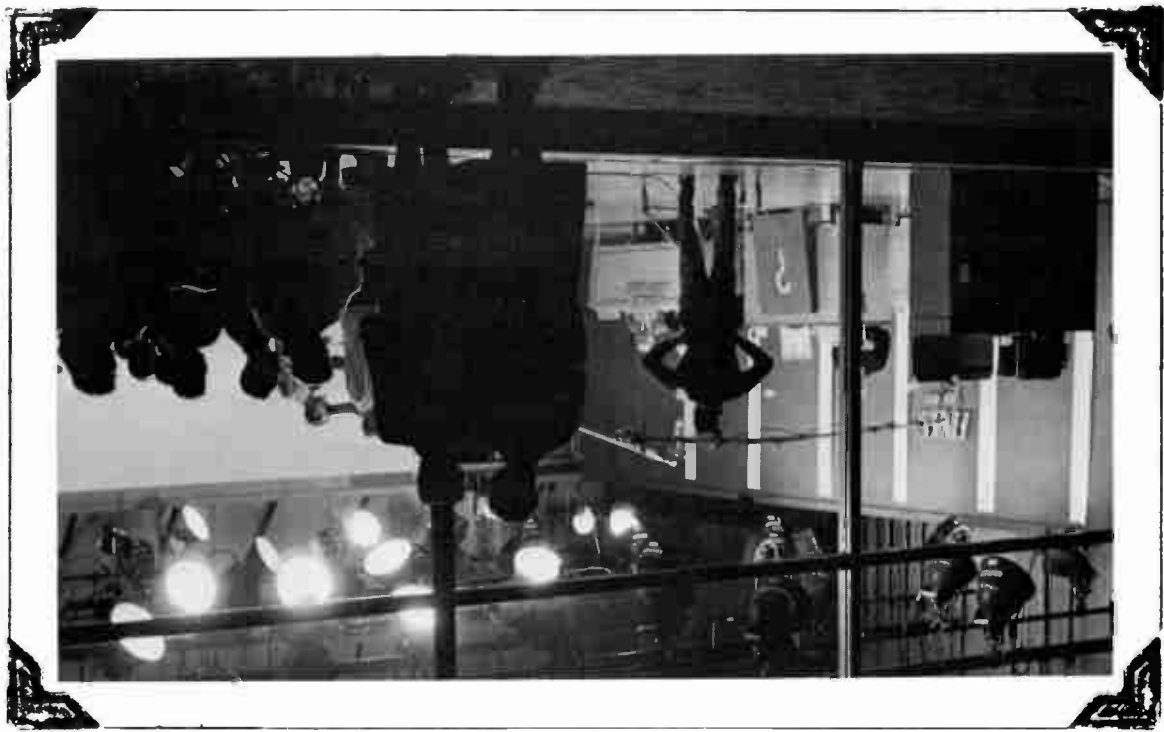
Elkhorn, W. Va.  
Feb 4, 1954

Dear Sir

WSLS is now serving West Virginia's billion dollar coal fields. Your picture and sound is perfect here at Elkhorn. Elkhorn is 15 miles from Welch, Mallowell County. Before you went on the high power, we only got Huntington. Now your station is our best. Thank to you and all the staff at WSLB.

Sincerely yours  
Charles Davis

*Passersby stop outside our new studios to watch "Klub Kwiz."*



*A gathering of champions!*



*Hayden Huddleston and "Klub Kwiz" prove to be a winning combination for Channel 10!*





**WILD BILL HICKOK**  
 MONDAYS 5 P.M.  
**SUPERMAN**  
 FRIDAYS 5 P.M.  
 PRESENTED BY  
*Kellogg's*  
**WLSL-TV CHANNEL 10**



Robert Horton and Ward Bond on "Wagon Train" (1957-61).

THE ROANOKE TELEVISION AUDIENCE

		Saturday, May 11, 1955		Rating		Share	
TIME	PROGRAM	STATION	RATING	WLSL	WLVA	WVA	WVA
6:30 P.M.	Show Wagon Beat the Clock	WLSL WLVA	16.0 14.4	32 25	41 32	27 43	3.2 3.3
	Sets in Use		60.4				
6:45 P.M.	Show Wagon Beat the Clock	WLSL WLVA	16.0 14.9	32 32	41 43	27 33	3.2 3.3
	Sets in Use		60.9				
7:00 P.M.	Ray Bolger Jackie Gleason	WLSL WLVA Other	38.7 22.1 0.9	29 33	38 41	33 26	2.7 3.4
	Sets in Use		61.7				
7:15 P.M.	Ray Bolger Jackie Gleason	WLSL WLVA Other	38.7 23.6 0.9	29 32	38 41	33 27	2.7 3.4
	Sets in Use		61.2				
7:30 P.M.	So This is Hollywood Jackie Gleason	WLSL WLVA	36.9 22.5	27 32	39 42	34 26	3.0 3.3
	Sets in Use		59.4				
7:45 P.M.	So This is Hollywood Jackie Gleason	WLSL WLVA Other	36.9 22.5 0.9	27 32	39 42	34 26	3.0 3.3
	Sets in Use		60.3				
8:00 P.M.	Imogene Coca Two for the Money	WLSL WLVA	43.2 21.2	25 33	40 43	35 24	3.1 3.3
	Sets in Use		64.4				
8:15 P.M.	Imogene Coca Two for the Money	WLSL WLVA	43.2 20.7	25 33	40 43	35 24	3.1 3.3
	Sets in Use		61.9				
8:30 P.M.	Tenace Star Theatre My Favorite Husband	WLSL WLVA Other	50.5 8.6 0.5	29 26	43 47	28 27	3.0 2.4
	Sets in Use		59.6				
8:45 P.M.	Tenace Star Theatre My Favorite Husband	WLSL WLVA Other	50.5 8.6 0.5	29 26	43 47	28 27	3.0 2.4
	Sets in Use		59.6				
9:00 P.M.	George Gobel Professional Father	WLSL WLVA	73.0 2.3	32 32	45 45	23 23	3.1 3.1
	Sets in Use		75.3				
9:15 P.M.	George Gobel Professional Father	WLSL WLVA	73.4 2.3	32 32	45 45	23 23	3.1 3.1
	Sets in Use		75.7				
9:30 P.M.	Your Hit Parade Damon Runyon Theatre	WLSL WLVA	67.1 1.8	33 33	45 45	22 22	2.9 2.9
	Sets in Use		68.9				
9:45 P.M.	Your Hit Parade Damon Runyon Theatre	WLSL WLVA	67.1 1.8	33 33	45 45	22 22	2.9 2.9
	Sets in Use		68.9				
10:00 P.M.	Paltco Lewis, Jr. Mr. Citizen	WLSL WLVA Other	19.1 13.5 0.9	51 30	40 47	9 23	2.1 2.8
	Sets in Use		33.8				
10:15 P.M.	Saturday News Final Mr. Citizen	WLSL WLVA Other	14.4 13.3 0.9	30 30	46 46	4 24	2.1 2.5
	Sets in Use		28.1				
10:30 P.M.	Paris Precinct Who Said That	WLSL WLVA Other	17.6 2.7 0.5	44 44	51 51	5 5	2.1 2.1
	Sets in Use		20.8				
10:45 P.M.	Paris Precinct Who Said That	WLSL WLVA Other	17.1 2.7 0.5	44 44	51 51	5 5	2.1 2.1
	Sets in Use		20.3				

AMERICAN RESEARCH BUREAU INC 17



Russell Arms, Giselle Mackenzie, Dorothy Collins and Snooky Lanson were among the regulars who performed the week's top 10 songs on "Your Hit Parade" (1950-1958).



"You Bet Your Life" (1950-1961)  
 Groucho Marx and George Fenneman



"Lonesome George" Gobel exchanges smiles with Jeff Donnell who played his wife Alice on "The George Gobel Show" (1954-1959).



*Sid and Imogene  
"Your Show of Shows"  
(1950-54)*



*"The Life of Riley"  
William Bendix &  
Marjorie Reynolds*



*"See the U.S.A. in Your Chevrolet"*



*"This is Your Life," Casey Stengel! (1952-61)*



*Mr. Peepers and friends (1952-55)*



*"Mr. Television"  
Milton Berle*



*Rocky, Bullwinkle & friends*



*"Romper Room" with Doug Wilson, on camera; Teacher, "Miss Elsie Tanner"; Tom Hughes, announcer; and George Chernault, Program Director.*



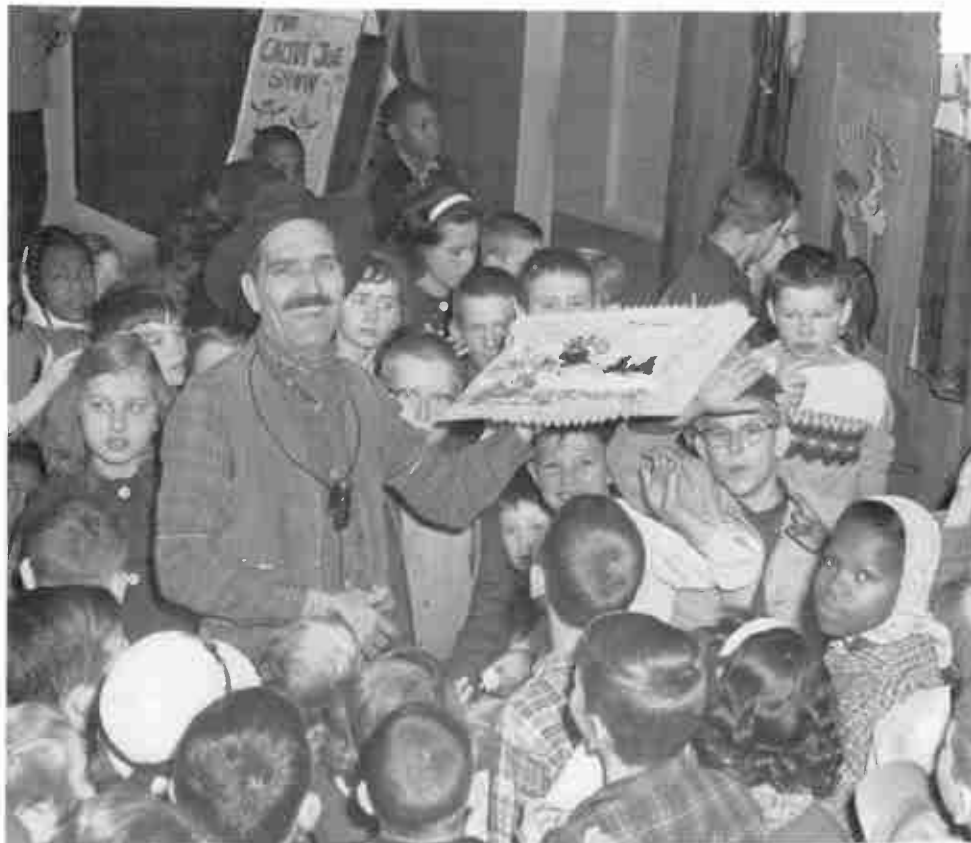
*Uncle Looney (Tom Hughes), Itty Bitty Pete ("Pete" Peters) and Cactus Joe (Joe Grant) lift their voices in song during a joint appearance on the "Uncle Looney Show."*



*Clu Gullager & "Itty Bitty Pete"*



*"Uncle Looney" pushes a current recording by actor-singer Tex Ritter.*



*"Cactus Joe" celebrates an early anniversary.*







*Burr Tillstrom with Kukla, Fran Allison & Ollie  
(Oliver J. Dragon)*



*Mary Martin soared as "Peter Pan" became the first big  
broadway hit to be moved intact to a television studio (1955).*



*"It's Howdy Doody Time" for Bob Smith, Howdy Doody &  
Clarabell.*



*Don Herbert and a young helper on "Watch Mr. Wizard"*



*Lee Garrett and Tink Ewald, of Ewald & Clark, pose with an unidentified model during Operation Big Shovel.*



*Our camera crew provides an "overview" of the annual Merchants Association Christmas Parade.*



*Lula Pring, hostess of our Christmas Holiday Booth, welcoming visitors to the station in the 1950's.*

# "TONIGHT"



*Steve Allen, host  
from 1953 - 1957*



*Jerry Lester, emcee of  
"Broadway Open House,"  
the granddaddy of talk shows  
(1950-51)*



*"Late night with David Letterman"*



*Johnny Carson, the king of  
late-night television, host since  
1962, broadcasting from  
"beautiful downtown Burbank!"*



*Jack Paar, host  
(1957 - 1962)*



*Larry Cooper forecasts the weather in the early 60's B.C.  
(before computers)!*



*"Uncle Looney" (Tom Hughes) and "Cousin Larry" Cooper  
prior to one of the many parades in which they participated  
during the 50's & 60's.*



*Announcer Larry Cooper surprises host Hayden Huddleston!*







*"Horror Theatre" host, John Willett*



*Shenandoah Life Insurance Co. Pres., G. Frank Clements presents gift to Manager of Engineering, Phil Briggs.*



*WSLS-TV Pres. James Moore receives citation for Meritorious Public Service from the IRS.*





*Herm Revis, Sales Rep. and Program Director George Chernault with reps. of the Safety Council during a seat belt campaign.*



*"Saturday Show" participants: co-host, Dody Matze; Announcer, Bob Marwin; S & W Manager, Bill Boothe; and co-host, Lee Garrett.*



*"Car 54, where are you?"*



*On black and white television, Car 54 looked identical to those cards used by NYPD but was actually red and white to distinguish it from real police cars while shooting on location (1961-63).*



**Club Receives Certificate of Commendation**

The Executive Committee of the... Club... received a certificate of commendation from the National Safety Council for its work... For this past year the club has worked closely with... WSLV-TV "Profile"



*"Profile Show" co-host Kit Johnson deplanes at Woodrum Field. Horace Fitzpatrick, Executive Vice-President and General Manager, at left.*



*U.S. Senator Harry Byrd, Jr. on "Profile" with co-hosts Kit Johnson and Priscilla Young.*



*Priscilla Young, co-host of "Profile," conducts an interview during an art show which would evolve into "Festival in the Park."*

**GOOD LOOKING!**

**HIGH CHAPARRAL**  
 7:30 NEW DAY  
 NEW TIME IN COLOR  
 Danger threatens the Cannons when they offer refuge to some orphaned Apache children.

**STAR TREK**  
 10:00 NEW TIME IN COLOR  
 Capt. Kirk and Mr. Spock try to obtain an amazing military device.

**NAME OF THE GAME**  
 8:30 NEW SHOW IN COLOR  
 Robert Stack learns that the name of the game a certain Mafia member plays is "nirholds barred."

**10**



*Program Director, Mel Linkous receives citation for Meritorious Public Service from the IRS.*

**PREMIERES TONIGHT**  
 7:00 P.M. — COLOR  
**WLS-TV 10**

**THE DRAMATIC INSIGHT INTO REAL LIFE MARITAL CONFLICTS!**

**DIVORCE COURT**

*Authentic divorce trials, presented in actual domestic court settings... that reveal more thoroughly than any lecture... The heartbreaking results of marital breakdowns... and how they can be prevented.*

**DEATH VALLEY DAYS**  
 WHERE WESTERN HISTORY COMES ALIVE  
 7:00 P.M. SATURDAYS

**WLS-TV 10**  
 ROANOKE, VIRGINIA

A **10** STATION



*While we watched "Star Trek" and "Adam-12," Bob Hope and Raquel Welch entertained the troops in Vietnam.*



# Farm Bureau Group Honors Roanoke Newsman

The Farm Bureau of Roanoke County has presented a certificate of appreciation to... (text continues with details of the award ceremony and the recipient's work in the community).

... (text continues from the previous column, mentioning the recipient's name and the date of the award).

## U.S. Lawyers Appeal Decision By Judge Kellam

... (text continues with details of the legal case and the appeal process).

**TONIGHT IN COLOR TV 10**



**Porter Wagoner**

AND GUEST STARS  
Archie Campbell  
Jeannie Seely

FEATURING  
KODIAK JEAN and the WAGONMASTERS

**7:00 P.M.**

**MOVIES 10 WSL-TV**

**SATURDAY—11:30 P.M.—IN COLOR**

LARRY FORD  
RAYMOND BURR  
SANDRA DEE  
JIMMY SMITH

**Portrait in Black**

**SUNDAY—1:00 P.M.—IN COLOR**

ROCK RUDSON  
ODDYS DAY

TONY RANDALL

THE PILLOW TALKS  
THERESA RITTER


**SUNDAY—11:15 P.M.**  
**"LION OF ST. MARK"**

GORDON SCOTT - GIANNA MARIA CANALE



Robert Ironside a.k.a. Raymond Burr, one of the few positive portrayals of the differently able on network television (1967-75).

Join HAYDEN HUDDLESTON for  
**KLUB KWIZ**



CELEBRATING  
16 YEARS OF  
KLUB KWIZ AT  
NEW TIME

SATURDAYS at 7:00 PM on...

**WSLS-TV 10**  
ROANOKE, VIRGINIA

A *First* STATION



Jess Parker as "Daniel Boone" (1964-70)



*"Geraldine" a.k.a. Flip Wilson  
(1970-74)*



*Cameraman Glen "Whitey" Robinson and George Chernault  
chronicle the final run of the Pocahontas. (June 1971)*



*Goldie Hawn on "Laugh-In"  
(1968-73)*



*Super Bowl III (1969)*

PREMIERES TODAY  
**GRAHAM KERR  
 THE  
 GALLOPING  
 GOURMET**

The new cooking show that presents recipes and home entertainment ideas, designed to add new international gourmet dimensions to the kitchen while offering at the same time balanced meals with a look of luxury.  
 1PM MONDAY THRU FRIDAY

**WLS-TV 10**  
 Roanoke, Va.

ROY H. PARK BROADCASTING OF ROANOKE, INC.



*Sales Manager Bill Skelton, Sales Rep. Bruce Jenter and news  
reporter Hanet Voltz promote WLS at the Civic Center.  
(1972)*



*Jane Pauley,  
Tom Brokaw (1976-81)*



*Dave Garroway  
first "communicator"*



*"Barbara Walters,  
Hugh Downs (1971)*

## "TODAY"



*Roanoker William Dupree, a member of the U.S. Air Force Singing Sergeants (and reknowned concert and operatic tenor) performs on the "Today" show during its origination from Mill Mountain.*



*"The Coneheads" on "Sat. Night Live" (1975)*



*Crockett and Tubbs on "Miami Vice"*



*The "golden years" can be fun!*



*Gilda Radner as Rosann Rosanna-Dana*



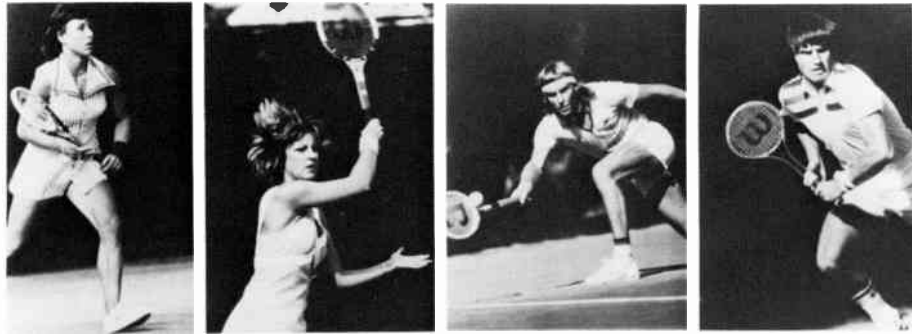


*Richard Chamberlain won a Golden Globe in 1963 for "Dr. Kildare" and again in 1980 for "Shogun."*

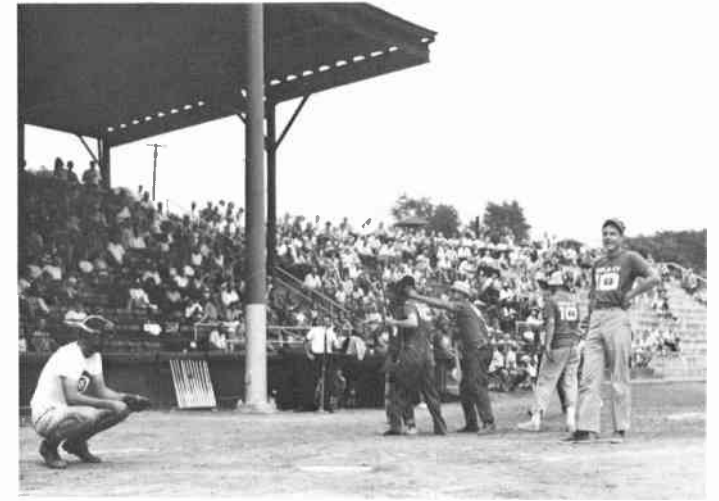
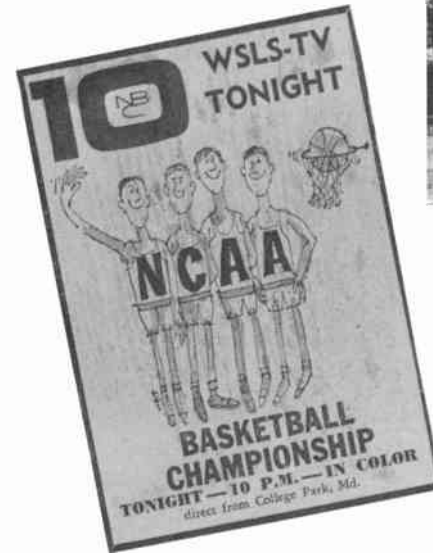
*From "Bonanza" to "Little House on the Prairie" to "Highway to Heaven," Michael Landon has been a part of our family since 1959.*



*With "I-Spy," Bill Cosby became the first black actor to star in a regular prime-time series in the U.S. (1965-1968). As Dr. Cliff Huxtable, he is part of television's most popular family.*



*For 18 years, we've brought you "Breakfast at Wimbledon."*



*With the help of the "Tide Family," our softball team prepares to meet its challengers from WDBJ-TV.*



*"Racing's Greatest Day"*



*WLS-TV Peacock Volleyball Team (1987)*



*#1 News team in Virginia (1954)*

*(l to r) Joe Moffatt, News Director; Tom Wright, Anchor (Your ESSO Reporter); Glen Robertson, Photographer; Jim Walsh, Reporter; John Gilbert, Reporter; Jim Shell, Reporter; and Ed Thomas, Sports Director.*



*"The Tunnel", the only news documentary to win an Emmy as Program of the Year (1962).*



*Our current news team: Mike Fuller, Mark Chambers, Monica Shuman and Stan Sweet.*



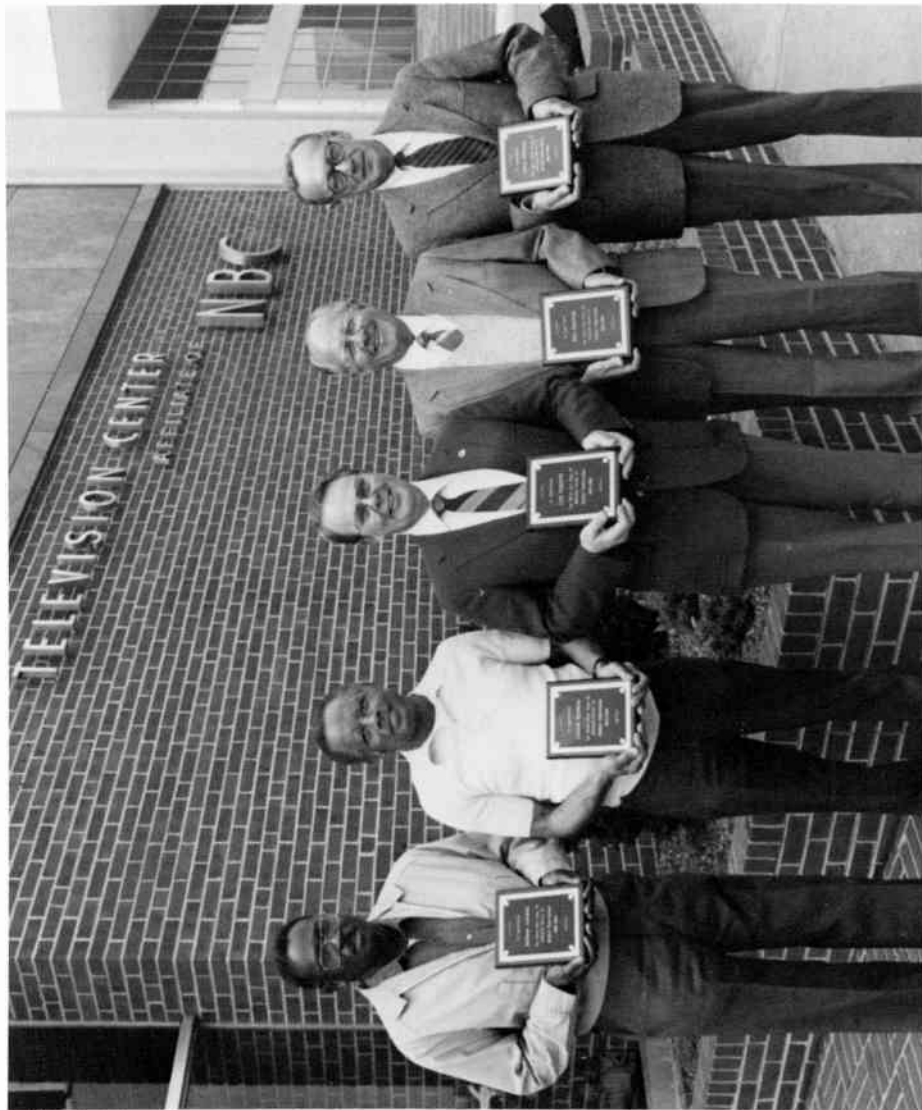
*William M. Skelton  
Local Sales Manager*



*Milton S. Jordan  
Technical Director*



*Lewis A. Sydnor  
Technical Director*



*For 35 years, your WLS family has brought Southwestern Virginia the best programming available on network television. Thank you for sharing these years with us!*



*Lee Garnett  
Community Services  
Manager*



*John F. Gilbert  
Senior News Reporter*



WSLS-TV  
CHANNEL 10  
ROANOKE, VA.



DAVIS  
7-20-51

