

WSLS



Presents

GOING
FORWARD
WITH
RADIO

Memo

To: Our Listeners

From: W. S. Ellis

Here's a word of welcome from our
management.



WLS
WLS-FM
ROANOKE, VIRGINIA

Dear Listeners:

In receiving its license to operate a radio station assumes certain obligations which bind it to use all of its facilities in serving "in the public interest, convenience and necessity." The full recognition of these obligations has been the guiding policy at WLS since starting operation in 1940.

We want you to know that WLS belongs to you, your desires, and community needs and activities are vital factors in our planning. It is our aim to so operate that we may merit your friendship and loyalty at all times.

In building the greater WLS at 610 on your dial, and WLS-FM at 99.1 on your FM dial, it is our sincere desire to better serve the people of a fast growing Roanoke and Southwest Virginia.

We hope you will find pleasure in this album, and that through it you will feel the friendly attitude we of WLS have for you.

Sincerely

ROANOKE BROADCASTING CORPORATION

James H. Moore
Executive Vice President

JHM:em

Depend on the

"Twin Voices of Southwest Va."

WLS • WLS-FM

"The Shenandoah Life Stations"
Roanoke 7, Va.

HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days. But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

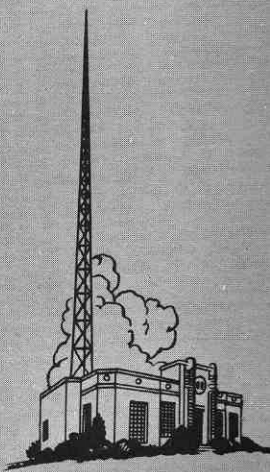
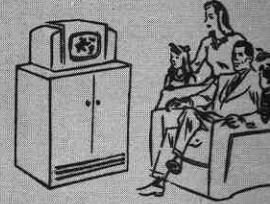
Of the 37,600,000 homes in the United States —
35,878,000 have Cooking Facilities
33,998,000 **HAVE RADIOS**
33,356,000 have Electric Lighting
29,543,000 have Running Water
25,953,000 have Flush Toilets
24,587,000 have Bathtubs
18,188,000 have Central Heating

Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.

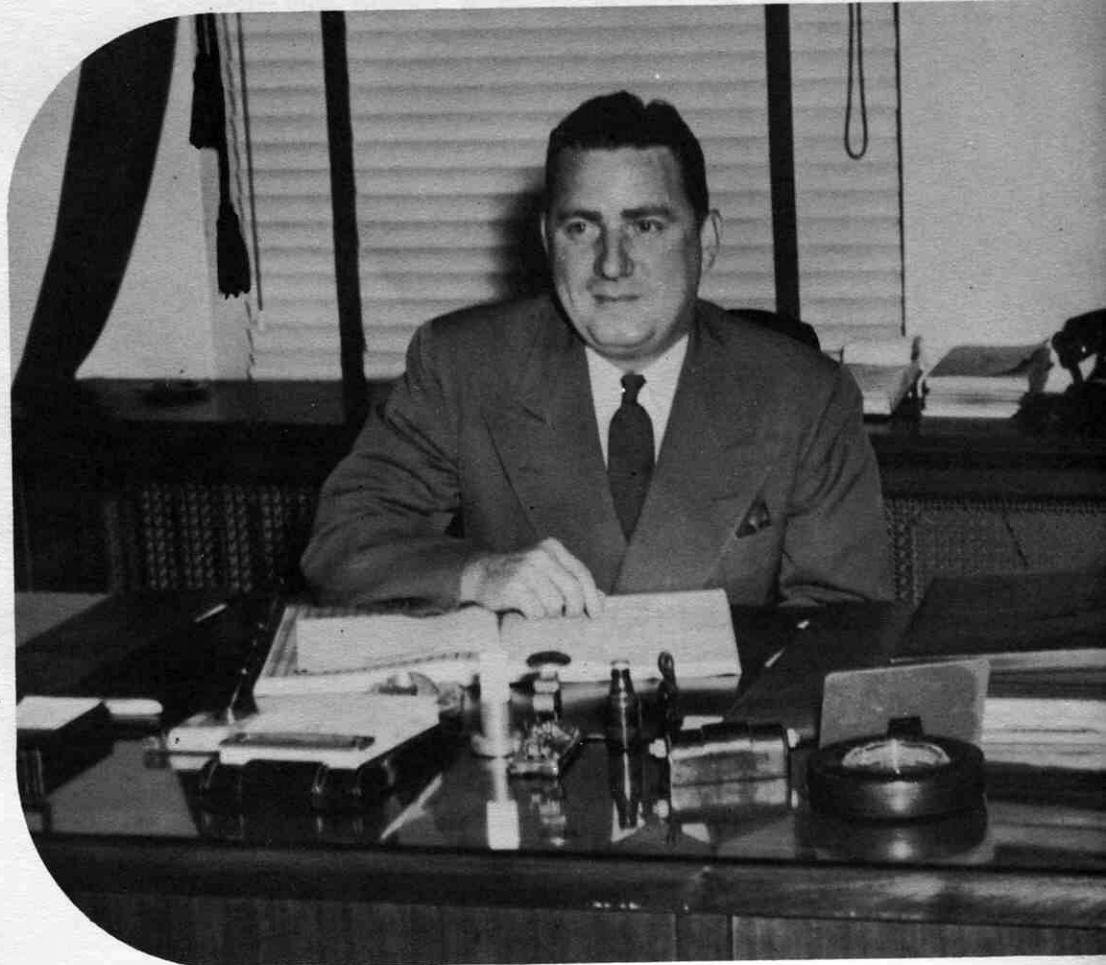


MANAGEMENT



JAMES H. MOORE,
Executive Vice President.

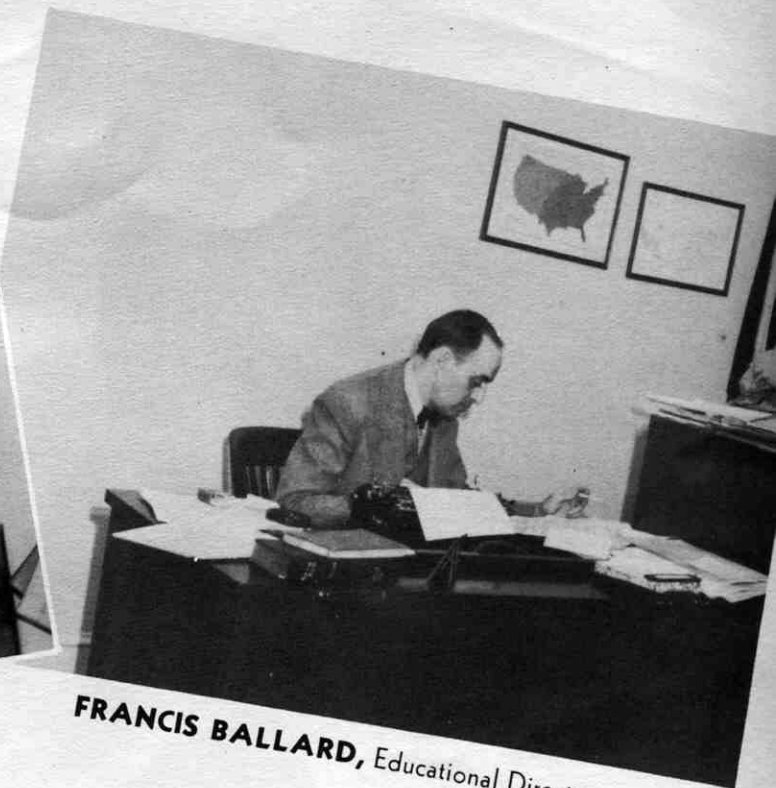
HORACE FITZPATRICK,
Assistant Manager
and Commercial Manager.



STAFF

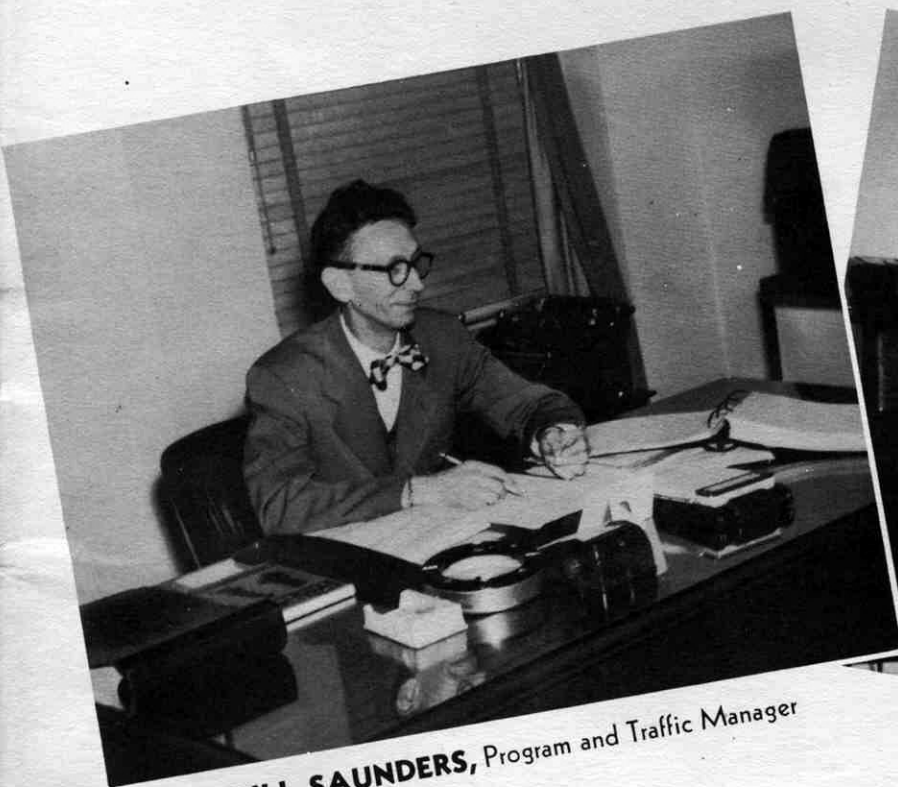


MAVIS OVERSTREET, Musical Director

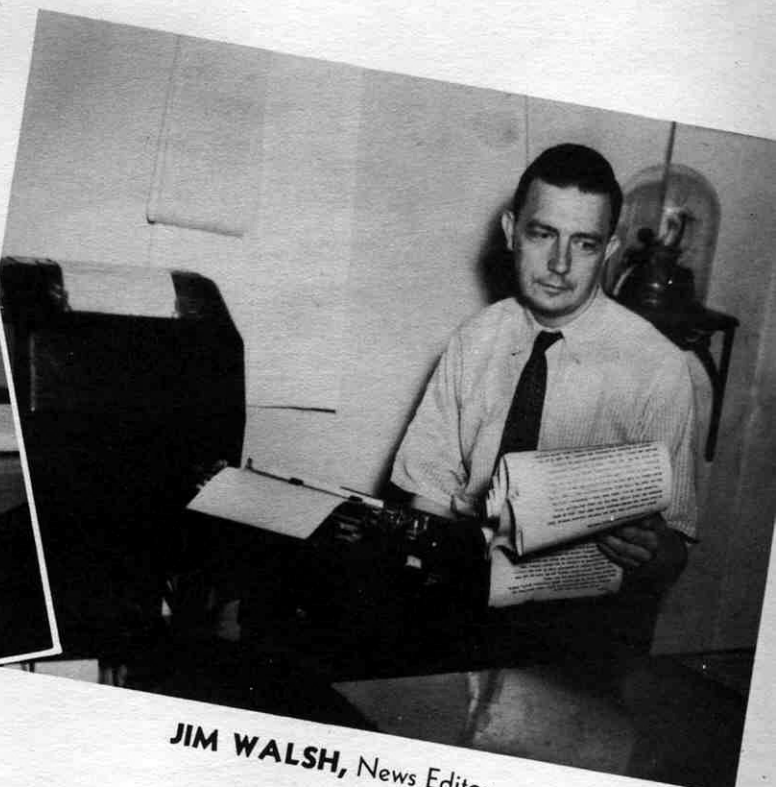


FRANCIS BALLARD, Educational Director

DEPARTMENT HEADS



BILL SAUNDERS, Program and Traffic Manager



JIM WALSH, News Editor

PRESENTING OUR ENG

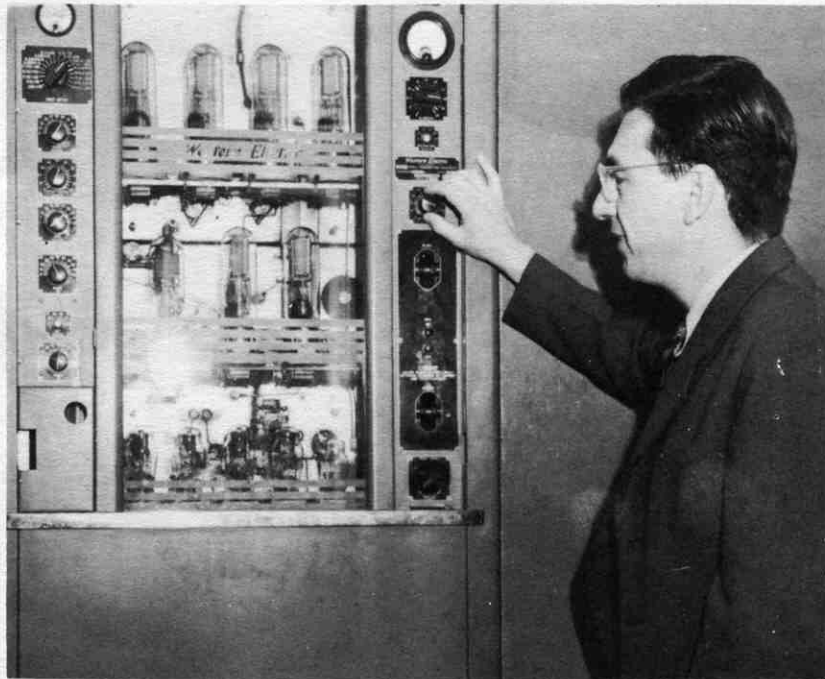


ED PARCELL



HOMER KORNMAN

**610
ON YOUR
AM
DIAL**



**99.1
ON YOUR
FM
DIAL
(CHANNEL 256)**

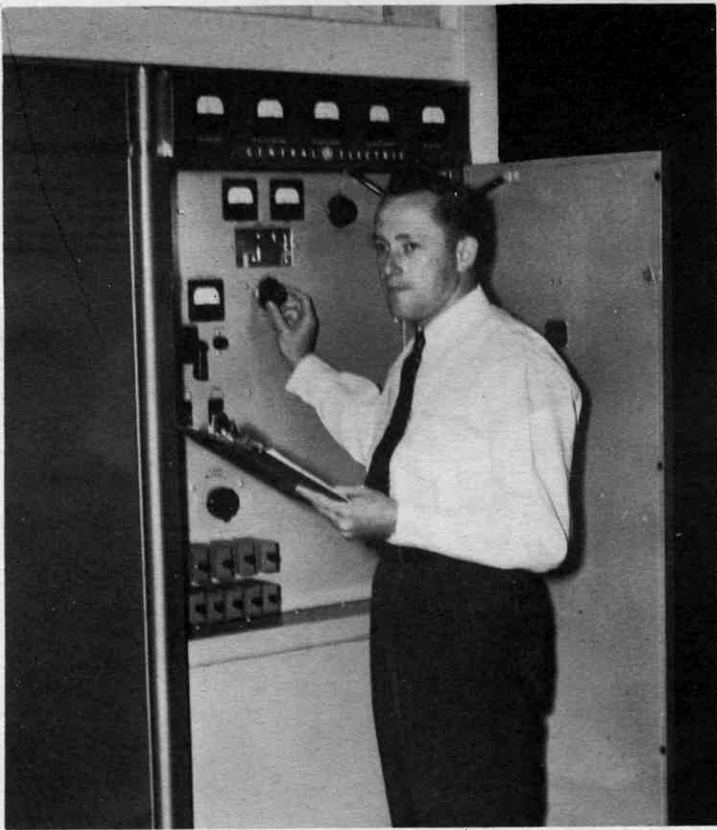
PHIL BRIGGS, Chief Engineer of WSLS and WSLS-FM



JOHN ALDHIZER



LEE GOELLER



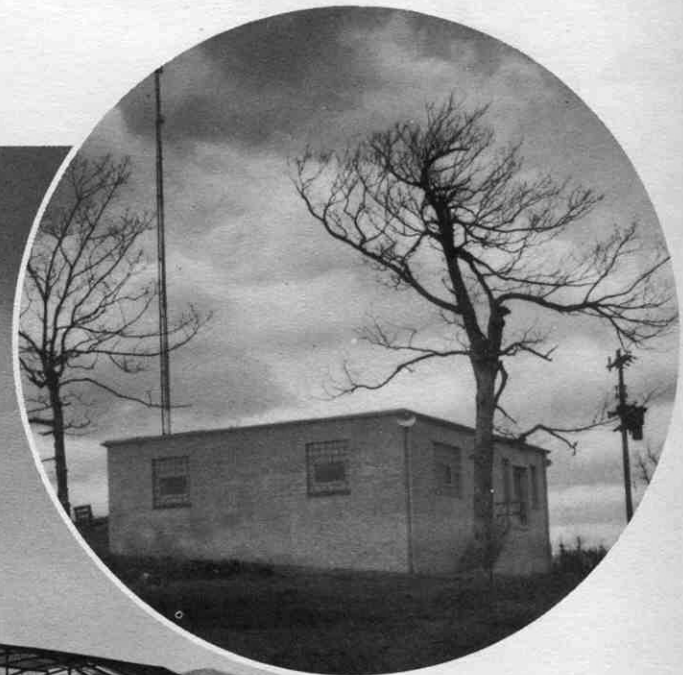
WORTH BARKER



The WLS-AM transmitter site is located between Roanoke and Salem, near Lakeside. Shown here is the transmitter house with two of the four huge 385 foot transmitter towers in the background.

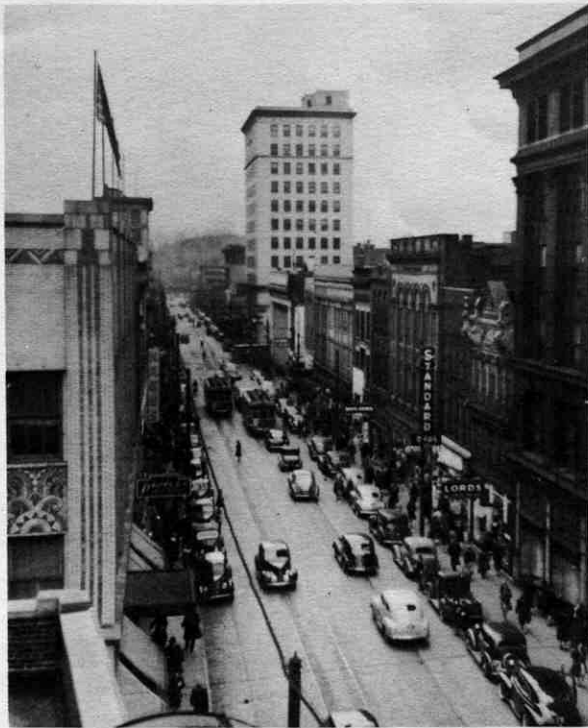


This is a view of Poor Mountain from the Shenandoah Life Building in downtown Roanoke. The arrow indicates the location of the WLS-FM transmitter site, shown in inset.



High in the mountain mists on Poor Mountain stands the WLS-FM transmitter tower and transmitter house, linked with the main control room in the Shenandoah Life Building by radio.

ROANOKE

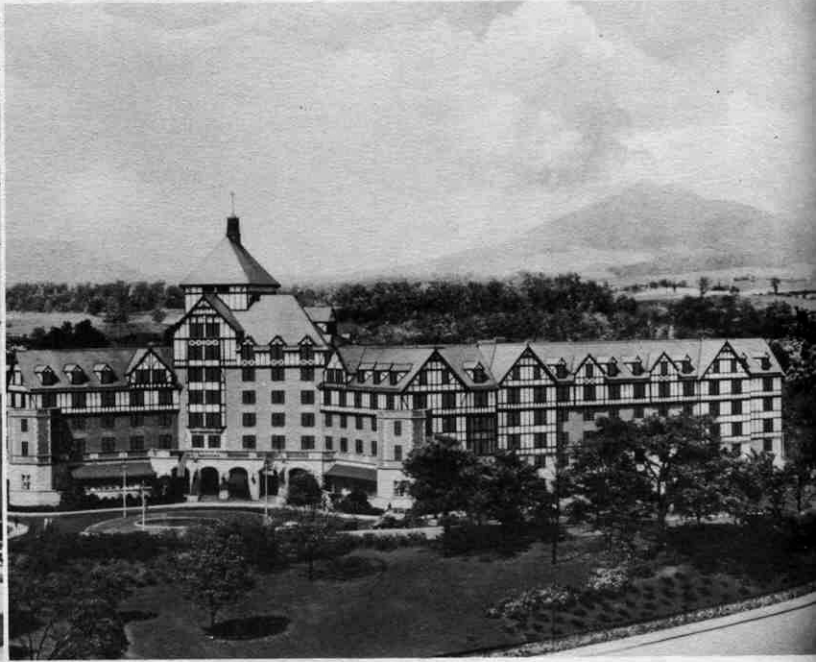


Looking East on Campbell Avenue in downtown Roanoke.

Situated, as it is, at the Eastern Gateway to thriving Southwest Virginia, Roanoke has enjoyed unusual growth and prosperity . . . has come to be the hub of commerce in the Western half of Virginia.



The modern United States Post Office Building.



The famous Hotel Roanoke, luxurious hostelry.



Hotel Ponce De Leon, one of Roanoke's finest.

TODAY

**HOME
OF
WLSL
AND
WLSL-FM**



General Office of Norfolk and Western Railway.



Birdseye view of the busy
Roanoke downtown sector.



The Roanoke Municipal Building.



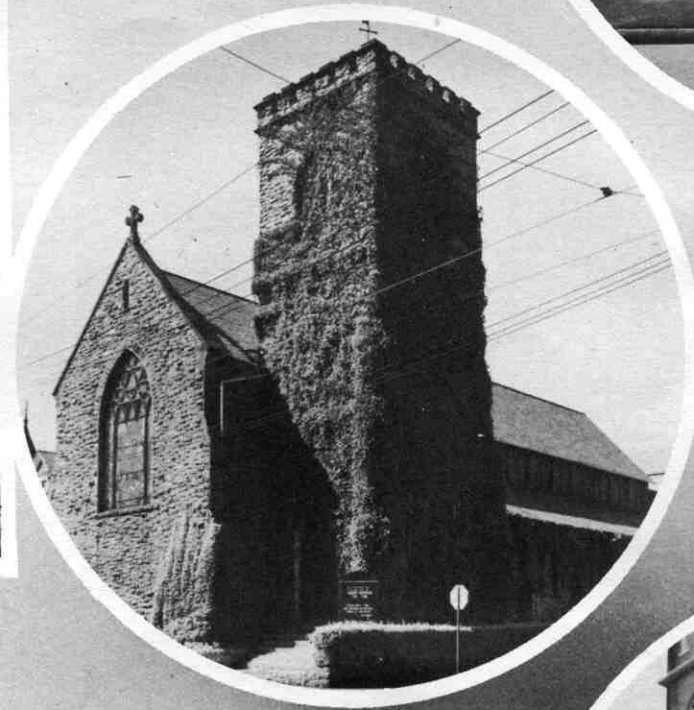
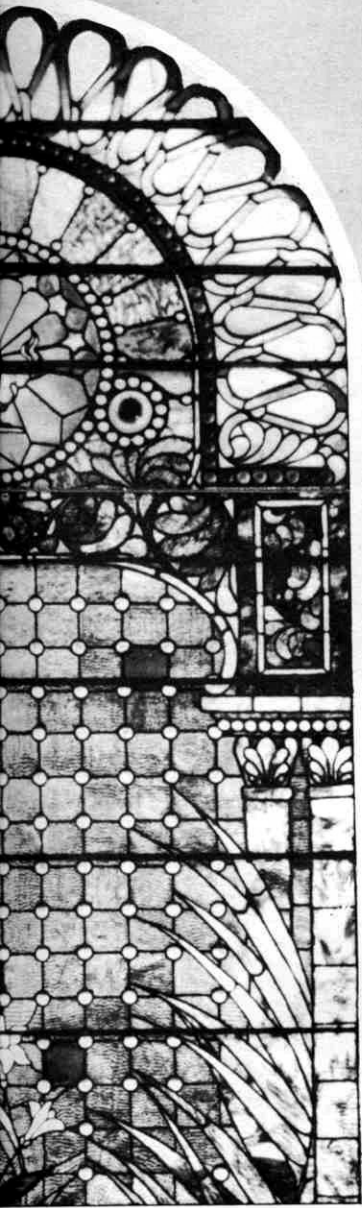
The Medical Arts Building.

SPREADING THE



The many beautiful
are a lasting tribute
faith eternal. WSL
the community, bro
Sunday, making th
all creeds.

ETERNAL WORD

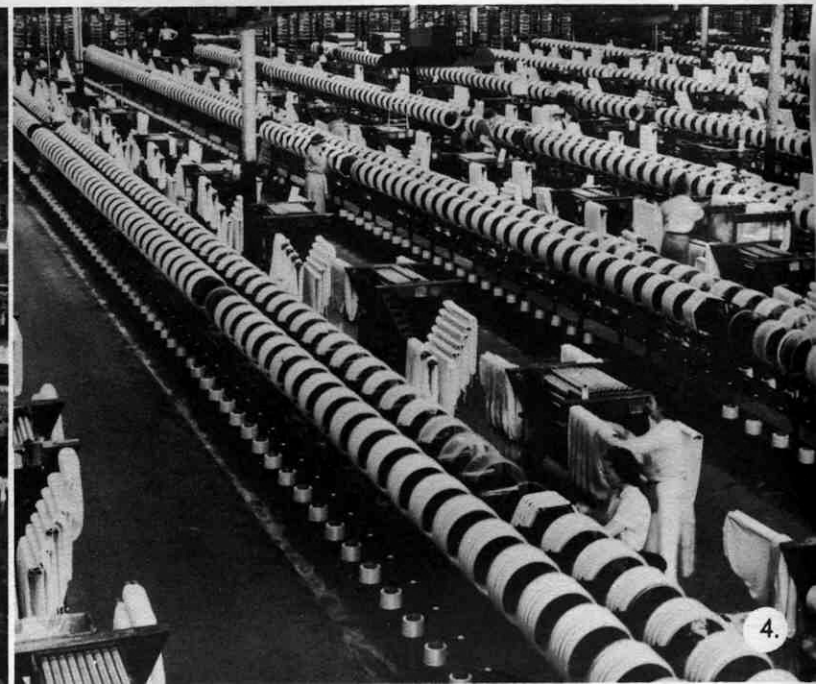
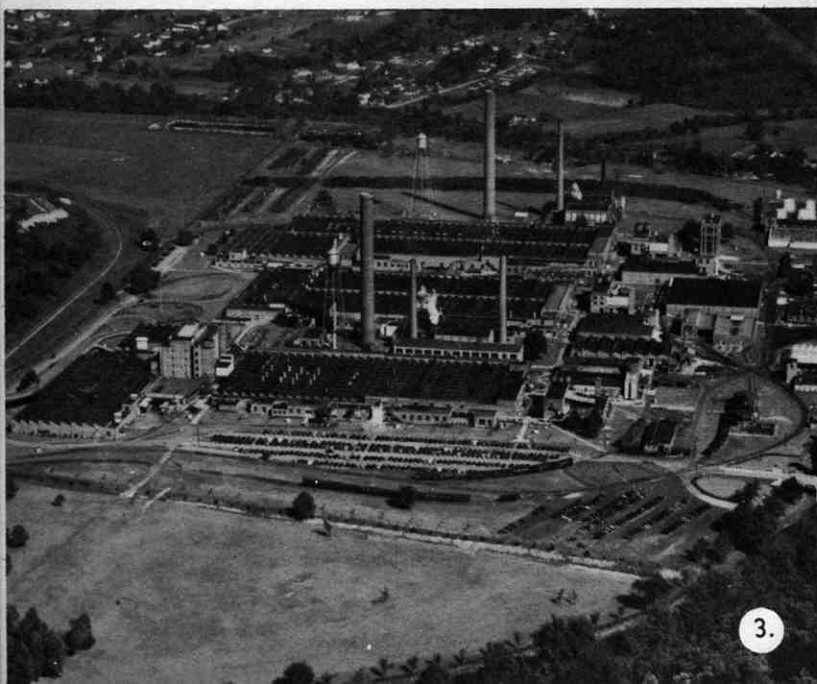
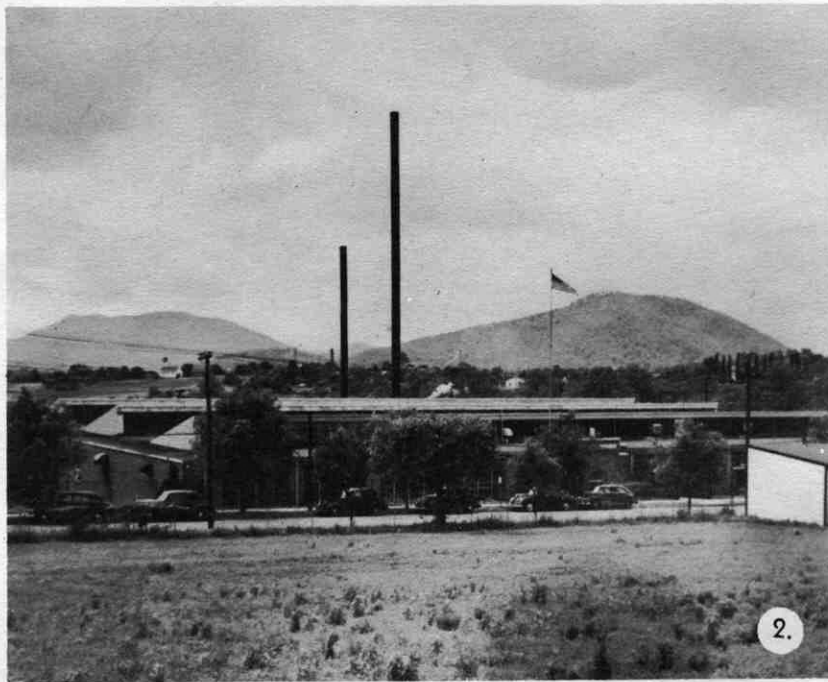


ches located in Roanoke
the fundamental truths of
WSLS-FM, as a service to
its a church service every
ilities available alike to

Going Forward With

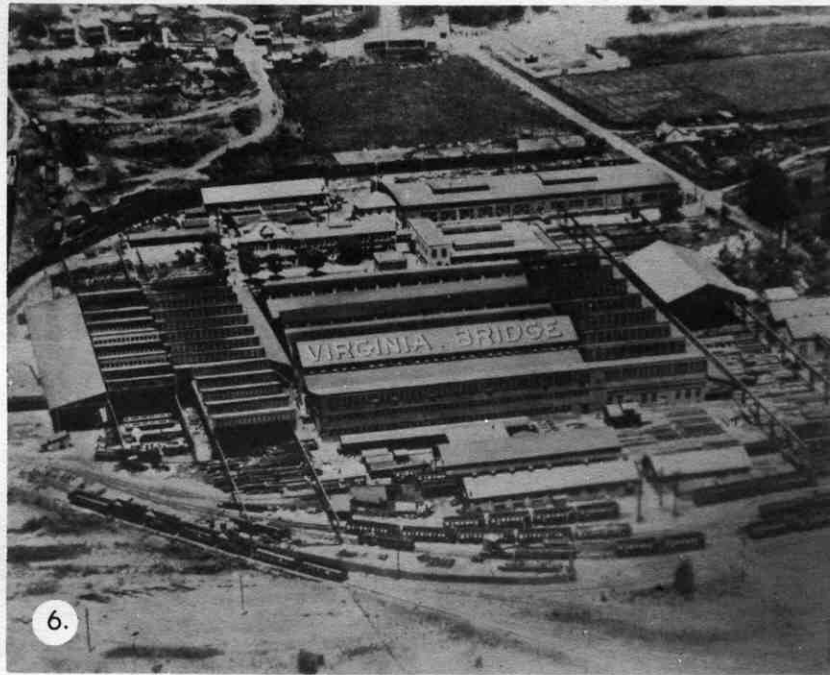


1. One of the several daily flights from Roanoke's busy airport.
2. The Roanoke Weaving Mill located in neighboring Vinton.
3. Aerial view of the American Viscose Corporation.
4. Interior view of the Roanoke plant of the American Viscose Corporation.



Southwest Virginia

5. The Powhatan Arrow, crack train of Norfolk and Western Railway.
6. The Roanoke fabricating plant of the Virginia Bridge Company.
7. Night scene of Shaffer's Crossing Roundhouse of N. & W.
8. A giant of the rails under construction in the N. & W. Roanoke erecting shops.



Going Forward Wi



1. Street scene in neighboring Vinton, Virginia.

2. Hollins College, noted girl's School located in Roanoke.

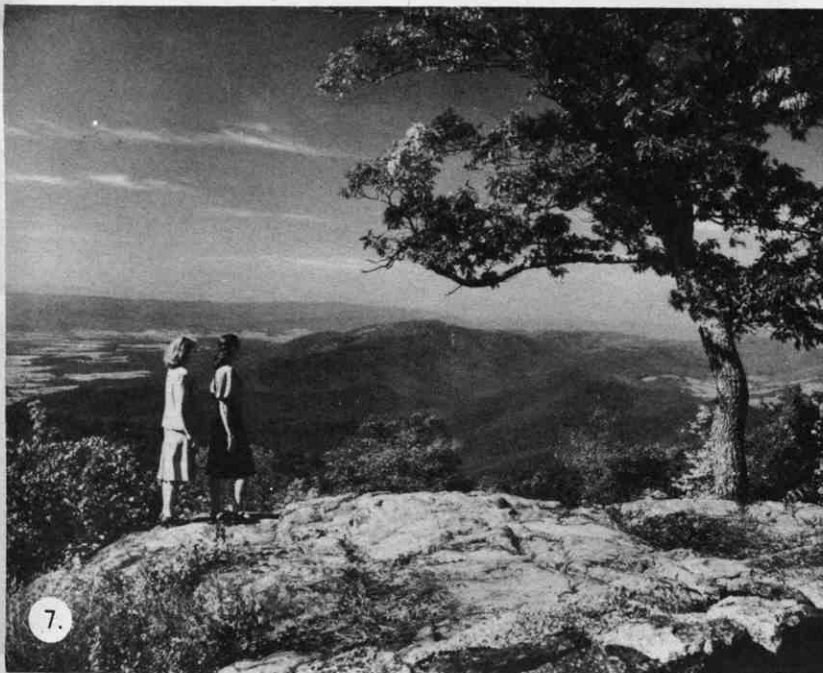
3. Typical farm scene near Roanoke, Va.

4. Natural Bridge of Virginia, one of the Wonders of the World.



Southwest Virginia

5. Downtown view of Salem, Va. next door to Roanoke.
6. Beautiful Roanoke College situated in Salem, Va.
7. Scenic view from the Blue Ridge Parkway near Roanoke.
8. Carvin's Cove, source of the city's water supply.



"LET'S PEEK THROUGH



W.S. ELLIS
Sez



A perfect blend of "Tea for Two" is the combined talents of Mavis Overstreet at the studio organ and Bill Saunders at the piano.

610
ON YOUR
AM DIAL

99.1
ON YOUR
FM DIAL



Herndon Slicer
(In Memoriam)



The Royal Jubilee Singers are noted for their splendid rendition of beloved old spirituals and religious songs.



They love to make music and the WSLS and WSLS-FM listeners love to listen to the DIXIE PLAYBOYS.

OUR STUDIO DOOR



The golden tenor voice of Willie Dupree adds sparkle and life to the familiar melodies he includes in his WSLs and WSLs-FM broadcasts.



Birthday party at home of little Martha Ann Miller, winner of Jack Armstrong's "Name The Bike" Contest, at which time presentation of prize bike was made.



Mavis Overstreet and Harriett King discuss the helpful hints they offer their housewife audiences on "Woman's Radio Journal".

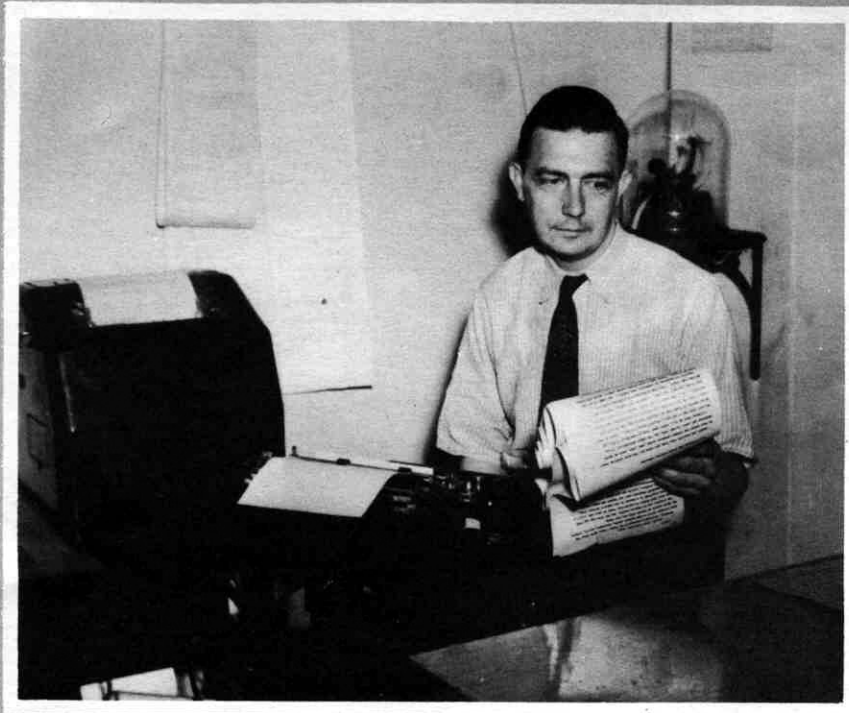


Unique arrangements of popular tunes are the specialty of the talented Leonard Group.

Recognized authority on old records and personal friend of many an old time recording artist, Jim Walsh tells listeners about them on his WSLs and WSLs-FM show "Wax Works".



JIM WALSH, News Editor writes and edits the up-to-minute bulletins which are aired at frequent daily intervals over WSL5 and WSL5-FM.



Newscaster **TOM HUGHES** keeps WSL5 and WSL5-FM audiences informed of timely news developments with his daily broadcast of "On the Local Scene".



BILL SAUNDERS gives listeners latest news along with their breakfasts on the popular "7:45 and the News".



Bob Menefee on leave of absence from the program department.

News



ABC's ace sportscaster, **HARRY WISMER** during one of his action packed broadcasts.



EDWIN C. HILL and the "Human Side of the News".

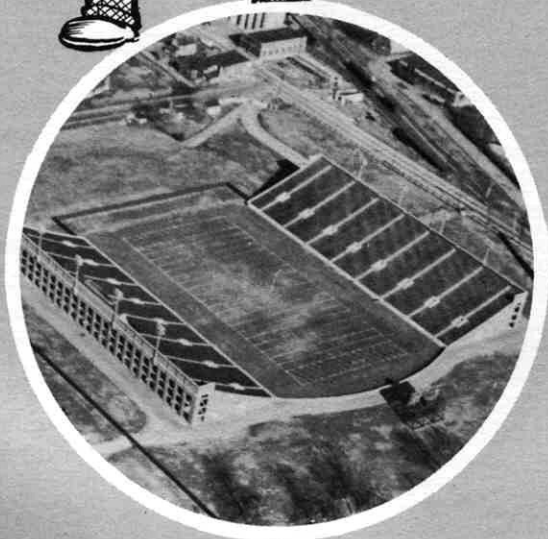


BAUKHAGE, distinguished Washington Correspondent for ABC.

and Sports



The "Sports Desk" with **MEL LINKOUS** is widely heard by sports fans throughout the Roanoke area.



VICTORY STADIUM, from which WSLs and WSLs-FM brings thrilling play-by-play accounts of sports events.



WSLS and WSLs-FM listeners have ringside seats right by their radios every Friday night when Don Dunphy and Bill Corum broadcast from the Madison Square Garden.

THESE STARS SHINE



Bert Parks emcees the fast moving "Stop The Music".



Don McNeill and the Breakfast Club Gang.



Tommy Bartlett, emcee of "Welcome Travelers".



Rise Stevens, Metropolitan Opera Star.



Jack Armstrong, the All-American Boy.



James Stewart guest-starred on a recent "Theatre Guild of the Air"

WHEN -- YOU DIAL 610



Bud Abbott and Lou Costello featured on their own show.



Paul Whiteman, Musical Director of ABC.



Garry Moore your host on "Breakfast in Hollywood".



Ethel and Albert.



Bing Crosby, the One and Only



America's Town Meeting of the Air.

SERVING IN THE PUBLIC INTEREST



"Young Roanoke Sings" and talented youngsters are given valuable radio training, plus an opportunity for scholarships in musical education on this series instigated by WSLs and WSLs-FM.



From the Salem office, Margaret Svoboda, home demonstration agent, appears before the WSLs, WSLs-FM mike with home economic advice to rural housewives on the "Community Almanac".



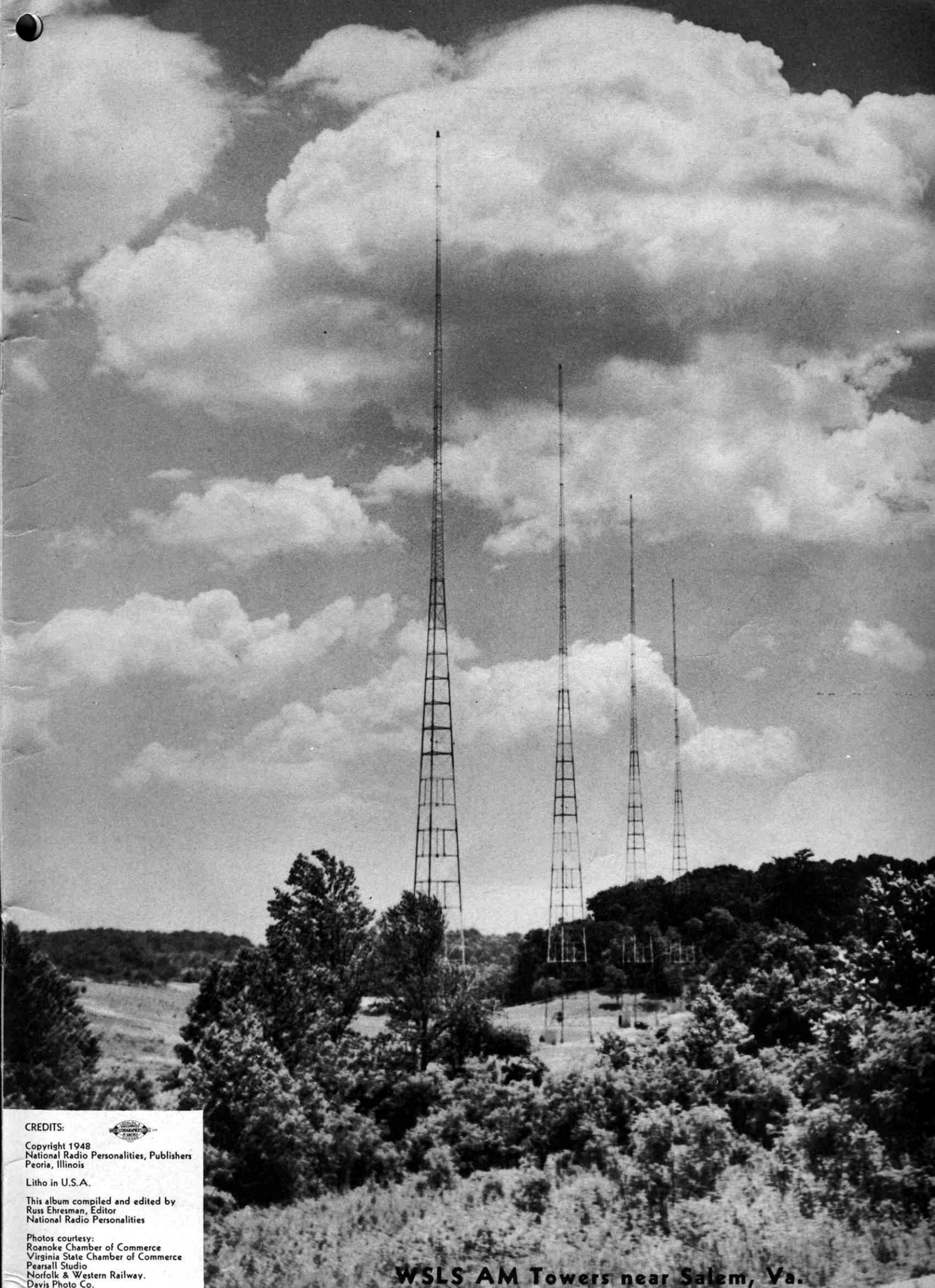
Reviews of current best sellers highlight the "Radio Bookshelf" with Mrs. Felix Parker.



Dramatizations of familiar fairy tales are broadcast to Roanoke schools by WSLs under the title of "Storytime", in cooperation with the Jr. League.



Everyone talks weather and WSLs and WSLs-FM does something about it by airing twice daily weather bulletins from the U.S. Weather Bureau with Meteorologist L. H. Richter.



CREDITS:



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Peoria, Illinois

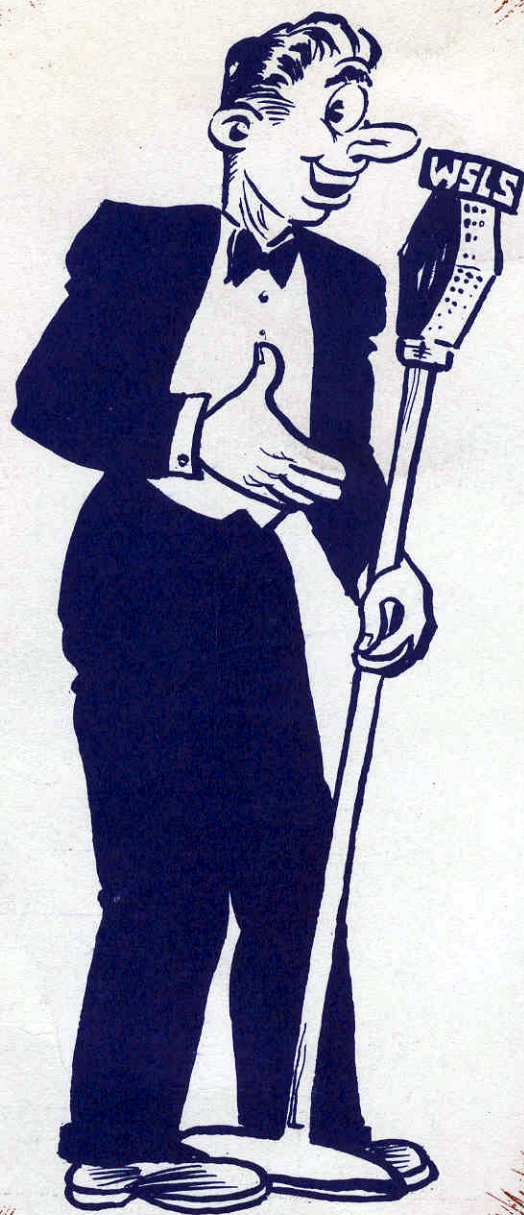
Litho in U.S.A.

This album compiled and edited by
Russ Ehresman, Editor
National Radio Personalities

Photos courtesy:
Roanoke Chamber of Commerce
Virginia State Chamber of Commerce
Pearsall Studio
Norfolk & Western Railway.
Davis Photo Co.

WSLS AM Towers near Salem, Va.

WSLS-1000 WATTS-610 ON YOUR DIAL



WSLS-FM-99.1 ON YOUR FM DIAL

**CHANNEL
256**

"The Shenandoah Life Stations"