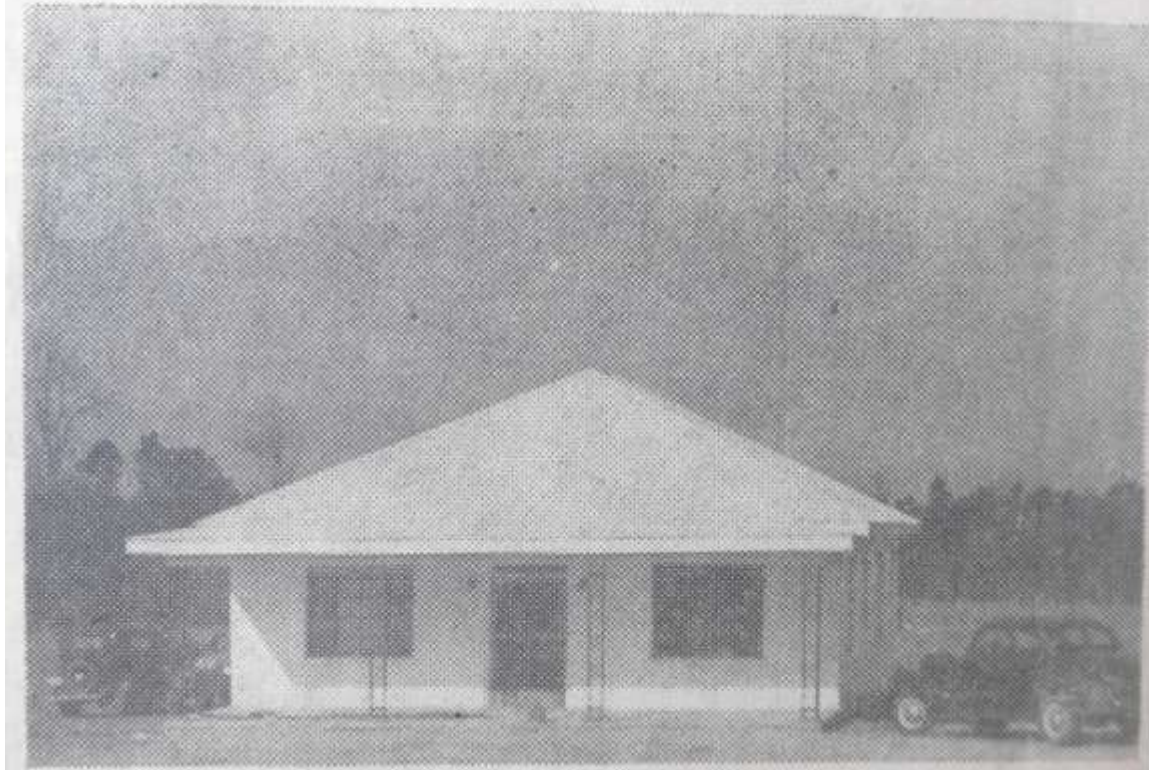


Swainsboro Radio Station WJAT Dedicated Sunday



The History of Radio in Emanuel County

Part I – *WJAT Radio, 1950 thru 1975,*

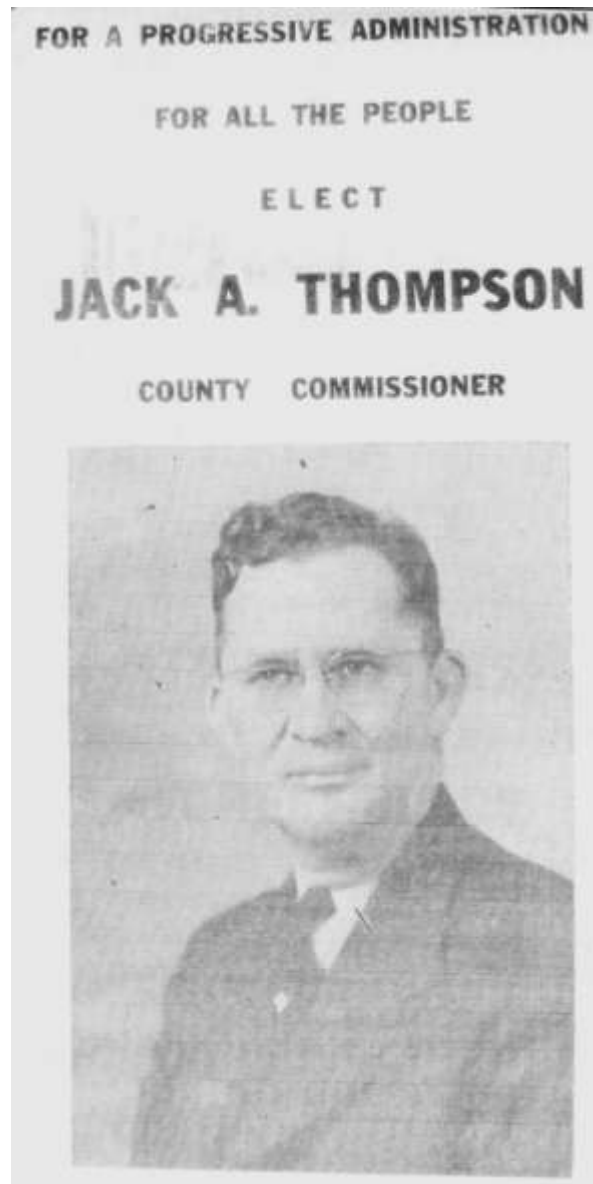
Also the entertainment activities of the Nancy Auditorium

By Rick Paul

Swainsboro, Georgia has a rather unique radio history. From its humble beginnings, we were dazzled and entertained by events that only a short time earlier would have seemed unimaginable. The history of WJAT radio, while interesting enough, really cannot be told completely without including the entertainment activities of the Nancy Auditorium. What a thrill it must have been as citizens witnessed our sleepy little town transform from an obscure logging and farming hamlet into one of the five most significant country music venues in the country. Even more exciting, and maybe a little scary for some, when you consider that country music was still new and rock and roll unheard of. Truly amazing!

I began collecting information for this piece in the 60s while hanging around the radio station as a typical teenager, fascinated by juicy stories being told about the radio station and its people. Later, after actually becoming an employee and hearing even spicier pieces of station lore, it dawned on me that someone should write this stuff down. Well, here we are all these years later, and alas, not much has been written about WJAT Radio or the events at the Nancy Auditorium.

Recently, I felt the time had finally come to put down on paper some of the things I had learned over the years. And so I began, intent on covering all aspects of our radio/entertainment history. I wanted to really dig in, separate fact from fiction, inform the unaware, bring about a greater appreciation for a bygone era and maybe even learn some new facts along the way. It didn't take long for me to realize that I, alone, was not qualified to complete such a task. Therefore, I have covered the part of our radio history that I've always found most fascinating—the debut of WJAT Radio, including our dazzling “era of live entertainment” at the Nancy Auditorium! The years of Brazielle ownership of WJAT Inc, roughly 1976 through 1997, is not covered in this piece, as I was not living in this area during those years. The history of WXRS Radio by Lamar Studstill is included. What you are about to read is a hodge-podge of facts, based on available knowledge, ranging from hard evidence to qualified hearsay, along with pictures and articles from the local paper, choreographed in rough chronological order as best to reflect the actual chain of events. Our story begins in the late 1940s with the man responsible for the birth of radio in Swainsboro, the namesake of WJAT's call letters—Jack Arnold Thompson.



Jack A. Thompson

Jack Arnold Thompson was born in Fulton, Missouri on February 14, 1894. His father was a Judge, his mother, a homemaker. He was raised in Springfield, Missouri, and his parents both died of typhoid fever when he was 13. When World War I was declared, he joined the Navy. Mr. Thompson was an intelligent man who had dreams of becoming a criminal lawyer. After his naval service, he attended the University of Colorado in Denver. He eventually ended up in Palm Beach, Florida, where he pursued a variety of occupations. Success came his way from the beginning of his career, first, moving houses. He made many friends and was quite likable. Eventually, he embarked on a career in law enforcement and then politics. Before retirement, he served as Chief of Police of West Palm Beach, Florida. Mr. Thompson and his first wife, Doris (Rich) had two children, Jack Jr. and Joanne. He married his second wife, Nancy Flanders from Adrian, Georgia, in 1942. She had one daughter – Patsy (Short), who still lives in Swainsboro. In June of 1948, Mr. Jack retired and relocated to the hometown of his new in-laws, Swainsboro, Georgia. Along with his lovely wife Nancy and daughter Patsy, he brought with him to Swainsboro the idea for Emanuel County's first radio station.

Local Merchant to Participate In Million Dollar Giveaway

Price Equipment Co., of Swainsboro, will be one of thousands of appliance dealers participating in a \$1,000,000 "Giveaway to top all Giveaways." Grady Price, manager, has announced.

The "Giveaway" is to be conducted by the Crosley Division, Avco Manufacturing Corporation, and its distributors and dealers throughout the country.

Grady Price described the "Giveaway" as "the simplest to enter and easiest to win — and by far the biggest — in history."

Prizes will include nearly \$2,000,000 worth of New 1950 Custom Model Crosley Shelvador refrigerators to be given away by dealers, and 125 awards to grand prize winners nationally.

To enter, it will be necessary only to write, in a few words, "Why I Should Be Given a New 1950 Shelvador Refrigerator." Entry blanks on which to write may be obtained without obligation at Price Equipment Co.

The best local entry, as judged by a committee of prominent citizens of the community, will be awarded a new 1950 custom model Shelvador refrigerator, having a capacity of 9 cubic feet.

National entries will be forwarded to Crosley headquarters for the additional selection of national grand prize winners.

First national prize will be \$10,000 in cash and a complete Crosley kitchen, having a retail value of \$1,520; second prize, \$5,000 in cash plus a complete electric kitchen; third prize, \$2,500 in cash and a complete electric kitchen; fourth prize, \$1,500 in cash plus the kitchen; fifth prize, \$1,000 in cash plus the kitchen; next 20 prizes, complete electric kitchens; next 100 prizes, new 1950 custom model 9-cubic-foot Shelvador refrigerators.

erator, electric range, 11-cubic-foot kitchen freezer, 40 gallon table top style electric water heater, 48-inch cabinet sink with electric waste food disposer, base and wall steel cabinets, and \$300 in cash toward installation of the kitchen in the winner's home.

The new refrigerators and all other products in the prize kitchens are from the company's new 1950 lines of refrigerators, steel kitchen sinks and base and wall cabinets, freezers and electric water heaters, which have just been introduced by Crosley. The company introduced its electric range line and full line of television and radio receivers last Spring.

Kite Charge To Have Rally Sun.

A laymen's rally will be held at Dellwood Methodist Church, Sunday, Oct. 30. All members of the Kite charge are urged to be present.

The morning service will begin promptly at 11:30. Immediately after the service, a basket dinner will be enjoyed. About 1:45 the afternoon service will begin. Special music will be furnished by Mrs. Lucille Scott Key of Swainsboro, formerly of the Dellwood community.

The guest speaker at both services will be Leland S. Miller of Fort Valley. For twenty years Mr. Miller was an executive in the Goodrich Rubber Company, Akron, Ohio. For the past ten years he has been controller of the Bluebird Body Company, Fort Valley. He is an active Christian layman with a great spiritual vision and a passion to see his fellow laymen actively engaged in vital Christian living.

Radio Now A Reality for Swainsboro

Word has just been received that J. A. Thompson will have his radio station in operation by December 1. Mr. Thompson received his authorization Monday of this week, from the F.C.C. and now needs only to finish the installation of the tower and a few last minute details to be in operation.

The new station will operate on an assigned frequency of 800 kilocycles with a 1000 watt power. The new station will answer to the call letters of WJAT and will be in the joint ownership of Mr. Thompson and his wife, Nancy.

The possibilities offered the residents of our community by the addition of the new radio station are many and varied. With the advent of this new and latest feature to our midst it is believed that it will attract many new and extensive enterprises to Swainsboro. The addition of another payroll to our county is something that has long been advocated by many of the residents of this city. Perhaps Mr. Thompson is establishing a lead that will promote our town to proportions equal to that of some of the larger cities of Georgia.

We are strategically located in the center of the state, in the largest county and on a cross highway that is as important as any in the country. The coming of the radio to our country has proven a boon to our nation as a whole and we know that Swainsboro can come up abreast of the times as well as any other community. Let us grow with the times and not lag behind. Now that one has taken the lead, let us all render every aid to the success of this new and latest enterprise and always be a booster.

Mr. Thompson wasted no time in getting the wheels rolling on his radio station idea, but faced difficulties right from the start. It seems some of the local banks were not very receptive to providing financial assistance for such a "boondoggle." Mr. John B. Spivey, owner of the Spivey State Bank, for instance, didn't think a radio station in Swainsboro would be profitable. Nevertheless, Mr. Thompson got his financing and WJAT was dedicated on Sunday, January 8, 1950.

1-5-1950

contributions being made by the individual clubs.

1950 HOME DEM. COUNCIL TO HAVE FIRST MEETING

On Jan. 6th at 11 o'clock the first meeting of the new Home Demonstration Council will be held in the new club house. At that time Miss Martha McAlpine, Family Life Specialist from Athens will be present to help prepare the program and help make a plan of work for the coming year.

BRITISH HOME DEM. CLUB MEETS

The British Home Demonstration Club met on page 5.

WJAT On the Air Testing Station

Monday night or rather Tuesday morning marked the first active sound to emit from radio station WJAT. Having been started several months ago the tentativeness of the moment for owner, Jack Thompson, must have been terrific. All the long periods of planning, days and weeks of actual construction, the heavy investment all hinged upon that crucial moment as we awaited it out, said Mr. Thompson.

But at two a. m. when the switch was thrown, everything went like clockwork and WJAT had become a reality. The rest of the week will be devoted to testing of the yet untried new station. Testing will all be done in the late evening hours so as not to interfere with any regular broadcasting station.

The first scheduled regular broadcast will be heard this Sunday morning, Jan. 8, when the Swainsboro Methodist Choir will be heard. It is understood that the principle churches of Swainsboro will alternate in this regular Sunday morning feature.

would be to give you the privilege of reading it.

Eric Johnston is president of The Motion Picture Association of America, and was once the national president of the Chamber of Commerce.

During and after his speech there was a whispering campaign which went as follows: "presidential timber," "a man of the people," "Brilliant and natural," "true qualities of leadership."

However, his speech brings a message that compels interest and thought.

THE FARMER— WORLD CITIZEN

This is the third time I have been a guest at an annual meeting of the American Farm Bureau Federation, and each time I have come here to talk. Some year soon, I am going to invite myself to sit all through your conferences and never say a word. I am going to listen.

Like most of us bus-chasing, pavement-pounders in the cities, I have a secret passion to be a farmer. Perhaps some of you have a secret passion to be urbanites. But I think the tug of the land is the more magnetic force.

When it comes to real farming, I am a raw tenderfoot. I can never remember which side of today you approach to negotiate with her production department. I am assuming, however, that her preference remains the same even in this day of the milking machine.

I hope it does. I cheer and applaud the increasing mechanization in agriculture, but I am just sentimental enough to like a few changeless things. I know you are breeding chickens without wings and others with superman chest expansion these days, but please don't take the crow out of the rooster!

A few years ago, our Department of Agriculture entitled its

hams and hocks on the basis of inheriting good qualities from their ancestors. Our pigs seem to agree that parentage is more important than ideological environment.

There were many years when candidates for Congress in much of agrarian America needed only one speech to get re-elected time and again. All they had to do was bedevil the "international bankers" in Wall Street—not forgetting the pernicious grain gamblers, the packers' combine and the milling trust—and they were in—in a walk.

We used to say that the farmer was unalterably and unwaveringly isolationist; just say the word "internationalism" to him, and he'd take after you like a duck after a June bug.

But what's happened? We find that like Dobbin, the horse, there are fewer international bankers and less work for them to do. With governments going into the banking business all around the world, their field is rapidly contracting.

Would Wall Street be so wrong today if it turned the tables on you and called you the internationalists of the feed lot and the clover field? I doubt they would for we find—happily—the American Farm Bureau Federation endorsing reciprocal trade agreements; urging the reduction of international trade barriers; supporting the industrialization of other countries with our help—and thinking and talking in global terms.

In 18 days, we close the books on the first 50 years of the 20th century. Look back at them, and we know they were perhaps the most revolutionary 50 years in history. They spawned a whole cluster of revolutions—political, social, cultural and industrial.

In the last 50 years, we've seen the rise of the total state;

Swainsboro Radio W J A T

In June 1948, Jack A. and Nancy M. Thompson moved to Swainsboro to make their home. In December of 1948, they saw the need of a Radio Station in Swainsboro and surrounding communities. Since Swainsboro was a central point for this area and

NY, JULY 30, 1953

they were anxious to serve as many people as possible, they purchased a tract of land on the

Queen Road from the late Dr. C. E. Flavel. Engineers were contacted and came to Swainsboro to make surveys and drawings for a radio station. After several weeks, an application for a radio station was filed with the F. C. C. Since the territory to be served was large in scope, it was decided to put in a station with enough power to give radio listening to a great many families that were not being served with radio.

After a year of building and waiting for a permit from the F. C. C. the opening day arrived, and on January 4, 1950, Radio Station W J A T officially went on the air. Since then the listening audience has passed all expectations. W J A T was dedicated to its listeners and is proud to say that W J A T has a very loyal listening audience. In 1952, W J A T being a daytime station, saw the need of night time coverage. In order to do this an F. M. transmitter was installed to carry on until midnight. Now W J A T is on the air from six A. M. until twelve midnight.

Therefore, as one of the most outstanding improvements of W J A T, during the last year was the addition of an F. M. transmitter. The license for this service was obtained on October 17, 1952.

As to the value of W J A T to the community, the services offered to Swainsboro are incomparable.

All necessary equipment vital to Civil Defense has been installed, and W J A T is ready at a moment's notice to alert the city in case of an air raid . . . and to carry on the necessary information that would be needed at such a time.

Time is freely given to the Forestry program and to the National Safety Council, including the Public Safety Program by our Georgia State Patrol.

The free time offered on the Bulletin Board has been of an invaluable service to Swainsboro and surrounding area, in making announcements concerning churches, civic groups, and lost and found articles.

crippled children. Easter drive, The Bloodmobile and many others.

One of the most outstanding services of W J A T to the community is the spiritual aid which it has brought through the daily "Morning Devotional", and the Sunday School and Church Services which are broadcast every Sunday . . .

And to keep the public well informed and up to date with the latest news, this service is provided through the United Press Radio, from the news room of W J A T. The Teletype news machine brings you the news as it happens, and not only is the public given the daily weather forecast, but in case of storms, tornadoes, or hurricanes, the warn-

ings are sent out through Radio Station W J A T . . .

And then of course . . . there's the entertainment value of Radio Station W J A T. The best programs possible are broadcast, to bring enjoyment to every listener . . .

The personnel of W J A T includes Mr. and Mrs. Jack Thompson, owners; Mr. Jack Wiseley, manager and chief engineer; Doris Lewis, program director, bookkeeper, and "In The Woman's World" program; Mary Bragg, copy writer, and local news cast; ~~Bill Peck~~, announcer, and assistant engineer; ~~Guy Flanagan~~, ~~Jack~~ ~~Pop~~ ~~Dick~~ ~~Jackey~~; ~~Walt~~ ~~Frank~~ ~~Bill~~ ~~Dick~~ ~~Dockey~~; ~~Pat~~ ~~Williamson~~ and ~~Ed~~ ~~White~~ head, F. M. announcers.



WE HAVE JOINED THE

PARADE OF PROGRESS

AND ARE WORKING TO MAKE

SWAINSBORO A

CHAMPION HOME TOWN

CENTRAL GA.

The morning of January 8, 1950, Mr. and Mrs. Thompson began greeting guests to their brand new radio station at 8:30. At the stroke of 9 AM, engineer/announcer Jack Wisely opened the mike and announced, "Good morning, you are tuned to radio station WJAT, Swainsboro, Georgia!" Al Evans, first station manager, introduced Mr. and Mrs. Thompson to an awed radio audience, after which, radio station WJAT and its studios were dedicated. And so, following a humble benediction, our long and colorful radio history in Swainsboro and Emanuel County, was off and running.



Mr. and Mrs. Jack A. Thompson

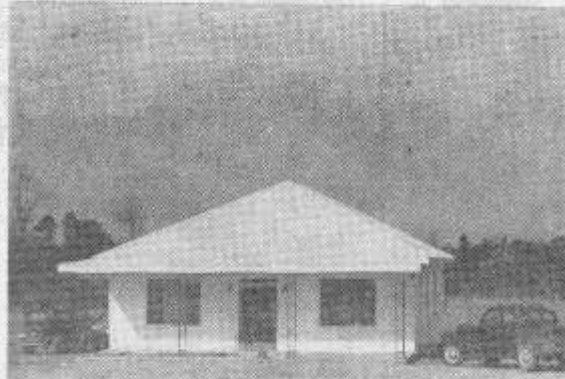
Swainsboro Forest-Blade

EMANUEL COUNTY — HOME OF THE PINE TREE FESTIVAL

Ordinary

Swainsboro, Georgia, Thursday, Jan. 12, 1949

Swainsboro Radio Station WJAT Dedicated Sunday



By Howard Thompson

The above beautiful new building is the home of Swainsboro's newest and best accomplishment, Radio Station WJAT. The new station was dedicated last Sunday, Jan. 8, 1950.

Arriving at the new station's studio at 8:30 a. m. Sunday we found both the studio and it's personnel beaming and cheerful. Mr. Thompson, co-owner with his lovely wife, was happily chewing his usual cigar with more than his ordinary jauntiness. His wife, Nancy, with a beautiful orchid perched on her shoulder front was greeting the arriving guests with true southern hospitality.

On the stroke of 9 a. m. Jack Weiser spoke the opening "Good Morning, you are tuned to Station WJAT, Swainsboro, Ga.", and the show was on. The following fifteen minutes was devoted to military music, by the Langworth Symphony Orchestra.

Al Evans, station manager, then introduced Mr. and Mrs. Thompson who dedicated the new station and studios.

Rev. Brooks spoke the invocation, followed by the Mayor of Swainsboro, the Hon. Ralph Smith who acting as the master of ceremonies, recognized over the air many of the guests in the studios. These individuals stepped to the microphone and

ulations to Mr. and Mrs. Thompson for the wonderful achievement. Those guests speaking were Col. George Smith, State Legislator; Judge Robert Humphrey; Swainsboro's Chief of Police, Walter Lamb; the Rev. Byron Kennedy and the Rev. Henry Brooks; Attorneys Darius Brown and Reginald Thompson; and Fire Chief Paul Bell. Mayor Smith spoke of the development and progress of Emanuel county and paid tribute to Mr. and Mrs. Thompson and their radio station, WJAT.

J. F. Mathis, represented the Kiwanis club; W. O. Phillips, the county board of education; Woodruff Key, the Exchange club; Tom Martin, the Junior Chamber of Commerce, and W. E. Gray, the Swainsboro Forest-Blade. All these gentlemen spoke impressively, their congratulations to WJAT and it's owners on behalf of their firm or club.

Expressing his thanks and congratulations to the assembled guests and to Co-owners Mr. and Mrs. Thompson, Manager Evans invited the general public to visit the studios of WJAT at any opportune time the ceremonies came to a close and the station, WJAT, was now a reality, dedicated to the success and prosperity of it's new owners. Swainsboro and Emanuel

Twin City Baptist W.M.U. Meets

The Graymont-Summit Baptist Woman's Missionary Union held its first meeting of the year in the church on Monday afternoon, Jan. 2, at 3:15. Fifteen ladies were present to greet Mrs. W. W. Curl, the new president.

The meeting was opened with the W.M.U. hymn for the year, "Christ for the World We Sing."

Prayer, Mrs. Curl.

Devotional, Mrs. W. O. Webb. The entire 98th Psalm was read by Mrs. Webb after which she spoke words of encouragement for the new year in W.M.U. work. Mrs. Fred Coleman lead in prayer.

The perpetual watchword of the W.M.U. was given. The new watchword for 1950 is found in Luke 1:79.

The regular routine of business was carried out. The apportionment card was filled out for the year.

Mrs. Douglas Collins, hospitality chairman for the year read a list of hostesses for the Royal Service programs for this year. A list of the chairmen for each month to get up Royal Service programs was read by Mrs. J. F. Mathis, program chairman.

A reception was planned for our new pastor and his family. Mr. and Mrs. Overstreet, and daughter.

Mrs. J. F. Mathis announced the associational executive board meeting to be held at her home on Jan. 14.

Mrs. Curl read plans and committees for the annual W.M.U. associational meeting to be held at the Graymont-Summit Baptist church on Jan. 18.

The meeting was closed with prayer.

Mrs. Loy D. Cowart, Reporter

The first recorded typewriter was patented in England in 1714, according to the Encyclopedia Britannica.

High School PTA Meets

The January meeting of the High School PTA was held in the library last Thursday afternoon. The program, based on the subject of "Meeting the Needs of the High School Student through Clubs and other Extra-Curricular Activities," was under the direction of Miss Julia Odom with students participating. Wendell Powell discussed the work of the Key club; Shirl Proctor, the Latin club; Bunt Bailey, the Spanish club; Jew Perryman, the FHA; Bill Hayes, the FFA; Imogene Smith the Beta club; Rita Johnston basketball; Rupert Turner, the Science club. The attendance check gave the prize to the eleventh grade for having the largest number present. The president, Mrs. Beamon Martin presided over the business session. Plans were completed as committees appointed for the benefit games party which will be held about the middle of next month. After adjournment a special hour was enjoyed with Mr. Howard Henson acting as hostess.

Sing Jan 29th at Summertown

The Emanuel county singing convention will be held in the high school building at Summertown this fifth Sunday, Jan. 29th. All singers and lovers of gospel singing are invited to be with us and help make it a good day. Summertown is a real good place to go and we are looking forward to the time to go out there with these fine people for a singing. We have the Collins Trio and a lot of good singers dated for that sing. We will be looking for you.

Yours singing,

Dr. Blankenship.

Will He Be Forgetting

After facing early difficulties and a lukewarm debut, WJAT was eventually accepted and warmly embraced in Emanuel County. The station programming included a wide variety of entertainment, both recorded and live, along with world, state, and local news, as well as weather and sports.

WJAT DIAL TIME

800 KILOCYCLES 1000 WATTS

SWAINSBORO, GEORGIA

As this program is subject to change without notice, tear it out and keep it near your radio. This program appears only in the Swainsboro Forest-Blade.

Time	Daily	SATURDAY	SUNDAY
7:15	Sign On	7:30 Sign On	7:30 Sign On
7:30	Good Morning Man	7:30 Good Morning Man	7:30 Good Morning Man
7:55	News	7:55 News	7:55 News
8:00	Shoppers Special	8:00 Shoppers Special	8:00 Shoppers Special
8:45	News	8:45 News	8:45 News
9:00	Morning Symphonette	9:00 Morning Symphonette	9:00 Morning Symphonette
9:30	Novelty Time	9:30 Novelty Time	9:30 Novelty Time
10:00	News	10:00 News	10:00 News
10:15	Morning Devotional	10:05 Transcribed Interlude	10:05 Transcribed Interlude
		10:15 Country Church of the Air	10:15 Sunday School (Broadcast from Church)
10:30	In a Woman's World	10:30 South Ga. Farm Parade	
10:45	The 800 Club		10:45 Sunday Concert Hall
11:00	Luncheon Melodies	11:00 Luncheon Melodies	11:00 Church Service
11:30	Mid Day Merrymakers	11:30 Mid Day Merrymakers	
12:15	News		12:00 Mid Day Merrymakers
12:30	The Eddy Arnold Show	12:15 News	12:15 News
12:45	Gospel Harmonies	12:30 The Eddy Arnold Show	12:30 Fordville News
1:00	Stumpus Gang	12:45 Gospel Harmonies	12:35 Emile Cote Glee Club
1:15	Bulletin Board	1:00 Stumpus Gang	12:45 Gospel Harmonies
1:30	Ranch House Roundup	1:15 Bulletin Board	1:00 Stumpus Gang
2:30	Easy Listening	1:30 Ranch House Roundup	1:15 Bulletin Board
2:55	News	2:30 Easy Listening	1:30 Ranch House Roundup
3:00	Remote from Stockyard (Monday Only)	2:55 News	2:30 Easy Listening
3:15	Hep Parade	3:00 Hep Parade	2:55 News
			3:00 Hep Parade
4:30	Salon Concert	4:30 Salon Concert	4:30 So Proudly We Hail
5:00	Mike Mysteries	5:00 Emile Cote Glee Club	5:00 Through the Listening Glass
5:15	In Your Neighborhood	5:15 Pipes of Melody	
5:30	Sundown on the Trail		5:30 Cavalcade of Music
5:45	In the Air with Roger Gale	5:30 Three Star Final	6:00 3-Star Final
6:00	3-Star Final	5:45 Sign Off	

Early WJAT schedule from "The Blade"

Radio work in the 1950s and 60s was considered white-collar work and employees were expected to look the part. Here is the first WJAT staff in January of 1950.

January 18, 1950

Swainsboro, Georgia, Thursday, January 19

Volume 90—Number 4

Staff at Radio Station WJAT



Reading from left to right: Jack Wesley, announcer and chief engineer; Joe Beaumont, announcer; Al Evans, manager; and Freddie Albert, announcer and engineer.

Fashion Show. Plans Being Made By Elliott's

Elliott's Dept. Store is making elaborate preparations for a Fashion Show, which will be held in their store, Feb. 8, at 3:30 p. m.

At this time their new spring merchandise will be featured, including: L'Algon, Edwinton, Mosses, Marjorie, Barison, Adonis, Lingerie, Belle, Sharner, Hosiery, Kutz, Hats and Hosiery.

A partial invitation is extended to the public to attend this show.

See next week's paper for full details.

Annual W.M.U. Assn. Held In Graymont

The annual meeting of the Emmaus Association of the Independent W.M.U. was held in Graymont Wednesday, Jan. 18, 1950.

Grammar School P.T.A. Met Jan. 19

The Swainsboro Grammar School P.T.A. met Thursday afternoon, Jan. 19, at the grammar school auditorium. The meeting was called to order by the president, Mrs. Howard Hanson.

The program was directed by Mrs. Roy Brown. Guest speaker for the afternoon was Mrs. Joe Lewis who gave some interesting points on new lunch room improvement. A. E. Johnson, the new band leader gave a report on our school band.

A report of the December meeting and the executive board meeting was given by Mrs. C. C. Millhouse.

The attendance prizes went to Miss Martha Drew and Mrs. Tom Wommack's room.

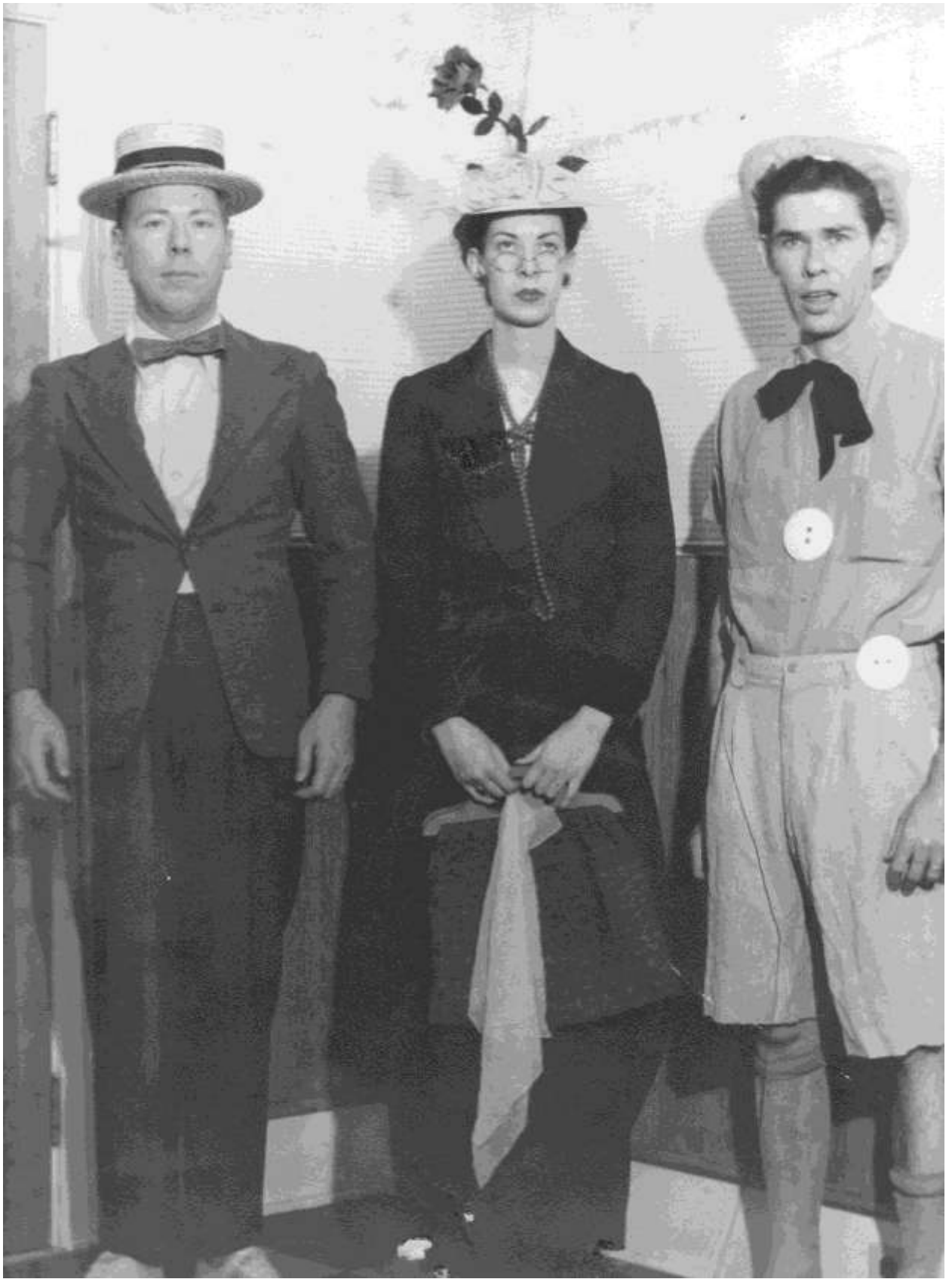
The treasurer's report was given, meeting adjourned.

Child Found After Several Anxious Hours

Little "Gladie" Coleman, daughter of Mr. and Mrs. Perry Coleman of R.F.D. Swainsboro, disappeared from the school grounds in Swainsboro last Monday night. Suspecting foul play a search was immediately instigated and for the next several hours the parents of the child and many friends and neighbors spent some anxious and fruitless periods of time as they frantically searched for the missing youngster. Later in the evening "Gladie" was found, playing happily and all unaware of the trouble she had caused. She had been stuck in the yard of the company house with some playmates ever since her sudden disappearance.

Subscribe to your local paper.

For the first few years, WJAT was only licensed for daytime operations and therefore, went on the air at sunrise, signing off at sundown. This was an obvious disadvantage for night listeners; therefore, in 1952, WJAT FM was licensed and began broadcasting on frequency 101.7 megahertz (frequency was changed to 98.3 in 1966 and later to 98.1 FM). WJAT AM broadcast from sunrise to sunset; WJAT FM was only turned on at AM sign off and broadcast special events such as sports programming, live music, or other special events. Eventually, following some hard times and failures, WJAT FM was allowed to simulcast with the AM all day, then stay on the air until midnight with special programming.



First WJAT Manager, Al Evans, his sister Sally (wife of Joe Beaumont), and Engineer/Announcer Jack Wisely, aka "The Stumpous Gang" heard on WJAT radio and featured on the Peach State Jamboree.



WJAT's 1st DJ—Joe Beaumont, credited as the man who played the first record on WJAT, “Delilah” (not the Tom Jones song). He’s cool enough to host “American Bandstand”!

During those early years at WJAT, there were many special promotions, such as “Shop at the Store with the mike on the door.” Doing so would register local patrons for chances to win all types of goods and merchandise.



Salesman F.M. Smith gives away groceries at Scott's Groceteria, across from current Post Office location.



F.M. Smith with more lucky winners



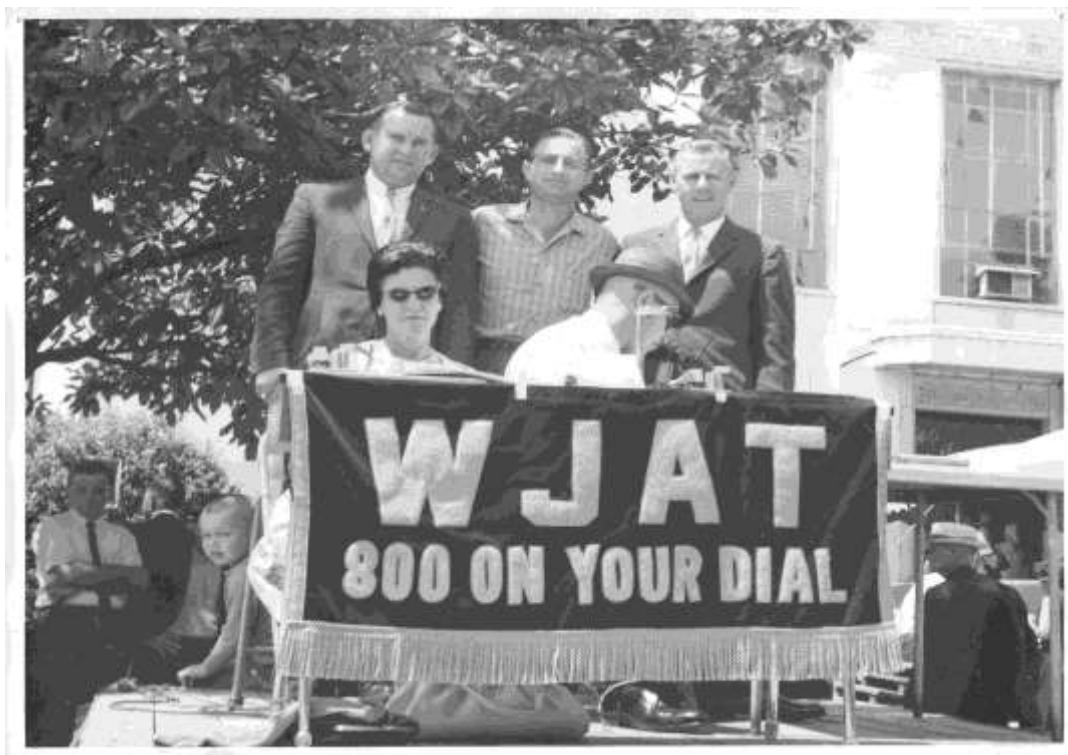
Mrs. Doris Lewis at Paige's Red and White (in current Sanitary Market location).



Mrs. Lewis gifting the Claxton family at Friendly Grocery (now a vacant lot, next to the Jimmy Morgan home on West Moring St.)



H.E. Buffington chats with Miss Georgia Forestry/Miss Pine Tree Festival, Linda Sconyers, circa late 1950s.



L-R: H.E. Buffington, Jim Slawson, Johnnie Bailes, Mrs. Doris Lewis, and Dick Harvey.





WJAT's rolling stock out in front of the station, circa early-mid 1960s.

A few years after the debut of WJAT Radio, station owners Jack and Nancy Thompson developed a plan for an auditorium to be used for gospel sings and other special events. The Thompsons got the idea for an auditorium after attending a big gospel show over in Washington County. They were so impressed by the enthusiasm of the audience they just knew that type of entertainment would be a hit in Swainsboro. And it was!

Radio Station To Build Large Auditorium

Mr. and Mrs. Jack A. Thompson have done it again! Having brought the first and only radio station to Swainsboro, they are now constructing the largest auditorium-studio in the south, and one of the largest in the United States.

Work has begun this week on this 8,000 square foot Conquest structure, which will extend to the west of the present building, and it will have a seating capacity of 1800 people. This gigantic studio will be the only one of its type in the world, and will be equipped to broadcast any type of program from a Gospel Concert to Grand Opera.

The sound reinforcement installation will allow the drop of a pin to be heard in the rear of the auditorium.

The heating system will be of the most modern type and will heat the building, without occupancy, to 70 degrees inside, when the outside temperature is 10 degrees above.

The staging area will be illuminated with television spot and floodlights. Multi-colored lighting effects will also be available. A seven thousand dollar grand piano will grace the stage of this new mammoth studio.

This new addition to Swainsboro Radio means that they will have the facilities and equipment second to none in the country, making it possible for any type of program to be originated locally.

It is expected that the studio can be put to its first use on or about Thanksgiving.

Swainsboro Radio will celebrate its Fourth Anniversary on January 8th, and since the time of its opening, has made more progress and exceeded its expectations more than any other Radio station in the south, and it is continuing its leadership and progress for the City of Swainsboro and surrounding area.

Town House Restaurant Open

VFW Club Now Serving Meals

Another big night was enjoyed Saturday night when the V. F. W. members and their wives enjoyed a delicious supper and an evening of entertainment at the V. F. W. Club House.

The Club house is now under new management and is offering to the public the best in food that can be had anywhere. A full course dinner if you like or a big selection of sandwiches may be had. If you're planning an evening of entertainment a special invitation is extended to all to come to the V. F. W. Club House and give them a try, you will not be disappointed in the entertainment or the food that you receive.

'Farmer Takes A Wife' At Dixie Sunday and Mon.

Betty Grable, queen of the musicals, and Dale Robertson, teamed for the first time, in this swinky, singy, laugh-laden story, of a colorful era in American history.

Betty Grable appears in this picture as a cook on an Erie canal boat in the year 1850. The boat is owned and operated by John Carroll, a hard-drinking character who is in love with her. Dale Robertson, who needs a stake to buy a farm and marry his childhood sweetheart, gets a job on the boat, and, as time elapses, he and Betty become romantically inclined. Carroll, arrested after a brawl, leaves Dale and Betty stranded. They pool their resources and buy another boat which Dale enters in the big annual race—the winner to receive a \$500 prize. Dale receives word that his sweetheart has married another. Dale proposes and after a quarrel he tells her they should get married and settle down on a farm. Betty returns to Carroll's boat. Dale whips Carroll in a big fight and the Grable-Robertson vessel wins the race and the \$500 prize. Of course, everything ends up beautifully—exactly the way you would prefer it.

These are some of the happy, useful citizens of a very familiar scene often relieved by the young of last growing city. They are seen in their bus on school, church, social functions, recreation, or to join active sport with some of the neighboring towns. This found and lived by the citizens of Boys Estate as they late men of tomorrow.

Rev. P. Gordon King of Boys Estate, Ga., will speak at here Exchange Club, Tuesday, October 28th.

Adrian Charge Will Observe Laymen's Day

The Adrian Methodist Charge joins with the National Council of Churches in observing Laymen's Day, Sunday, October 10, with a layman in every pulpit. The General Board of Lay Activities of the Methodist Church is sponsoring this work.

The following schedule has been arranged by the Charge Lay Leader and the Pastor:

Adrian—Mr. Flanders Avery, 11:00 A. M.
 Corinth—Mr. R. P. Potts, 11:30 A. M.
 Keosauqua—Mr. W. W. Smith, 10:00 A. M.
 Poplar Springs—Mr. Brooks Hutchison, 11:00 A. M.

The public is invited to attend these services which are conducted by these capable laymen. The theme for this year: CHRIST CALLS MEN is a challenge.

Revival At The Adrian Methodist Church

Home Com Boiling Springs Church Oct

Boiling Springs Baptist Church will observe its annual Home Coming Sunday, October 10th. Services Sunday morning at 10:00 A. M.

Dr. Harold L. Davis will deliver the sermon. The public is invited to attend these services and to bring and eat your dinner friends.

PTA Carniv At Adrian 1

The Adrian P. T. is offering a fall carnival night, Oct. 15 at the beginning at 6 P. M.

Sandwiches, hot pies, coffee, candy will be for sale.

They are also...

10-15-53



The Nancy Auditorium opened in April of 1954. A "Name the Auditorium" contest was held and Lucille (Wasden) Odum won a new radio for coming up with the name "Nancy" (Mr. Jack's wife's name, of course) for the new auditorium.



Mr. Jack Thompson was so pleased when his auditorium was completed on time, he gave every man who had worked on the project a brand new suit!

Better Home Town Committee



From left: Ralph Smith, James H. Morgan, Mrs. E. H. Youngblood, Howard Glenn Segars, and Mrs. Glenn Segars. Back row, left to right—J. M. Jones, Ernest Willis, Mrs. Vernon Robertson, Rev. C. L. Leopard and M. Turner.

Better Home Town W. O. Phillips 1954-55 Completed Speaker At Kiwanis Meeting

Volume Still Heavy at S'boro Stock Yard

A good run of hogs and cattle featured Monday's Sale at the Swainsboro Stock Yard. Cattle prices were about steady and hog prices were up \$1 over the previous week. Number one hogs sold for \$25.50 and tops went for \$24.97. Best steers and heifers

Group singing led by Judge Milton Curless with Mrs. Lucille Clacker at the piano opened the regular weekly meeting of the Swainsboro Kiwanis Club held at the community house Tuesday evening, January 28. Invocation was rendered by the Rev. Vernon Robertson.

Robert Roach, chairman of the "Bliss of Tomorrow" Talent Show distributed tickets to be sold by

GRAND OPENING OF NEW NANCY AUDITORIUM

Emanuel County School Building Program

Rapid progress is being made by the contractor, with work on the school building program. Grading on one site has been practically completed and work will begin on another within the coming week. The contractor states that if we do not have too much unfavorable weather during the year, some of the buildings will be complete and ready for the children at the opening of school in September.

In the approach to the design of the schools in Emanuel County, no effort is spared to provide buildings and equipment which would be the latest developments for facilities in which your instructional program could be efficiently scheduled.

These buildings are units of which you can be justly proud, in which your children will be safe and comfortable. The structures are modern in design, fireproof, well lighted, heated and ventilated, serviceable, and fully equipped. Maintenance costs will be minimum, as materials and factors affecting high maintenance have not been used.

These buildings will have excellent footings and foundations

Jack A. and Nancy M. Thompson are proud to announce the grand opening of the Nancy Auditorium (tonight) Thursday, January 28th at Swainsboro Radio WJAT located on the Coverts Road. The doors of the Nancy Auditorium will open at seven o'clock and the program will begin at eight. Highlights of the program will consist of the celebration of the Fourth Anniversary of Radio Station WJAT. . . winners will be announced for the naming of the auditorium, and for the writers of the best letters on "Why I Like Gospel Music". Prizes will be awarded to the winners. There will also be a big All Night Gospel Concert, featuring the Happy Goodman Family, The Heroldaires and Big Jim Watts, and the Blue Ridge Quartet.

The work on this fabulous building was begun last October and this gigantic auditorium is the only one of its type in the world. It is equipped to broadcast any type of program from Gospel Concerts to Grand Opera. Mr. Thompson has announced that he expects to offer to the public such entertainment as big name bands, wrestling, boxing, dancers for the teenagers, square dances, variety shows and many others.

The Nancy Auditorium has a seating capacity of sixteen hundred people. The second row

.....continued on next page

...continued from previous page.

Kiwanis Meeting

Group singing led by Judge Milton Carlton with Mrs. Lucille Vicker at the piano opened the regular weekly meeting of the Swainsboro Kiwanis Club held at the community house Tuesday evening, January 26. Invocation was rendered by the Rev. Vernard Robertson.

Robert Roach, chairman of the "Stars of Tomorrow" Talent Show distributed tickets to be sold by the members. This fine show will be held at the Swainsboro High School Auditorium, February 5 at eight P. M. The people of our community will see one of the best entertainments held here in years.

A new Boy Scout committee was named by Pres. Carlton Doble. Milton Carlton, vice-president of Georgia-Carolina Council of Boy Scouts, and chairman of the Southern Division comprising four counties, is chairman of local scout committee with E. R. Britt, John Roberts, Bobby Sasser, and J. D. Patton.

Kiwanians will join with others in donating shrubbery to the 4-H Club to beautify the grounds. A most interesting letter was read to the club from former member Ernest Fiedler who is now administrator of the General Hospital at Bartow, Florida.

Hon. W. O. Phillips, County School Superintendent was speaker of the evening and was in-

be efficiently scheduled.

These buildings are units of which you can be justly proud, in which your children will be safe and comfortable. The structures are modern in design, fire-proof, well lighted, heated and ventilated, serviceable, and fully equipped. Maintenance costs will be minimum, as materials and factors affecting high maintenance have not been used.

These buildings will have concrete footings and foundation walls. Exterior walls will be masonry, consisting of brick on the exterior and concrete block on the interior. The structural frame is reinforced concrete for columns, floor, and roof slabs. Roof covering will be four-ply insulated built-up roofing. Interior walls will be exposed concrete block masonry and painted. Wainscot in kitchen will be glazed structural tile. Floors will be covered with asphalt tile.

Classrooms and instructional spaces will be lighted with fluorescent lighting. Heating will be oil-fired hot water systems with series connected for tube radiators. (Continued Opposite Social Page)

roduced by program chairman Al Hagan. Mr. Phillips' subject was "What the Bond Election Means To Us". This election will be held February 9, and all are urged to go to the polls and vote.

studio is the only one of its type in the world. It is equipped to broadcast any type of program from Gospel Concerts to Grand Opera. Mr. Thompson has announced that he expects to offer to the public such entertainment as big name bands, wrestling, boxing, dances for the teenagers, square dances, variety shows and many others.

The Nancy Auditorium has a seating capacity of sixteen hundred people. The sound reinforcement installation will allow the drop of a pin to be heard in the rear of the auditorium, and it is also equipped with five high-fidelity speakers which produce the finest in sound. The staging area is illuminated with television spot and floodlights with multi-colored lighting effects. The beautiful wine and turquoise velvet curtains on the stage are accented with the name "Nancy" printed in gold across the valance. A concert grand piano will grace the stage. This new addition to Swainsboro Radio means that they have the facilities and equipment second to none in the country, making it possible for any type of program to be originated locally.

An overflow crowd is expected to attend the grand opening tonight and Mr. and Mrs. Thompson are indeed proud of the Nancy Auditorium as another contribution to make Swainsboro a Better Home Town. Mr. Jack Wiseley, manager of Radio Station WJAT, will be the master of ceremonies for the grand opening.

Project Dedication Officials



Mr. Jack Thompson running the show.



An unidentified military band performs.



Herman Short and unidentified assistants working the concession stand.



Bobby Thompson (with banjo) and the local boys in the band at the Peach State Jamboree.



Members of the Peach State Jamboree, L to R: Hazel Johnson West, her husband, Hugh West, Bobby Thompson, aka Clem Hayshaker (in hat), Harold Ashley, Ernest Jump, and Jack Wiseley—standing.



Posted for popularity is the Oracle fleece coat styled by "Preen." It's 100% wool, water repellent and moth-proof to boot! Feast your eyes on that stand-up collar and the geometric accents front and back. A real cloakroom favorite in grey, red, blue, gold, natural. SUB-TEEN Sizes 8 to 14.

\$39.95

USE OUR LAY-A-WAY PLAN

DOLORES DRESS SHOP

Swainsboro, Georgia 7-29-54

SIFIED ADS Stop! Look! And Go!

NT: 1. unfurnished

By Ed Schrader

If you happen to be steeped in television lore, you might as well go on to the classified section for lively reading, because this concerns TV terms often used, but not always understood.

Compatible, as applied to color TV, simply means that a compatible color broadcast is one that can be received on a black-and-white set as clearly and well as a conventional B&W broadcast. There are color systems, you see, which are receivable in gorgeous color on a color set, but are merely gorgeous blurs on a black-and-white set.

UHF, stands for ultra high frequency, and the difference between this broadcasting band and VHF (very high frequency) is basically the same as the difference between ordinary broadcasting bands on radio and the radio shortwave frequencies.

Many set-owners identify the term "picture tube" with a vague and mysterious gimmick hidden away in the innards of their set. Actually, the picture tube is the screen. That is to say, the sur-

face on which you view the picture is the face of the tube with only a glass screen in front of it for protection.

However, there is a "vague and mysterious" true TV value. Instead of being a certain new set sparkling cabinet and galaxy of knobs, drop in at R & APPLIANCE COMPANY, North Green Street, and I give you an idea of the features you should expect ANY set—ease of tuning, adaptability to color or UHF. Always try RADIO & APPLIANCE COMPANY first for a set that lasts.

Just want to remind you to have that TV set in the shape for the winter months when TV programs are at best, and one thing more, overlook your heating system. It too needs a sound check.

If you are planning on a heating system call Radio & Appliance Company for the best in General Electric, Air conditioning system, fuel oil or

Here Is A Contest Everyone Can Enter

Radio Station WJAT now has their own dance band to play for your dancing on Friday nights at the Nancy Auditorium and to be featured on the Jamboree, Saturday nights. We want you to name this wonderful dance band and you may submit as many names as you like. Address your cards and letters to "Dance Band Contest", WJAT, Swainsboro.

1st prize will be a beautiful set of dishes. 2nd prize will be a glass lined picnic bag. 3rd prize will be an inner sanctum hillfold. Contest closes midnight, Tuesday August 3rd, and all cards and letters must be postmarked on or before that date. Decisions of the judges will be final. Get your name in right away for the new WJAT dance band.

\$10.00 to \$14.00, best slaug cows \$9.00 to \$11.50, can and cutters \$6.00 to \$9.00, stocker steers \$15.00 to \$20.00 and medium \$12.00 to \$15.00

"All I Desire" At Dixie Theatre Sunday, August

"All I Desire", starring Barbara Stanwyck, Richard Carlson, Laurence O'Sullivan and 1 Betty, showing at your Dixie Theatre for one day only, Sunday, August 1, 1954.

What shame was hers, that years could not erase . . . town whispered but she shook her triumphant love . . . fought for her family's love . . . and her own reputation. "Cut Woman who deserted her family . . . ever regain it's love?" Barbara Stanwyck . . . as a woman who laid bare her soul . . . the most dramatic story of the year.

The “Era of Live Entertainment” at the Nancy Auditorium

Swainsboro’s remarkable entertainment history is the result of a number of interesting factors, all beginning in 1956, when Mr. Jack Thompson hired Johnnie Bailes as an announcer on WJAT and as manager of the Nancy Auditorium. This single event is the key to events that would follow and eventually led to the sale of WJAT to Webb Pierce and Jim Denny. The magical formula of Bailes, Denny, and Pierce all associated with the same radio station, WJAT, and its Nancy Auditorium was somewhat like having three planets collide in your backyard; it was bound to make noise, and it was, arguably, the most historically significant entertainment occurrence in this part of the southeast since the invention of the radio.

The very beginning of our “era” however, started earlier, soon after WJAT went on the air with live gospel shows presented on radio. The shows were a big hit and Mr. Thompson believed they could attract big crowds in concert, as well, as he had seen in neighboring counties.



The first live entertainment shows at the Nancy Auditorium were gospel. Following are a few remaining pictures of some of the early gospel groups. Above: The Goodmans on stage at the Nancy.



An unidentified gospel group

This story features many old articles, pictures and ads from our local newspaper, the Swainsboro *Forest-Blade*, provided to me by Mary Ann Smith, of the Emanuel County Historical Society. Mary Ann spent many hours searching through copies of old newspapers and microfilm. We left most of them completely unedited and uncaptioned, as they speak for themselves. We felt the community news and pictures from the period were well worth sharing. Enjoy.

DON'T MISS
THIS
SOUL-STIRING
**GOSPEL
SING**

Featuring
America's Best Loved Gospel
Singer and Decca Record
Star

Jimmy

In Person

Davis



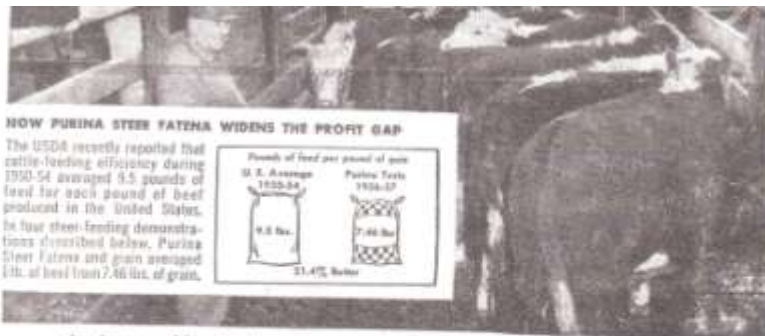
With the
**Sunshine Boys
Quartet**

And the
HAPPY RHYTHM BOYS

Nancy Auditorium

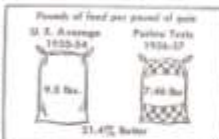
Swainsboro, Ga.
THURSDAY, JUNE 27th
8:30 P.M.

6-27-57



NOW PURINA STEER FATENA WIDENS THE PROFIT GAP

The USDA recently reported that cattle-feeding efficiency during 1950-54 averaged 9.5 pounds of feed for each pound of beef produced in the United States.



in four public feeding demonstrations . . .

**Purina-fed steers
return \$20.33 more per head**

Steer Fatena-fed steers gained 36% faster than steers fed single-source protein in split-lot tests. 2.98-lb. average daily gain for steers getting Steer Fatena . . . 2.19 lbs. for single-source protein group. Steer Fatena steers converted an average of 7.46 lbs. of feed into a pound of beef.

In recent months, four public feeding demonstrations were conducted at sales yards in Indianapolis, Ind., Norfolk, Nebr., Louisville, Ky., and Evansville, Ind. In each test, twenty head of steers were sorted evenly into two lots. All cattle were fed the same basic ration with just one difference: one lot at each location was fed a single-source protein supplement, while the other lot in the split test re-

ceived Purina Steer Fatena with stillbestrol. Length of feeding varied between 100 and 140 days . . . for an average of 125½ days.

The gap between market price and feed cost was \$20.33 *higher* per steer in the Steer Fatena groups (average), than for the cattle fed single-source protein. In addition, the Steer Fatena cattle put on each pound of gain with an average of only 7.46 lbs. of feed. This is more than 2 lbs. less feed than the U. S. average! (See chart above.)

Ask us right away . . . at the Store with the red-and-white Checkerboard Sign . . . to tell you more about Purina Steer Fatena feeding programs, and how the one that suits your conditions can help you widen the gap between market price and feeding costs.



FEED PURINA...YOU CAN DEPEND ON THE CHECKERBOARD

THOMPSON FARM SUPPLY

South Main St.

Swainsboro, Ga.



10-2-1958



Just Writing..

By

Mary Powell Brogg

"BIOLOGY BUGS"

can't help but admire those
or themselves for science,
prisoners who sometimes
human guinea pigs in the
tech for improved medical
ge, and scientists and doc-
take their own bitter dose
e discovery. Now I almost
as they feel.

started when our student
gy had to gather all sorts
creatures for special study.
aw on the table outside the
or a tiny little grasshopper
for breath in a jar. I
rily breathe, myself, when
at it. I called our wood-
ist and asked him why the
on act. He said he had to
o school . . . not only the
per, but other things, too.
either have to turn it
punch some holes in the
" I humbly and em-
y said. With that, the little
as given his freedom, much
oping happiness. After all,
ction wasn't due at school
her three days.

happens quickly. Pretty soon
ere two more jars, both
perly perforated tops . . .
big black grasshopper in
ink it's called a Thumper)
a butterfly in the other.
rning when I went out to
the newspaper, I glanced
he table only to see two

great big eyes staring back at me.
That was the bull frog collected the
night before. Ugh!

I'm really quite used to all kinds
of little creatures at our house.
Sometimes when I open the refrig-
erator, there, inside, is a big jar
of chilled catapla worms for fish-
ing. And the cute little crickets in
the cage under the carpet sing
me to sleep at night, still I don't
think I could ever get used to a
bullfrog staring at me.

Then, when "Biology-Boy" said
he had to have some mosquitoes,
I said, "Well thank goodness we
don't have any of those." But I
was wrong and our biologist had a
solution to that problem. "Mother,
let's just leave the car windows
open tonight 'cause I've heard that
they will come swarming inside."
So that's exactly what we did. Next
morning things were really buzz-
ing inside the car.

He got his mosquitoes all right,
and they got us, too. I just hope
these were the nice, friendly kind
instead of the disease-bearing kind.
They must have been because they
were so glad to see us that they
kept giving us affectionate little
bites. So if we should come down
with some dread fever or malaria,
it's all for the cause of high school
Biology. Onward, Science!!

Just as the health and welfare
of the nation depend upon biolo-
gists and scientists in their dis-
coveries, so the welfare of the
community and county is based
upon the dependancy and respon-
sibility of a bank. The Central
Bank has over 2,000 customers who
look to it for advice, help, and
loans. And with the growth of
Swainsboro and Emanuel County,
The Central Bank has grown to
over one quarter million dollars in
the last few months. Banks are
the life blood of a community and
The Central Bank says with com-
plete assurance to you, "Onward
Progressive Swainsboro and
Emanuel County."

Conservation Contest for School Students

1958 Conservation Essay
is now being conducted
out the Ogeechee River Soil
tion District, Rufus You-
supervisor from Emanuel
announced today. This con-
high school students is
d by the State Association
Conservation District Su-
and the Georgia Bank-
cian.

subject of the current con-
Past, Present, and Future
of the Soil and Water Con-

DANCE Round & Square To The Music Of



Curley Mullikin

And The

SunDowners

Seen & Heard Daily On WRDW-TV

Nancy Auditorium

Thursday October 2nd

8:30 P. M. 'Til Midnight

Admission 93c Per Person — \$1.50 Per Couple

Nancy Auditorium

Swainsboro, Ga.

SUNDAY JULY 27th
2:30 'TIL 5:30 P.M.



1958 Gospel Singing Spectacular Featuring

The Fabulous
JOHNSON SISTERS
of Birmingham, Ala.

ROY CARTER
of Fort Worth, Texas
and
THE CHUCKS

THE
LEFEVRE TRIO
With
JIMMY & REX
from Atlanta, Ga.
and
WALLY FOWLER
The "All-Nite" Singing Man

Doors Open 1:30 P. M.
ADMISSION

Adults	93 c
Children	49 c

even though you list these children as dependents.

3. Give children some income producing property and let them report income from their work and capital. This another way to spread family income over the lower tax brackets.

4. Avoid wide fluctuations in income from one year to the next.

5. If selling or cutting timber, plan to obtain special capital gains treatment.

6. As you approach age 65, plan income from rents, dividends, interest, and pensions to qualify for retirement income credit.

7. Do not hold breeding stock used for production of market livestock too long. Farrowing only one or two litters from sows may qualify a larger percentage of sales for capital gain treatment.

8. When preparing to replace machinery or equipment, decide whether it is better to trade or to sell outright and buy new. There may be no gain or loss on the trade. Outright sale and new purchase may give greater depreciation deductions.

9. Accelerated depreciation can be used in many cases as an income evener and as an aid in shifting income into the capital gains category.

10. Check loss years in the past. Is there an unused net operating loss deduction? Remember that claims for refund may bring an audit.

11. Don't forget about social security in tax planning.

12. Where to get Tax information:

- (a) Farmers Tax Guide
- (b) Farm Income Tax Manager (Ext. Svc. Bulletin)
- (c) Internal Revenue Service
- (d) Legal and Tax Counselors

Summertown To Serve In July

The Summertown Farm Bureau is scheduled to serve the County Farm Bureau on Monday night, July 28 at the 4-H Club House.

Leon Ehrlich, County President, explained that each chapter serves the county group one time during the year. The rotation schedule is set up by the Farm Bureau Committee in the beginning of the year.

The Summertown group is under the leadership of Wallace Bailey, President.

Billions of weevils

7-24-58

10-10-57

NANCY AUDITORIUM

SWAINSBORO

Thursday, October 17th

8:00 P. M. 'TIL MIDNIGHT

GOSPEL CONCERT



FEATURING THE

LEFEVRE TRIO

WITH THE

MUSICAL LEWIS FAMILY

AND THE

FLORIDA BOYS QUARTET

ADMISSION

ADULTS .93c

CHILDREN .49c

STATESMAN'S QUARTET



Howie Lester — Piano

HEARD DAILY 7 DAYS A WEEK AT 6:45 P. M. OVER WJAT

Singing Your Favorite Gospel Songs

May 25, 1950



Chuck Wagon Gang



Homeland Harmony
Plus
Happy Rhythm Boys
JOURNEY MEN

Doors Open at 7:00 P. M.

Program Starts at 8:00

Admission - 93c

1-24-57

Live gospel concerts at the Nancy Auditorium became a big hit! Groups like the Lefevres, the Statesmen, and the Lewis Family appeared many times over those first few years. Then there was the time the Lewis Family brought along young Brenda Lee with them. That was such a big hit that soon the entertainment was expanded to include square dances on Friday nights. These events quickly became the most popular entertainment at the Nancy to date, and led to the formation of the Peach State Jamboree later in 1954.



1st row: Jack Wisely, Bobby Thompson, aka "Clem Hayshaker," the Hubbard sisters.

2nd row: Joyce Sapp, a Kirby girl from Oak Park, unknown, Hugh "Hillbilly" West, Hazel Johnson (Hugh and Hazel were married), Jimmy Miller, Delores "Dee" Thompson, Roy Hawkins, Ernest Jump, Harold Ashley, and Tommy McNorrell.

3rd row: J.B. Wasden, unknown, unknown, unknown, unknown, Emery Carr, David Miller, Jack Sowell, Cleve Warnock, and Ira Harrell.

4th row: unknown, Melvin Sapp, unknown, unknown.



The Peach State Jamboree house band

The Peach State Jamboree was an array of local musicians along with special, sometimes famous, guests. Some of them, like Brenda Lee, appeared over and over again.

Basically, the show was modeled after the Louisiana Hayride in Shreveport, Louisiana, on which Johnnie Bailes and his famous brothers starred in the 1940s. There were many other similar venues throughout the country. The WLS Barn Dance in Chicago was probably the oldest, starting in the early 1920s, and heard throughout much of the country at night, on WLS Radio. The Grand Ole Opry soon followed in Nashville. As you may well imagine, these shows were extremely popular during this pre-television era.



The Louisiana Hayride included the Bailes Brothers in the 1940s and early 50s



The Bailes Brothers on stage at the Grand Ole Opry in the 1940s with Ernest Furgeson on mandolin, Del Heck on fiddle, and Evy Lou on bass.

The Peach State shows at the Nancy Auditorium became so popular so quickly and drew such big audiences that Jack Thompson quickly saw the need for professional help. This led to the hiring of Johnnie Bailes, in 1956, to do the morning show on WJAT (as “Smilin’ John”) and to manage activities at the Nancy Auditorium, as well as MC shows. Mr. Bailes’s experience led to even greater success of the Peach State Jamboree by attracting big stars to the bill, effectively putting the Nancy Auditorium on the national entertainment map.

Emanuel County owes a world of thanks to Jack Thompson for what he started in Swainsboro in January of 1950; however, by the mid to late 1950s, now in declining health, Mr. Jack made the decision to retire. Therefore, on February 1, 1957, contracts were signed to transfer WJAT and the Nancy Auditorium to Jim Denny and Webb Pierce. WJAT was sold for the price of \$127,279.20 to be paid in 188 monthly installments of \$1,060.66. First payment was made on April 15, 1957. By December of 1957, the transaction was finalized and WJAT officially became the property of Pierce and Denny. After seven wonderful years of bringing radio to Emanuel and surrounding counties, Jack A. Thompson moved to Tryon, NC, where he died on April 30, 1959, at the age of 65.

So, in 1956, Johnnie Bailes arrives in Swainsboro, a seasoned professional in the entertainment business. He, along with his three brothers, Walter, Homer, and Kyle, who performed as The Bailes Brothers, were big stars in the 1930s and 40s. They were members of the Grand Ole Opry, and the Louisiana Hayride with a string of big hits that most radio listeners, and that meant everyone who could afford a radio or had friends or family who had one, knew well and loved.

THE BAILES BROTHERS

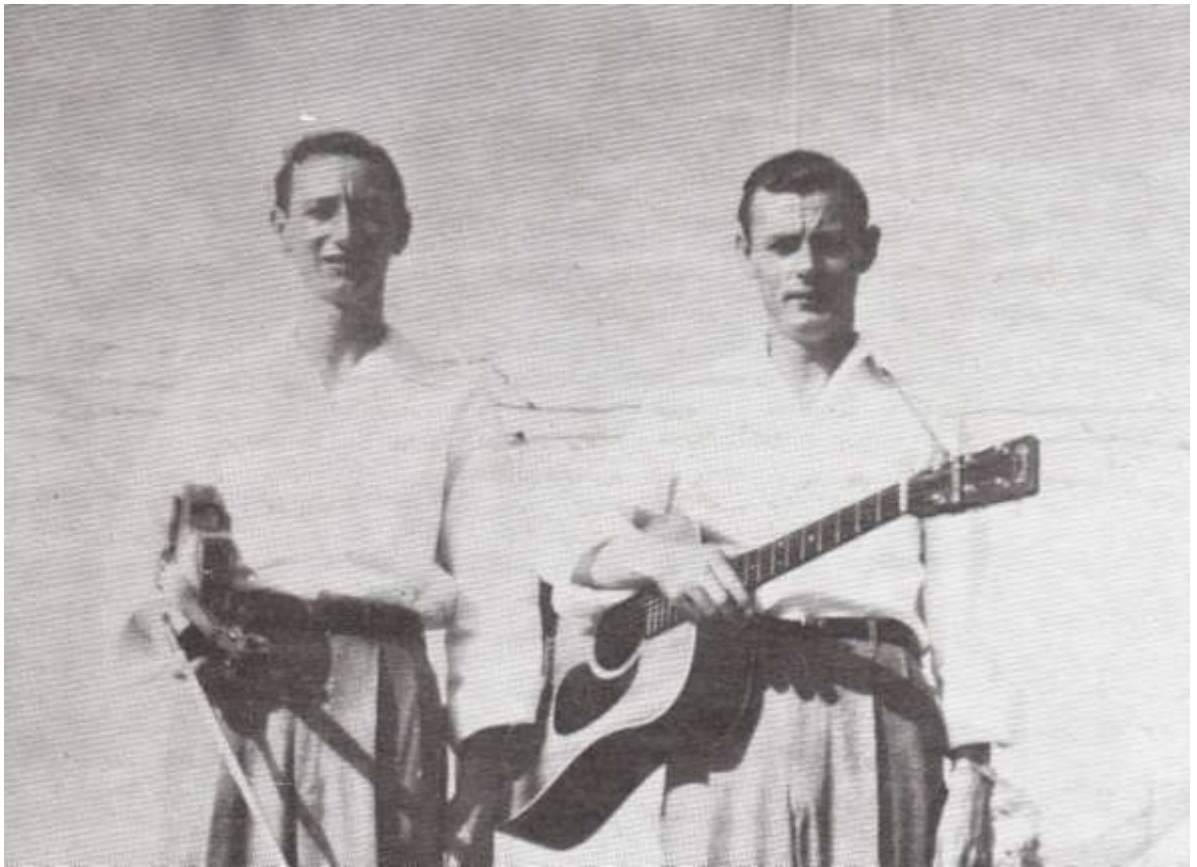
(Johnnie & Walter)

"Early Radio Favorites"





Johnnie Bailes on stage with members of the Peach State house band at the Nancy in 1956.



Homer and Johnnie Bailes





JOHNNIE BAILES

John Jacob Bailes was born in Kanawha County, West Virginia, on June 24, 1918, the second son in a family of four brothers—the oldest, Kyle; the youngest, Homer; Walter third in line after Johnnie. The boys were all musically talented and carried the harmony duet tradition of the 1930s into the next two decades. Although there were four brothers, they usually worked in combinations of two. They were reared in poverty by a proud, determined, widowed mother on the outskirts of Charleston, WV. Their father, Homer Abraham Bailes, a minister, died when they were young. Various brothers struggled to make it on radio stations in their home state, with little success until Johnnie and Walter got a break on the Tri-State Jamboree at WSAZ in Huntington, WV, in 1942.

Two years later, Roy Acuff appeared on the Tri State, and was so impressed with the Bailes Brothers harmony, he invited them to come to Nashville to audition for the Grand Ole Opry. At first, they auditioned for Opry announcer and creator, George D. Hay, who liked them but said he didn't have room for them at the time. At Acuff's insistence they auditioned for Opry manager Harry Stone who hired them on the spot. This not only resulted in Opry membership, but a contract with Columbia Records, as well. Their original songs like "Dust on the Bible" and "I Want to be Loved" helped further their popularity. Soon, the Bailes Brothers were the #2 act on stage at the Opry, behind only Roy Acuff, himself. At the end of 1946, the brothers moved their talents to KWKH Radio, the 50,000 watt AM, powerhouse station in Shreveport, Louisiana, where they helped initiate the Louisiana Hayride in April of 1948.

Johnnie Bailes was a natural leader among the young talents trying to break into country music and is credited with helping many individuals get started in the business. That list of stars includes: Hank Williams (Senior and Junior), Lil' Jimmy Dickens (he actually started as "Jimmy the Kid-The Singing Midget"), Red Sovine, Molly O'Day, Stringbean, and Webb Pierce.

By the middle 1950s, Johnnie Bailes was becoming a family man and elected to retire from the rigors of the music business and the road. He worked several jobs following his "Hayride Days" and was currently at Wearever Aluminum, as a salesman, preceding his move to Swainsboro, Georgia, in 1956. Mr. Bailes brought with him not only a growing family, but his many connections in the music business, which he immediately began to use to attract talent to the Peach State Jamboree. Mr. Bailes went on to become the General Manager of WJAT, Inc, a position he held until his retirement in 1984.



WJAT Station Manager Johnny Bailes and WJAT Office Manager Mrs. Doris Lewis

Bailes goes to Hillbilly Heaven

By Don Rhodes
Entertainment Editor

Death slipped into a room at Memorial Medical Center in Savannah on Dec. 21 and took another major country star to Hillbilly Heaven.

He was Johnnie Bailes of Swainsboro, Ga.

Bailes' name may not mean much to young country music fans, but in the '40s — along with his brothers Walter, Kyle and Homer — Johnnie was a star of the first magnitude in country music.

The Bailes Brothers were headliners on both The Louisiana Hayride and Grand Ole Opry shows. They drew thousands of people to their concerts, and recordings, such as "Dust On The Bible" and "Whiskey Is The Devil," became classics.

It was The Bailes Brothers who used the song, "Remember Me," as the theme for their KWKH radio show 25 years before Willie Nelson recorded his hit version of it.

It was The Bailes Brothers who first put Little Jimmy Dickens on the radio airwaves and billed him as "Jimmy The Kid, the Singing Midget."

Indirectly, it was Johnnie Bailes who helped a chain reaction that led to Hank Williams Sr. and his son, Randall (Hank Jr.), becoming giant country stars.

Around 1939, Johnnie had teamed with Cecil "Skeets" Williamson and created a group known in West Virginia as The Happy Valley Folks. They hired Williamson's sister, LaVerne, and changed her name to Dixie Lee.

Boosted by the popularity of the Happy Valley Folks, she later moved on to the Renfro Valley Barn Dance Show where her name again was changed. This time, she became internationally famous as "Molly O'Day."

Many country fans think Hank Williams Sr. became a star because of his singing. The fact of the matter, however, is the Acuff-Rose Publishing Company hired Williams not because of his singing but to publish his gospel songs and have them recorded by Miss O'Day.

Bailes had a more direct influence on Hank Sr.'s career when The Bailes Brothers were stars on the



RAMBLIN' RHODES
Don Rhodes

Bailes' legacy

- **PROFILE:** Johnnie Bailes
- **FIRST BIG BREAK:** Singing for a traveling medicine show group in 1933 in the Charleston, W.Va., area known as Doc Grayfeathers and His Cowboys.
- **BEST KNOWN HITS:** "Dust On The Bible," "It's So Hard To Smile," "I Want To Be Loved But Only By You" and "Whiskey Is The Devil"
- **RAMBLIN'S RECOMMENDED ALBUM:** "State Of The Heart" by Mary Chapin Carpenter, CBS Records (FC44228). Produced by John Jennings and Mary Chapin Carpenter. Best cuts: "Never Had It So Good," "Down In Mary's Land," "This Shirt" and "Something Of A Dreamer." Miss Carpenter wrote or co-wrote 10 of the 11 songs on this album.

Louisiana Hayride Show in Shreveport.

He had known Williams from Montgomery, Ala., where Williams had a band and a local radio program. Williams had booked The Bailes Brothers for a show in Montgomery's civic auditorium, and they subsequently became good friends.

Not long afterwards, Bailes dropped by KWKH to check on his mail and found Hank Sr. leaning against a parking meter with his wife, Audrey, sitting in a nearby car.

Williams told Bailes he had applied for the Hayride show but was turned down because the radio program didn't need anyone else then.



Johnnie Bailes (left) and his brother, Walter, in the early days.

Bailes went upstairs and talked to the show's manager, Dean Upson, and Williams was hired on Bailes' recommendation.

The Hayride show became the springboard for Williams' legendary success; first on the Hayride and later on the Opry.

"All I did was convince Dean (Upson) that Hank had a lot of real talent and that we needed him on the Hayride," Bailes once remarked modestly in playing down his pivotal part in Williams' career. "Then he was hired, and he made a star of himself."

Many years later, ironically, Hank Williams Jr. made his first

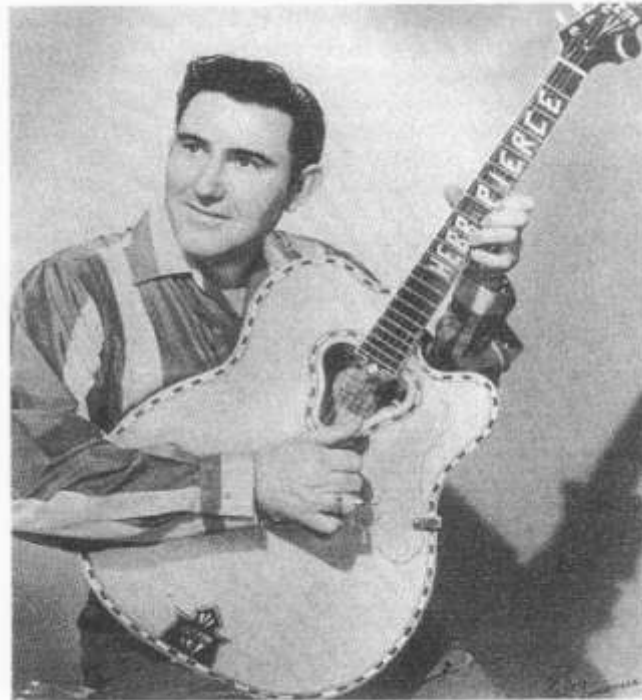
professional stage appearance in an auditorium at WJAT radio station Swainsboro, Ga.

Who was the station's manager? Why, none other than Johnnie Bailes.

When Johnnie and his brother Walter, were doing a radio show together, Johnnie would end the show by saying, "Don't you forget your neighbors," and Walter would follow by saying, "And we won't forget you."

Through their years of appearances and recordings, it should be long time before country historians forget the accomplishments of Johnnie Bailes and his musical brother

Webb Pierce first appeared at the Nancy Auditorium in 1957, as arranged by his old friend (and discoverer) Johnnie Bailes. Pierce was so impressed by the crowds at the Nancy Auditorium and Swainsboro; he later told his business partner, Jim Denny, that Swainsboro would be a great place for them to invest. This, of course, led to the sale and transfer of WJAT to Denny and Pierce later in 1957, ultimately forming WJAT, Inc, following the acquisition of WBRO in Waynesboro, Georgia, in 1959, and WSNT in Sandersville, Georgia, in 1960.



Webb Pierce

WEBB MICHAEL PIERCE

Webb Pierce was one of the greatest stars of country music's honky-tonk heyday in the 1950s! He had 13 billboard chart-topping singles in those years, more than any of his contemporaries. His loud, nasal, high-pitched, and sometimes slightly off-key delivery on hit after hit marked him as one of the genre's most distinctive singers. A successful investor and wealthy man for much of his life, Pierce knew how to spend money to heighten his image. He is perhaps most well remembered today for his silver dollar-studded Cadillac...



....and guitar shaped swimming pool!



Born Webb Michael (Mike) Pierce in West Monroe, Louisiana, on August 8, 1921, he grew up with the music of Jimmie Rodgers, Gene Autry, the great western swing bands of Texas and Oklahoma, and, of course, the Cajun bands of his home state. Pierce first sang professionally on KMLB radio in Monroe, Louisiana, but after a brief stint in the Army in the early days of World War II, he moved to Shreveport, Louisiana. In Shreveport, he found early morning radio work on KTBS, appearing with his wife, Betty Jane. They worked early morning radio gigs and honky-tonk clubs at night. For six years, Webb worked at Sears and Roebuck in Shreveport in the men's department, all the while striving for a break with his singing career. That break came after Johnnie Bailes heard him on KTBS and decided to give him the opportunity to appear as his guest on the Louisiana Hayride. Pierce was an immediate hit, which caused his career take off. Success, however, didn't come for both the Pierces, and Webb and Betty Jane separated and divorced in 1950.

Webb Pierce built quite a band around himself with such future legends as Floyd Cramer on piano, Tillman Franks, manager and bass, Jimmy Day, steel guitar, Tex Grimsley, fiddle, Teddy and Doyle Lawson, and Faron Young as backup vocalists. Soon, Pierce was the hottest act on the Louisiana Hayride, which enabled him and Hayride producer Horace Logan to launch the Pacemaker record label, featuring other Hayride acts, as well as Pierce. By this time, Pierce was also recording for California's Four Star Records. In 1951, Pierce moved up to Decca and the next year scored a big hit with "Wondering," which inspired the band's name: "The Wondering Boys." Pierce followed that with two #1 hits back to back: "Back Street Affair" and "That Heart Belongs to Me." It was on the strength of these two hits that he was able to join the Grand Ole Opry in the summer of 1952. Following the death of Hank Williams Sr., Pierce became one of the hottest stars in country music, reigning there through 1955. He even had a hit on the pop charts in 1959 with "I Ain't Never."

Pierce closely allied himself with a friend he had made through his many appearances at the Grand Ole Opry—Opry talent manager, Jim Denny. Together they embarked on many investment ventures. In 1953 they launched Cedarwood Publications. Cedarwood was very successful and led to the pair jointly investing earnings from it and other ventures into the purchase of radio stations around the country, including those in Swainsboro and, eventually, Sandersville and Waynesboro, Georgia, as well.



JAMES RAE DENNY

Jim Denny was one of the most influential men in Nashville with regard to the birth of country music. His skills as a promoter and developer of talent played a vital role in the growth of country music in the 1950s and early 60s.

Jim Denny worked from the bottom up, starting as a mailroom clerk at National Life and Accident Insurance Company and ending up owner of Nashville's WSM Radio and the Grand Ole Opry. While rising through the ranks at the insurance company's accounting division, Denny found great satisfaction as opportunities arose and he was drawn to side jobs backstage at the Opry. He eventually took over as director of WSM's Artist's Service or booking department, while also serving as house manager for the Opry. During his tenure there, Denny dealt with scores of country music acts, record label executives, and show promoters.

In 1953, he formed Cedarwood Publishing Company with business partner Webb Pierce. This little venture made Denny and Pierce very wealthy men. In 1955, Denny was voted "Country and Western Man of the Year" by Billboard Magazine. In 1956, however, he was abruptly fired from the Grand Ole Opry amid allegations of conflict of interest (stemming from his involvement in booking and publishing) and went on to form the Jim Denny Artist Bureau. This company continued signing the Opry's top acts and soon, in what was called the largest individual package sale in country music history, Denny signed an agreement with the Phillip Morris Tobacco Company to provide talent for the "Phillip Morris Country Music Show." This move, while making a fortune for Denny's talent agency, helped boost the popularity of country music, by providing great live country shows for venues all over the country.

In the early days of country music, artists were grouped together on big live traveling shows called “package shows”! Martha White Flour, Phillip Morris Cigarettes, Prince Albert Tobacco, BC Powders, etc. all of these big-money advertisers sponsored package shows. These tours traveled the country, performing for months at a time. Being lucky enough to get one of these big package shows was a great way for young struggling artists trying to get a start in the music business and get noticed by record labels. It was also great for small venues, which otherwise would never be able to attract much talent to their towns.

Being the Grand Ole Opry house manager and owner of his own talent agency gave Jim Denny many profitable opportunities. Requiring young artists to perform at smaller venues before allowing them to appear on the Opry or before booking them to a big package show, became a standard business practice for Denny, as well as others. Venues like Swainsboro, Georgia, where Denny was part owner of the radio station and concert venue, enjoyed appearances by stars they would never have seen, were it not for the influence of Jim Denny.

Denny and Pierce prospered greatly from their investments in Cedarwood Publishing and other ventures. They branched out even more, purchasing several radio stations throughout the southeast, including WJAT in Swainsboro and eventually its sister stations, WBRO in Waynesboro and WSNT in Sandersville.

Generally, you can’t speak of Jim Denny without hearing some version of this story: Supposedly, the reason Elvis Presley never appeared at the Nancy Auditorium in Swainsboro was that after an audition for Denny, he told Elvis “not to give up his truck driving job.” After further research I found that, after Elvis appeared on the Grand Ole Opry, as arranged by Sam Phillips of Sun Records, the audience, having never seen anything like Elvis, was so stunned by his unorthodox performance, they rendered only scant, polite applause. Afterward, Jim Denny told Sam Phillips that his “singer wasn’t bad, but his act didn’t fit the bill” and Elvis was fired by Denny on the spot. It was Eddie Bond—not Jim Denny—who earlier, following an audition for a job as a vocalist with his band, told Elvis that he’d “better stick to driving a truck, because you’re never going to make it as a singer.” Supposedly, Denny took it a step farther though, and made Elvis promise him to never come back to the Grand Ole Opry, and he didn’t. Elvis went on to appear on The Louisiana Hayride from October until December of 1954, where, after attracting the attention of Colonel Tom Parker, he was really discovered.

On August 27, 1963, Jim Denny unexpectedly died, leaving Webb Pierce as sole owner of WJAT, Inc, after Pierce was able to buy Denny’s interests from his estate.

So, our “Era of Live Entertainment” at the Nancy Auditorium in the 50s and 60s was the result of the efforts of three key people; Johnnie Bailes, who basically discovered Webb Pierce in Shreveport and introduced Pierce and Jim Denny to Swainsboro; Webb Pierce, who had the big name and big star status in country music; and Jim Denny, who had big money and the Grand Ole Opry connections. With such personalities connected to Swainsboro radio, it becomes clearly understandable how all those big-name stars came to appear at the Nancy in Swainsboro. Artists were virtually required by the Denny organization to perform wherever they were asked, in order to get booked onto larger venues such as the Grand Ole Opry, Louisiana Hayride, or a big package show. Literally, dozens of entertainers—those who went on to greater acclaim, as well as those never heard from again—appeared at the Nancy Auditorium in Swainsboro, making Swainsboro, for a time, one of *the* hottest country music entertainment spots *in the world!* Unbelievable—and very exciting!

From sleepy little farm community to top country music concert site in just a few short years, Swainsboro struggled to keep pace with the times, as the Nancy Auditorium created an environment for unparalleled growth. The number of restaurants and motels in town, including our beloved Sam’s Drive-In, more than tripled during this period of our history.

One funny story related to me: when Mel Tillis came to appear at the Nancy Auditorium not long after its completion. There were not enough available motel rooms in town, so Tillis was invited to sleep over at WJAT Office Manager, Mrs. Doris Lewis’s house.

Another: when Jerry Lee Lewis appeared in 1957, he jumped on top of the grand piano—which was the house piano at the Nancy Auditorium—and was promptly told to get down by Johnnie Bailes! Lewis walked out on the show and was later seen by many at Sam’s Drive-In getting a bite to eat.

On March 22, 1958, Audrey Williams and daughter Lycrecia (Hank Williams Sr’s widow and daughter) appeared at the Nancy in Swainsboro. This is the concert at which young Hank Jr. took the stage and made his entertainment debut by opening with a lively version of “Lovesick Blues”! And the rest, as they say, is history.

What follows are a number of advertisements from the Forest Blade, for various entertainers who appeared live at the Nancy Auditorium. Thanks again to Mary Ann Smith for her untiring efforts!

THE NANCY AUDITORIUM
PRESENTS
AND HIS
TEXAS TROUBADORS
Thursday Night Feb. 2nd
AT 8:00 P.M.
THE NANCY AUDITORIUM
SWAINSBORO, GA.
ADMISSION \$1.00

IN PERSON—STARS of the
GRAND OLE OPRY
FROM NASHVILLE
• TENNESSEE



Ernest TUBB

THE NATION'S
LEADING COWBOY
RECORDING STAR

Hawhammock News

On Saturday night, January 14, sixty members and friends of the Hawhammock community met at the 4-H Club House for a Sunday School social.

The social was sponsored by Mrs. Jadie Boatright and also the barbecue. All present agreed that this was the best social they had ever attended.

Besides members and the Pastor, Rev. S. C. Garner the friends that were present were: Mr. and Mrs. John L. Kent and family, Mr. and Mrs. Harold Hall and family, Mrs. Hugh Jenkins, Mrs. Mae Parcille, Mrs. Louise Kemp and Patricia Kemp, Mr. Elnor Blackburn, Mrs. Edward Hayes and son, Mrs. Loren Boatright.

Everyone enjoyed this social very much and would like to say "Thank you, Mr. Jerdie."

Two Swainsboro Men Enlist in the Marines

Master Sergeant Pierce Smith of the Marine Corps Recruiting Station in Savannah announced today that George Lester Jones, son of Emma Lee Jones, RFD No. 2, Swainsboro and Willie Melvin Nunn, son of Susie Nunn East Gumlog Street, Swainsboro were recently enlisted in the Marines.

Both men have been sent to Parris Island, S. C. where they will receive ten weeks of recruit training. After recruit training they will come home for a ten-day leave before reporting to their next duty station.

The 12 percent reduction in the 1956 flue-cured tobacco acreage allotment means that Georgia will have an allotment of approximately 89,000 acres.

Mortuary.

The new firm will pay and collect all bills.

The continued liberal patronage of the public is solicited.

This 20th day of March, 1957.

Bob Pughley

Beno Tapley

Ernest Habersham

**TUESDAY
APRIL 2**

**Nancy Auditorium
8:00 P. M.
GRAND OLE OPRY
Presents**

☆ **ON STAGE**
☆ *In Person*



CAPITOL RECORDING STAR

Faron Young

THE COUNTRY DEPUTIES
FRELIN HUSKY
THE HUSH PUPPIES
PATSY KLINE
ARTHUR GODFREY WINNER
SIMON CRUM
COMEDIAN
JOHNNY BAILES, M. C.

starring
Julie Andrews
with Howard Lindsey Dorothy Stickney,
Ilka Chase, Jon Cypher, Edith Adams,
Kaye Ballard and Alice Christley

CHANNEL
13 WMAZ
TELEVISION
MACON





size
makes the
difference

When you iron clothes, your hand iron has to be hot to do a good job. Yet if your iron were four feet long, you would find it could be warm and still iron just as well. That's because you spread the heat as you move the small hand iron back and forth. Without moving, the large iron spreads its own heat evenly. Have our laundry with its larger irons and lower temperatures do a safer ironing job for you.

**SOUTHERN
LAUNDRY AND DRY CLEANERS**

"It costs so little to look your best."

PHONE 3451

March 28, 1957

Thursday, March 28, 1957

ALSBORO FOREST-BLADE

Faron Young along with Frelin Husky and Patsy Kline, (obviously spelling errors), possibly accompanied by her sometimes, fill-in, lead guitar player in 1957—Roy Clark!



Hear them
Sing
LOTTA LOVIN'
BE-DOP-A-LULA
BLUE JEAN BOP
CRUISIN'
YOU TOLD A FID

Mr. "Lotta Lovin'"
IS COMING
IN PERSON
On Our **STAGE**
GENE VINCENT
and his
BLUE CAPS

America's Fast Rising
★ **ROCK 'N' ROLL STAR** ★
and sensational
Capitol Recording Personality

Fresh from his recent Hit Movie
"GIRL CAN'T HELP IT"
Starring JAYNE MANSFIELD

Dance to Their Music at the W.J.A.T.

"RECORD HOP"

Dancing from 8:00 P.M. 'Til Midnight

NANCY AUDITORIUM

Swainsboro, Ga.

FRIDAY NIGHT - JANUARY 31st

ADMISSION: .93c per Person

DOORS OPEN 7:00 P.M.

Jan 30, 1958

THE
Nancy Auditorium
Swainsboro, Ga.
Presents
In Person



**HANK
SNOW**
**"The Singing
Ranger"**
With His
**Rainbow
Ranch Boys**

Stars Of
R. C. A. Victor Records
Grand Ole Opry & TV
With Other
Recording Artists
—
Two Performances
3:00 & 8:30 P. M.
SUNDAY OCTOBER 5th
ADMISSION
Adults 93c — Children 49c
Come Early

Health Hints

By: Raymond Summerlin,
Public Health Sanitarian
R. S.

The word confidence means different things to people. To some it means that they have trust in a person or a firm; to others it means that you can rely on what you are told by a person; and to other people it means that a business firm will do just as they say they'll do.

Certainly, we all want to inspire confidence in those people we work with and also we want our friends to have confidence in what we say.

The Health Department staff strives to acquire the confidence of the people of Emanuel County, for the relation of the department and the public must be built on a foundation of confidence. No matter if it be the work of the immunization program of our Health Department, other phases of the Nursing Service, or work of the Environmental Sanitation Service, the feeling of confidence is of utmost importance.

You can rely on and be sure that the Health Department staff will give you accurate and correct information and service. On the other hand, we must have confidence in those people we are in contact with daily. There must be confidence on both sides if the greatest amount of improvement can be made in the Health activity of the County.

The many programs of the Health Department are designed to inspire confidence in the people of our County and to give them assurance that every effort is being made to help them live a better and happier life thru improved health and freedom from disease. In addition, the work of the Sanitarian is aimed at inspiring confidence in the foods we buy at the store, the schools we attend, the places of play and recreation. By a constant sampling of milk, water, etc. the public is assured of good products being offered for sale; through the inspection of environmental sanitation conditions of sewage, septic tanks, safety factors of work and play areas and the many other factors which surround us, the public gains confidence in the food items they buy, the water they drink, the pools in which they

the living conditions which surround their homes, as well as the environment that surrounds them.

To gain this public confidence, requires constant work and effort of the Health Department staff to see that correct information is given to the public on the large number of subjects covered by the activities of this Department; and to see that inspections are made in a reasonable length of time.

We all must have confidence in the people with whom we deal daily, in the store, in recreation and at work. You know many people who inspire confidence in you from the very first contact with them, by their manner, their effort to give you all the facts about the problem under discussion, and by their effort to see that you have all facts so you can decide what you want to do.

Do you try to inspire confidence in others? Do you "lay the cards on top of the table" and explain the points both for and against the project or idea? In order to have a better world in which to live, there must be mutual confidence in business, friendship, in play and in social life. Are you doing your part to inspire confidence and to help this world to improve? A Person who tries to be fair to his fellow man will build confidence in those with whom he comes in contact. What is your attitude? If it needs to improve or be changed, then start NOW.

DID YOU KONW THAT...

Nearly 60,000 copies of The Red Cross Newsletter are distributed each month, and probably twice as many read the publication.



conveyed to the undersigned the said note, the said security deed, and the said land described therein, without recourse, as shown by instrument recorded in the Office of Clerk, Emanuel Superior Court, in Deed Book D8, page 401; and

Whereas, said note has become in default as to payment of the installments due thereon and under the provisions of said deed the undersigned elects that the entire note, principal and interest, become due at once.

Now, therefore, according to the original terms of said security deed and the laws in such cases made and provided the undersigned will expose for sale to the highest and best bidder for cash the above-described land, after proper advertisement, on the First Tuesday in June, 1957, between the legal hours of sale before the courthouse door in Emanuel County, Georgia. The proceeds from said sale will be used first to pay the cost and expense of said sale, the expense of protecting the property and attorney's fees; second to pay the indebtedness hereby secured; and third to pay the surplus, if any, to the person or persons legally entitled thereto.

This 6th day of May, 1957.
Protective Life Insurance Company.
Rountree & Rountree, Attorneys.
(May 9, 16, 23, 30)

A submarine navigates by sound when submerged. Sound can travel 3,000 nautical miles or more under water.

STANDARD TIPS



When you trade with us, it's always snappy service.

Darrick's Standard

In Person JEAN SHEPHERD



Nancy Auditorium

Swainsboro, Ga.

THURS., MAY 16

One Show Only 8:00 PM
ADMISSION .93c ADULTS
.49c CHILDREN

RADIO'S COAST TO COAST NBC
WSM
GRAND OLE OPRY
FROM NASHVILLE, TENNESSEE
Presents in Person

**HAWKSHAW
HAWKINS**
RCA VICTOR RECORDING ARTIST
SINGS: SUNNYSIDE OF THE MOUNTAIN
I'LL BE DONE • BOWGROWING

**JEAN
SHEPHERD**
CAPITOL RECORDING ARTIST

SINGS: DEAR JOHN • SATISFIED MIND

SAMMY BARNHART
DECCA RECORDING ARTIST

**SMOKEY
PLEACHER**
SENSATIONAL COMEDIAN OF THE
GRAND OLE OPRY

EARL WHITE
CHAMPION OLD TIME FIDDLER



Arm
Si

Armour's Star

U. S. CHOICE "AA" BABY

STEAKS	LB.	R
ROUND	69c	C
SIRLOIN	69c	S
T-BONE	79c	R
CUBE	79c	L
CHUCK	39c	R
Meaty Plate Stew	19c	C

Blue Plate 12-oz. Reg. Jar
PEANUT BUTTER 35c

Hunt's, Sliced or Halves
PEACHES No. 2 1/2 can 29c

CHARCOAL 10 lb. bag 69c

French's 18-oz. Bottle
BAR B Q SAUCE 45c

CRISCO 3 lb. can 97c

Scotties 400 Sheet Box
FACIAL TISSUE 29c

New Blue
CHEER Large Box 27c

Nabisco Lb. Box
GRAHAM CRACKERS 33c

Scott Paper
TOWELS 2 reg. rolls 37c

Dog Food
DASH lb. can 2-29c

Kraft's Salad Style 6-oz. Jar
MUSTARD 10c

Durden Water Ground
CORN MEAL 10 lbs. 69c

W-H, Orange Pekoe & Pekoe
TEA 8-oz. Box 47c

Mazola Cornoil
COOKING OIL Qt. 65c

Fresh Pork
NECK BONES 3 Lbs. 39c

Green Dragon
LONG GRAIN R

Small Tender
YELLOW SQUAS

New Crop Red
POTATOES

Aerowax Self-Polish
LIQUID WAX

Armour's Cloverble
BUTTER

Pet or Borden's Pa
COTTAGE CHEE

Sun Valley
COLORED OLEC

Dixiana Frozen
STRAWBERRIES

Scald Sweet
ORANGE JUICE

Heat and Serve, W
BAR B Q CHICK

Armours Star All I
Bologna, cut it
Guess within one
weight and g

Armours Star Chun
SALAMI

Armours Star Smol
Tenderized Picn
FAT BACK

5-9-1957

Hawkshaw Hawkins along with Cowboy Copas perished with Pasty Cline in a plane crash on March 5, 1963.

10-3-57

RE RELATIVES IN GEORGIA - Mrs. Della Thompson.

Dr. and Mrs. S. S. Youmans, Mr. and Mrs. C. H. McMillan, Warren Boyd and Miss Susie Boyd attended the Gregg-Atkinson wedding in Concord Saturday, September 28. Miss Boyd kept the bride's book for her cousin.

Homer Brown spent Thursday and Friday in Charlotte, N. C. with relatives.

Mr. and Mrs. R. L. McDougal of Marietta were weekend guests of their parents, Mr. and Mrs. Homer Brown.

Mrs. T. W. Sammons and Mrs. Andrew Jeffries will attend the fall board meeting of the Georgia Federation of Womens Club in Atlanta this week.

Mr. and Mrs. Ernest Tomlinson Jr. and son of Decatur are expected Friday for a visit with their parents Mr. and Mrs. Wiley Powell.

Mr. and Mrs. W. E. Rountree and children Julia and Madelin spent the weekend with relatives at Rhine.

Mrs. W. E. Vann and Mrs. George Minton were the guests on Thursday and Friday last week of their daughters Mrs. Howard Bissell and Miss Jean Minton in Savannah.

Attending the Georgia-Vanderbilt football game in Athens on Saturday were Mr. and Mrs. E. H. Youngblood, Mr. and Mrs. Howard Henson and Dr. and Mrs. Frank Davis.

Friends of Mr. and Mrs. J. I. Dekle sympathize with them upon the death of Mr. Dekle's sister Mrs. Ivy Fordham of Macon who died in a Metter hospital last week while on a visit to her son. Also attending the funeral from Swainsboro were Mr. and Mrs. J. R. Dekle, Mrs. Barnie Price and Carlton Dekle.

Mrs. Henry L. Bridges of Charlotte, N. C. was the guest last week of her sister, Mrs. Gene Lewis.

Mrs. E. B. Nixon was called to Wrightsville last week on account of the death of her brother Mr. Harrison.

Mrs. R. H. Sasser, Dr. J. H. Huntington, Mr. and Mrs. Woodruff Key, Mr. and Mrs. W. W. Flanders, Mr. and Mrs. M. A. Carlton, Mr. and Mrs. LeRoy Williams, Mr. and Mrs. J. D. McLeod, Jack McLeod, Misses Dodie and Frances McLeod, Mr. and Mrs. E. L. McClung, Mr. and Mrs. Paul Grubb, and Mr. and Mrs. Burchel Smith and Bobbie Smith.

Mrs. Edsel Dawkins spent Thursday in Atlanta as delegate from the Emanuel County Chapter of the American Cancer Society in the meeting at the Atlanta Biltmore Hotel.

are the pledges over the weekend to the different social sororities at the University of Georgia. Pledging Phi Mu were Miss Midge Bowen, Miss Sara Youngblood and Miss Edith Brown. Miss Gay Davis pledged A. D. Pi, Miss Mary Ruth McMillan, Kappa Delta and Miss Rosalyn Applegate Tri Delta. Miss Rosemary Harrison is a transfer to Phi Mu from Brenau.

The Rev. Barney Nunez of Little Rock, Arkansas and Mr. M. Holland of Lyons were the guests of Mr. and Mrs. Edsel Dawkins on Wednesday. This was the first visit of the Rev. Mr. Nunez to Emanuel County since 1912.

ARMOUR'S STAR GRADE "A"

Turkey Hens Lb. 39c
JITNEY JUNGLE

Nancy Auditorium

SWAINSBORO

THURSDAY, OCTOBER 3 - 8:00

THE

Grand Ole Opry

PRESENTS

IN PERSON

THE

JIMMY DICKENS SHOW

STARS OF

Radio - Television - Recordings
One Performance Only 8:00 P. M.

ADMISSION

Adults .93c Children .49c

Adrian News

P.T.A. MEETS

The Adrian P.T.A. met for their October meeting Tuesday night in the Adrian school library. Mrs. Alvin Lee, president, presided over the business. The suggestion was brought before the group to have an evening of entertainment, presenting a "Womanless Wedding" and children talent from each grade. After discussion, the members voted to have this affair on Thursday night, October 31st, beginning at 8 o'clock. Doors will be open at 7:30 and a snack bar will be available. Principal Clyde Poole announced that the Adrian school booth, entered in the 1957 Emanuel County Fair won first place. He also expressed sincere appreciation to all concerned helping with the preparation toward this honor.

Mrs. Harvey Smith, F.H.A. Advisor, told the members that the F.H.A. girls were in charge of a playroom open for children during the P.T.A. meeting hour each month. Mrs. Smith welcomed the parents to bring their children. The 5th grade was winner of grade counting.

Rev. Tasker Johnson gave an interesting talk on the October program subject, "Together We Build Through Education". Refreshments were served by the hospitality committee in the home economics room. Approximately 50 attended.

GARDEN CLUB LUNCHEON

The Associated Garden Clubs of Southeast Georgia held its annual fall meeting at Soperton October 16 with the attention focused on Mrs. Horace Tompkins, of Pensacola, Fla., who presented a "Study in Flower Arranging". It was held at the Soperton Methodist Church. The devotional was given by the Rev. John Quillian. The Adrian members attending were Mrs. M. T. Braswell, Mrs. O. L. Hayden, Mrs. J. M. Wammock, Mrs. C. P. Tompkins, Mrs. Dudley Hughes, Mrs. Ruth Bailey, Mrs. Alvin Lee, and Mrs. Tasker Johnson.

Principal Clyde Poole attended a school meeting in Ludowici Thursday night and Mrs. Clyde Poole, Suzanne, Mr. and Mrs. Harville Harrison rode on over to

Mrs. Marie Harrison and Mrs. A. E. Harrison were shoppers in Macon Saturday.

Mr. and Mrs. E. W. Avery went to Atlanta Thursday. Their son, Wayne, who underwent surgery, returned home with them and is convalescing nicely, friends will be interested to learn.

Mrs. J. R. Rogers and son, David Rogers, are on a sightseeing trip up in the mountains this week.

There will be a "Womanless Wedding" and children talent from each grade, at the Adrian school on Thursday night, Oct. 31, at 8 o'clock. Everyone is urged to be present.

Week end guests of Mr. and Mrs. E. W. Avery were Mr. and Mrs. W. J. Wilson, Sherry and Pam of Dublin; Mrs. Lafon Avery and son of McRae.

ADVERTISE IN THE FOREST-BLADE — IT PAYS!

BUY YOUR OFFICE SUPPLIES
AT THE FOREST-BLADE



THE GUARANTEED
Iroquois China
One year replacement of
any piece broken or chipped.
BAKE and SERVE IN
IROQUOIS

★ IN PERSON! ★
THE JOHNNY CASH SHOW
from the
"GRAND OL' OPRY"
Johnny Sings Hits!
"I WALK THE LINE"
"THERE YOU GO"
and others!
TENNESSEE TWO
★ ★ ★
ADDED ATTRACTIONS ★



**GEORGE
JONES**

MERCURY
STAR-DAY
RECORDING ARTIST
and
OTHERS

**NANCY
AUDITORIUM**

Swainsboro
THURSDAY, OCTOBER 24th

under the time on the
 ington and New York.
 arkable thing about
 visit at the White
 ow President Eisen-
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 rive about half
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 r gears and the

For lime to be fully effective
 for next year's garden apply it
 this fall and work it into the
 soil. But Extension Horticulturist
 Cecil Blackwell warns that lime
 should be added only on the
 basis of a soil test recommenda-
 tion.

"HEAVEN PROTECT ME FROM A BLUND- ERING FRIEND

—*(Author's name below)—

Medicines today are unlike
 the prescriptions of past years.
 They are more specific, and a
 great deal more potent. That is
 why results are now so much
 better.

Be cautious about using med-
 icines that have been prescrib-
 ed for someone else. Well
 meaning friends may even sug-
 gest a medicine that may cause
 harm. Never take any one else's
 prescription without your phy-
 sician's approval.

YOUR PHYSICIAN CAN PHONE 2391 WHEN YOU NEED A MEDICINE

Pick up your prescription if
 shopping near us, or let us de-
 liver promptly without extra
 charge. A great many people
 entrust us with the responsibil-
 ity of filling their prescriptions.
 May we compound yours?

BLACK'S PHARMACY

PRESCRIPTION
 CHEMISTS

Copyright 1956 (10W4)

*Quotation by D. W. Thompson
 (1829-1902)

ROY ACUFF



KITTY WELLS



JOHNNY & JACK

The NANCY AUDITORIUM

Tues., Oct. 30

8:00 P. M.

Admission \$1.00



Beautiful, graceful, horizontal patterned aluminum patio canopies will add comfort to your outdoor living while blending beautifully with the architecture of your home. Made of long lasting — heat reflective — aluminum with a baked on enamel finish, these patio canopies are built to last beautifully, indefinitely.

Enjoy extra cool comfort in your outdoor living this summer. Give your children an outdoor play area on hot or rainy days. Give your home new beauty and protection — all with the distinctive horizontal pattern aluminum patio canopy.

Check these Features

- ① Shields the sun, keeps house much cooler
- ② Lifetime — heat reflective aluminum construction.
- ③ Modern horizontal line awning design
- ④ Long-lasting, baked on DuPont DuLux enamel finish
- ⑤ Many beautiful, permanent colors to choose from
- ⑥ Custom built to fit your home and needs

Call us TODAY — for a free estimate

Chrader's Heating & Air Conditioning

5. Coleman St. — Phone BE 7-2331
Swainsboro, Ga.

brought this award to the state's banks.
Among the outstanding agricul-

through restoring normal function, to many persons suffering with allergies in their various forms.

The Grand Ole Opry

PRESENTS

IN PERSON "Cousin" MINNIE PEARL

"THE GIRL FROM GRINDERS SWITCH"
Famous Grand Ole Opry Comedienne and T.V. Star

with

WARNER MACK

"DECCA RECORDS' NEW SINGING STAR"

AND

WAYNE WALKER

COLUMBIA RECORDING ARTIST

NANCY AUDITORIUM
Swainsboro

Thursday, October 31
One Show Only — 8:00 P.M.

ADMISSION

Adults — 93c

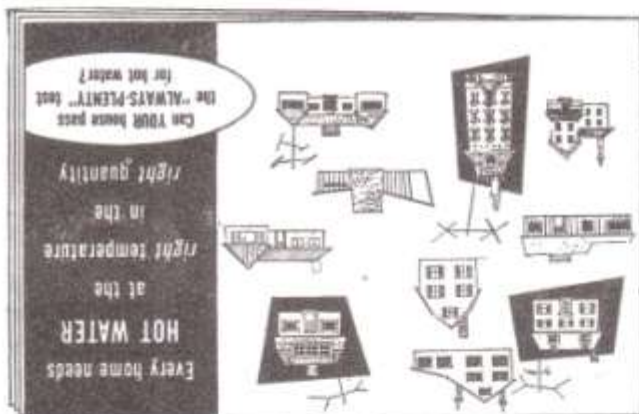
Children — 49c

DOORS OPEN 6:30 P.M.

10-31-59



ALL THE HOT WATER YOU WANT



HEATMASTER HOT WATER HEATERS
Sold by
SWAINSBORO ICE & FUEL CO.
BUILDERS SUPPLY DEPARTMENT
Exclusive Authorized Distributors

DEFICARLY 8:00 P. M. CONTINUOUS
till 9:00 P. M.

Mission Study of "The Tribes Go Up" will be conducted by Mrs. Otis Brooks, at the First Baptist Church, Monday, February 27 from 10 till 2. A covered dish luncheon will be served.

The Nancy Auditorium
Swainsboro, Ga.

DIRECT FROM
Nashville, Tennessee
**GRAND OLE
OPRY**

Presents
-IN PERSON-
Martha Carson



CAPITOL RECORDING STAR
SINGING

"SATISFIED"
"I'M GONNA WALK AND TALK
WITH MY LORD"
"I WANT A REST"
and
OTHERS

The Nancy Auditorium
March 8th—8:00 P. M.
with

Mac Wiseman, George
and Earl, The Country
Gentlemen, George Mc-
Cormick, Rudy Lewis,
Joe Edwards, Ike Inman,
Don Fredericks

Admission: \$1.00
Swainsboro, Ga.

Feb 23, 1956

5. Easier to service
6. Lively, economical



Keene - Irvin Implement Co.

N. Coleman St.

Swainsboro, Ga.

INTERNATIONAL TRUCKS

*You wouldn't believe
you could build
so well for so little
...but we can prove it*



Now you can get a distinctive modern building for less than a good traditional building of equal quality because we use the Butler Building System—the lowest cost way to build well.

We will engineer and style your supermarket, showroom, factory, auditorium, church or office building around Butler's rigid frame and lifetime metal roof system. This basic Butler structure is so perfectly engineered and manufactured that it can be erected in days. You save time and money on preliminary engineering, custom fabrication and construction.

This basic structure carries the building load—permits broad, exciting architectural treatment... and at important savings. Slim, easy-to-erect curtain walls replace bulky, costly, load-bearing walls. Interiors are post-free, easy to partition with low-cost curtain walls. Ask to see our sound-slide films, when you call us for facts and figures.

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AUGUSTA, GA.
Construction Company
105 North Street
Phone 2 - 1828

KUHLKE
CONSTRUCTION CO.

SAVANNAH, GA.
73rd and White Bluff Road
Phone ELgin 5-3906

9-11-58

666

LIQUID OR TABLETS
GIVES "SUPER" RELIEF
FROM ALL THOSE MISERIES
OF "HARD-TO-STOP" COLDS

BIG, BIG
COUNTRY MUSIC SHOW
with GRAND OLE OPRY STARS!



KITTY WELLS

★ The Queen of Country Music!
★ DECCA Recording Star!

JOHNNY and JACK

★ Voted Nation's Top Country Music Duo!
★ RCA Victor Recording Artists!

TENNESSEE MT. BOYS

RAY CRISP,
champion old-time fiddler!

HAROLD MORRISON,
five-string banjo and guitar!

JOE ZINKIN
country music's funniest comedian!

Nancy Auditorium

Swainsboro, Georgia

Sunday Sept. 21st

TWO PERFORMANCES
3:00 AND 9:00 P. M.

ADMISSION

Adults .93c — Children .49c

TICKETS ON SALE AT
1:30 AND 7:30 P. M.

FOR
AP
REFI
OWN



You can
look s.
Fres
DRY-CL

You can b
your youth
economize
Just sort
all their
clothes N
back in r
store-fres
bought th
feel of r
stored. Be
it now!

SO
SC
LAUNDRY
Dial Be
For Picl

VOLLEYBALL LEAGUE

There will be a volleyball league for adult women, which play in the high school gym on Monday nights. The number of women participating will determine the number of teams but there should be at least 4 or 5 teams.

GEORGIA, EMANUEL COUNTY.

To the Superior Court of Emanuel County:

The petition of Georgia Mutual Hospitalization Service, Inc. of Stateboro, Georgia, a corporation of said State and County, respectfully shows:

1. Petitioner's charter was granted by Bulloch Superior Court on the 27th day of April, 1958, and said charter was accepted by the organizers of said corporation and since that time petitioner has functioned as a corporation.

2. That on the 20th day of March, 1942, your petitioner was granted an amendment to its charter by Bulloch Superior Court, and reference is hereby made to said charter record in Bulloch County for reference of incorporation and charter amendment.

3. That on the 8th day of April, 1943, petitioner was granted an order amending its charter by this court and reference is hereby made to said charter record in Emanuel County for any and all purposes.

4. Petitioner further shows that at its annual meeting of its members on February 9, 1954, a resolution was unanimously adopted authorizing disposition of its assets and liabilities to the Georgia Mutual Hospitalization Service.

and that said petition be ordered filed in the office of the Clerk of said court and a copy of the petition and order published once a week for four weeks in the official organ of said county and that petitioner be dissolved as a corporation.

Memory, Barnes & Memory
Attorneys for Petitioner

P. O. Address:
First Federal Building
Waycross, Georgia

GEORGIA, WARE COUNTY.

Personally appeared before the undersigned officer C. H. Andrews who says under oath that he is Assistant Secretary and Treasurer of said corporation and that the facts stated in the within and foregoing petition are true.

C. H. Andrews
Sworn to and subscribed before me, this 8th day of April, 1958.
Beulah W. Bryan

Notary Public Ware County, Ga.

The within and foregoing petition read and considered. Let the same be filed in the office of the Clerk of Superior Court of Emanuel County. Let a copy thereof together with a copy of this order be published once a week for four weeks in the official organ of said county, and let all interested persons show cause before me at 10 o'clock A. M. on the 10th day of May, 1958, at my office in the court house at Swainsboro, Georgia, why the prayers of the foregoing petition should not be granted and said corporation dissolved.

Granted at Swainsboro, this 9th day of April, 1958.

(s.) R. H. Humphrey
Judge, Superior Court
Emanuel County, Georgia.
(Apr. 17-24 May 1-8)

In Person

At The

Peach State Jamboree

Sat. April 19th

8:00 Til 12:00 P. M.



FARON YOUNG

Star Of

Grand Ole Opry

Radio, T. V. Movies

And

Capitol Records

Doors Open 7:00 P. M.

Admission .75 c

SINESS HEALTHY

4-17-58

1 Excellent Rack Of

1 Group Of Ladies'

union funds, the company stuck out and is operating again. And now that it has lost the strike the union has resorted to urging boycott of purchase and use of Kohler products, and is attempting to get local unions all over the country to refuse to install or "slow down" installations of Kohler products.

If a company should hire thugs to interfere with another company's business, the fine and jail sentences would be stiff. But if union pickets do it, it's "organizational activity." If you attempt to cross the picket line and are bus-



DON'T MISS THE SHOW OF ALL SHOWS



ROY ACUFF
AMERICA'S NO. 1 FOLK SINGER
RADIO AND MOVIE STAR

in Person
WITH HIS ENTIRE
GRAND OLD OPRY GANG
DIRECT FROM WSM NASHVILLE
PAP AND HIS JUG BAND
SMOKY MOUNTAIN BOYS
BASHFUL BRO. OSWALD
JIMMY RIDDLE - JOE ZINKAN
COUSIN ODIE

GORDON TERRY and
MISS JERRY JOHNSON

HUMPHY FORSTER
CHAMPION OLD TIME FOLKIES

RADIO RECORD MOVIE STARS
BIGGEST SHOW OF THE YEAR
MUSIC, SONGS & COMEDY

Nancy Auditorium
THURSDAY, JANUARY 31
8:30 P.M.
Admission 93c

FEBRUARY IS NATIONAL TIE CLEANING TIME

**Spring Cleaning Time for Ties...
THEY'LL LOOK LIKE NEW!**

FEBRUARY SPECIAL
3 TIES CLEANED
Only 45c

All through February, necktie cleaning will be our very special specialty. We want to show you how clean your tie really can be... dirt and spots all gone... colors sparkling... patterns and textures fresh as new. Then you can judge how good our Sanitone Dry Cleaning is for all your other clothes, too. So round up all your soiled neckties and give us a ring... TODAY.

SOUTHERN
LAUNDRY AND DRY CLEANERS

"It costs so little to look your best."
PHONE 3451

1-31-1957

SOFTBALL

There will be a softball league for the girls which will probably play in the afternoons after school. Again the number of girls participating will determine the number of teams but there will be at least 4 or 5 teams.

The Peach State Jamboree Nancy Auditorium Presents In Person A Guest Star



FERLIN HUSKY

Star Of Grand Ole Opry

Recording - TV - Movies
Also

Simon Crum

And
All Your Favorite
Peach State
Jamboree Stars

Sat. April, 26th
8 p. m. til Midnight
Admission --- 75 c

Swainsboro, Ga.

4-24-58

Telephone Talk

by

J. M. WILLIAMS

Your Telephone Manager



100 HOUR WORK WEEK: One of those efficiency expert-type fellows has estimated recently that, even with a house full of modern appliances, the average mother works nearly 100 hours weekly. That's a mighty long week, but think what it would be without today's conveniences! The telephone alone saves countless hours and steps. Housewives shop by phone, visit, call plumbers and other service folks—attend to all sorts of errands they'd have to run if they didn't have a phone. And no matter when it's needed, your telephone is always there, 24 hours a day. Best of all, in these days of high costs it's still one of the biggest bargains in the family budget.

* * *

PAMPER MOM! Mother's Day is May 12. Now that we've added up Mom's weekly work hours, the least we can do is give her a hand. What could be a better Mother's Day gift than an extension phone? Maybe even more than one, so she'll have them near her most talked-from spots. You can get them in spring-pastel shades. So lovely with Mother's room colors! For instance, perfect for the feminine touch are aqua, rose pink, light beige, light gray, ivory or white. Or, to add a vivid dash of color choose cherry red, bright yellow, or green. They cost less than you think, too, so just call us and we'll do the rest.

P. S. Extension phones make ideal gifts the year 'round, too!

* * *

TROUBLED LADY . . . There's a tear on her pretty cheek but it will soon be gone. For troubles are forgotten quickly when one is very young . . . Many a grown-up trouble also has a way of disappearing when there are friendly voices to help and reassure . . . Just reaching for the telephone and talking to someone can bring sunshine into a dark or worried day . . . For whatever the need or the hour, you are never alone with a telephone.



Cool, Crisp, Cotton

IVY MATES

The Ivy spirit of neatness is the season's best fashion, and Puritan dresses you to perfection in the button-down. Wash and Wear — madras rope cotton shirt with center back pleat. The cotton poplin shirts are also Wash and Wear cotton with adjustable back strip.

SHIRT \$4.00 SHORTS \$5.00



**WIN! ENTER PURITAN'S
\$75,000 FATHER'S DAY FESTIVAL**

Grand Prize IS 6 PRIZES IN ONE



21-day vacation trip for two via Sabena Belgian World Airlines to city of your choice in Europe Plus a Yates-American Mobile Workshop Plus an Admiral Portable TV Plus a LAL Ultra-Twenty Fans Plus a set of Walto Fishing Rods Plus a Puritan Cashmere Sweater!

2nd and 3rd Prize

21-day vacation for two via Sabena Airlines to city of your choice in Europe.

**OTHER
GRAND
PRIZES!**



11 YATES-AMERICAN
MOBILE
WORKSHOPS!



45 LAL
ULTRA-TWENTY
FANS!



36 WALTO
FISHING
RODS!



15 ADMIRAL
PORTABLE
TV'S

Plus 80 Handsome Puritan Cashmere Sweaters

**COME IN TODAY! GET YOUR ENTRY BLANK
ONE OF OUR CUSTOMERS
WILL WIN THIS
STEELMAN HI-FI PORTABLE SET**

Sold nationally at \$79.95 it has 4-speed automatic changer. Two matched jewel needles! Twin-speakers for glorious tone!



ENTER TODAY! NOTHING TO DO! NOTHING TO BUY!

ELLIOTT'S DEPT. STORE

Williams & Smith, Attya.
(6-6, 13, 20, 27)

In Person AMERICA'S No. 1 FOLK SINGER



WEBB PIERCE

WITH HIS

Wondering Boys

INTRODUCING

America's New Singing Sensation

WAYNE WALKER

ALSO

Columbia's Recording Artist

GEORGE MORGAN

With Lovely

ANITA CARTER

AND

DON DAVIS

Sensational Steel Guitarist

STARS OF

Radio - Recordings - TV & Movies

Nancy Auditorium

Swainsboro, Ga.

Thursday, June 13

One Show Only 8:30 p.m.

ADMISSION:

Adults .99c

Children .49c

DON'T MISS IT

6-6-57

Proctor, son of Mr. and Mrs. J. Carlyle Jones, holds the rare honor of being state winner in two projects. One is in public speaking and the other in safety. He is a Master 4-H Member and attended the National 4-H Congress in Chicago in 1957. Other club honors include president of the Southeast Georgia 4-H Club, president of the 4-H Champion Club, winner of the \$100.00 James H. Drew scholarship and the holder of several official places in his local club at K.C.I.

One lucky break came to him when he presided at the 4-H Champion Banquet last December. Webb Pierce and Jim Denny, owners of radio station W.J.A.T., were guests and they were so impressed with his speech and the manner in which he presided that they immediately tapped him for a disc jockey. He has been a great success on the radio.

Proctor said that he is happy that eighty clubsters from this county will attend Rock Eagle July 20-24 and that he will be on hand to welcome them and assist each one in having some nice camping experiences.

His outstanding 4-H Club work and leadership boosted him to Rock Eagle.

County Agent, J. T. Bailey, Asst. County Agent, and 16 boys in the land judging project. On this trip, I judged 4 holes and I made a good score on all of them.

Mr. Boyd explained to us the different points to look for in land judging. In judging land, it is necessary to dig a hole from 3 to 4 feet deep, and by doing this, you can meet a good cross section of the soil.

If I make the land judging team, I will compete at Rock Eagle in August.

HIGHWAY SAFETY PROGRAM GIVEN AT LOCAL 4-H MEETING

By June Peebles

Signs along the highway are truly "Signs of Life." I gave a demonstration on highway safety at the Swainsboro Jr. Hi 4-H Club meeting in May. In this demonstration I emphasized the importance of road signs. I used miniature copies of signs we see along the highway.

Signs such as quiet, Hospital and Church we see and heed them immediately for they are signs to remind us of our manners. Without signs such as curve, railroad, narrow bridge, detour, intersection, we would not know what to expect on the road ahead.



Quality Memorials - - - - - - Beautifully Designed

You will appreciate our outstanding selection of fine memorials and our prompt, personal attention to your needs. No job is too large, none too small. We will be glad to call at your home without obligation.

Contact J. D. Boatright

Local Representative For

Dublin Monument Co.

Phone: Swainsboro — BE 7-8441

In Person



WEBB PIERCE

America's Favorite Singing Star

With

Stonewall Jackson

Columbia Records — Grand Ole Opry

Red Sovine

Decca Record Artist

Bun Wilson

Famous Grnd Ole Opry Comedian

And the

Gad Abouts

Popular Recording Band

Wednesday June 24th

One Show Only 8:30 P.M.

Admission

At Door — Adults \$1.25, Children 65¢

Advance — Adults \$1.00, Children 50¢

Advance tickets on sale at Swainsboro Drug Company, Black's Pharmacy, and WJAT in Swainsboro.

Nancy Auditorium

6-11-59



One hundred short years ago, Atlanta and Fulton County grew from a few pioneer families living along a wandering cow trail into an important rail center. Northern forces captured Atlanta and the railroad in 1864 and burned the city, but from its ashes has arisen a metropolis of more than 500,000 citizens and the South's largest financial, distribution and communications center. Bobby Jones, Coca-Cola and the Rambling Wreck from Georgia Tech are among "institutions" to be honored September 29th during the Southeastern Fair in Fulton County's 100th Anniversary parade of historical floats down the cow trail that became famed Peachtree Street.

In Fulton County and throughout Georgia, the U.S. Brewers Foundation works constantly to assure the sale of beer and ale under pleasant, orderly conditions. Believing that strict law enforcement serves the best interest of the people of Georgia, the Foundation stresses close cooperation with the Armed Forces, law enforcement and governing officials in its continuing "self-regulation" program.

**Georgia's
Beverage of
Moderation**



**United States Brewers
Foundation**
Georgia Division
Suite 219, 710 Peachtree St., N. E.
Atlanta, Georgia

WRESTLING

— At The —
NANCY AUDITORIUM
THURSDAY NIGHT

THREE BIG BOUTS

With the Feature Event an Australian Tag
Match

FEATURING:

Bill Alexander, 208 Pounds from Houston,
Texas and Chuck Music, 238 Pounds from
Macon, Georgia

Vs.

Choo Choo Lynn, 265 Pounds from Atlanta,
and Ken Frier, 180 Pounds from Miami, Fla.

FIRST BOUT BEGINS AT 8:30

And the low Admission Price is only \$1.00
for Adults and 49c for children.

Sept. 16, 1954

Glenn's beautiful scenery. While on this tour we visited a fish hatchery and Turner's Deer Area.

Director of Instruction was C. Dorsey Dyer, Extension Forester. other Forestry Specialist helped conduct the classes.

After we had finished our weeks study we were given an examination and prizes awarded the ones with the highest scores.

Dublin District Seminars

Kite Church, Tuesday, Sept. 14, 10:00 A. M.

Warthen Church, Tuesday, Sept. 21, 10:00 A. M.

Lynn Church, Tuesday, Sept. 28, 10:00 A. M.

Gethsemane (East Dublin), October 12, 10:00 A. M.

Members are urged to attend one nearest them.

Mrs. J. W. Vann, Publicity
Secretary for Dublin Dist.

House Resolution No. 229

Resolution Act. No. 163

A RESOLUTION

Proposing to the qualified voters an amendment to Article VIII, Section XII, Paragraph 1, of the Constitution, relating to taxation by counties for education, so as to provide for a procedure by which a county may remove or increase the limitation of the tax levy for education; to provide for the submission of this amendment to the voters for ratification or rejection; and for other purposes.

**BE IT RESOLVED BY THE
GENERAL ASSEMBLY OF
GEORGIA AS FOLLOWS:**

SECTION 1.

Article VIII, Section XII, Paragraph 1, of the Constitution, relating to taxation by counties for

education, is adding a new as follows:

"The fifth provided in be removed county under out herein Board of Ed instigate the pass a resol that the lim and upon p resolution to shall be his d of the receipt

to issue the to determine tation shall be set the electic date not less more than th date of the h and shall have pose of the el the official or once a week f eeding the dai If a majority qualified to vo the General A such election such proposal, limitation in su County Board recommend any not less than proposes set out recommending t be removed en may recommen creased and s amount in the election provid shall be the san and if the prop voted upon the commend up t amount. It shall

the Ordinary to to canvass the

these states is in forests; yet, it has been estimated that the average annual growth of wood per acre on this area is less than one-third of the potential.

More than \$1,175,000,000 is turned over annually in Alabama and Georgia from the growing, harvesting, sale, manufacture, and remanufacture of forest products.

In view of present and future demands for forest products, it is imperative that efficiency in production be increased substantially, not only from the standpoint of immediate economic returns but from the viewpoint of future needs. The proper treatment and management of these forest lands by the application of methods developed through research will increase production efficiency.

Forest fire control is basic to all forestry, and providing adequate control through prevention, suppression and law enforcement is a prime factor.

Clearing of underbrush, thinning where necessary, selective cutting, and planting of seedlings where this treatment is called for, are all part of good management and promote maximum timber growth by improvement of stands.

The state forestry departments stand ready to assist timberland owners in their management and production problems.

Scholarships To Piedmont Hospital

Nine scholarships will be awarded within the next month by Atlanta's Piedmont Hospital School of Nursing for its fall term beginning in September.

Miss Genevieve Garren, school director, today asked that applications be sent in without delay by interested high school graduates between 17 and 30 years of age. The scholarships will be awarded on a basis of the graduates' high school records and in the order received. More than one girl in one community is eligible.

7-22-54

GEORGIA, EMANUEL COUNTY

Georgia, Emanuel County:
To Whom It May Concern:

Fronnie Chandler having applied for Guardianship of the persons and Property of Eloise K. Davis Incompetent and her three minor children Lonnie Da-

DR. C. C.
BLANKENSHIP
OPTOMETRIST
Phone 6321
Swainsboro, Ga.



Marlin
FINE GUNS SINCE 1870

DOUBLE EDGE
12 for 25c
27 for 50c
60 for \$1.00

Also Single Edge, Same Prices:
Injector Type, 20 for 59c

Magnetized
FOR SUPER SHAVES!
NEW **Marlin** RAZOR BLADES

BLACK'S PHARMACY

Swainsboro, Georgia

WJAT SQUARE DANCE

EACH FRIDAY NIGHT

NANCY AUDITORIUM

Only 49c

WELCOME — TEEN-AGERS!!

Music by Two-Toned Johnny Davis and

"The Lonesome Pine Boys"

DANCING BEGINS AT 9:00

ADMISSION

Only 49c

Nancy Auditorium

SWAINSBORO

SUNDAY NOVEMBER 9TH

Two Shows

2:30 And 8:30 P. M.

In Person

The Big Bopper

"Chantilly Lace"

T-V Star

Martha Carson

Cadence Records

Decca's Hit Maker

Bobby Helms

"Fraulein" & "My Special Angel"

The Sensational

Casual - Teens

Felsted Records

Gary Warren

Nasco Records

5 — Great Singing Stars — 5

ADMISSION

Advance .90 c — At Door \$1.25

Advance Tickets On Sale At

Swainsboro Drug Co.

Fowler Furniture Co.

AND

Levin's Department Store

By the mid 60s, the country music business had mushroomed into a massive, money-making monster. Smaller venues, like Swainsboro, could hardly keep pace, and so our “Peach State entertainment era” slowly faded into history.

After the end of the Peach State Jamboree’s heyday, at the Nancy Auditorium, local bands, and others, some famous, continued to grace the stage at the Nancy. When live entertainment was not scheduled, the Record Hop would be held on both Friday and Saturday nights. Rock and Roll bands became the main feature by the early 70s, and several relatively big names appeared.

(See the List of Artists who appeared at the Nancy Auditorium.)

The Record Hop didn’t draw crowds from as far away as the Peach State concerts, but for Emanuel and surrounding counties, the Nancy in Swainsboro was still the place to gather for weekend fun. Whether the music was recorded or live, by local bands or big-star acts, the Nancy was always a packed house! The Record Hop attracted not only local folks but those from surrounding counties as well. Unfortunately, from time there were disagreements between members of the crowd. Subsequently, bouncers were hired to help keep the peace. These disagreements, regardless of cause, were unfortunate but became almost expected. Perhaps caused by crowded conditions, the heat, the combination of the two, arguments over whose car was the fastest or prettiest, too much alcohol, or just good ole boys plain out having too much fun....I don’t know! In any event, many a skirmish was started at the Record Hop before being moved elsewhere, like maybe to Sam’s Drive-In, where emotions would get kicked up another notch or two and then maybe taken to someplace like the Little Red Church or some more isolated spot out of town for final settlement. Apparently, there were knives and/or guns involved a time or two, which is why there were always police personnel on duty at Sam’s Drive-In and the Nancy Auditorium.

Sadly, one fatality resulted from a knifing incident, which happened outside the city limits, after being initiated at the Record Hop. As you can well imagine, these knife/gun incidents didn’t have to occur but once for many parents to stop their kids from going to the Record Hop altogether. Not to say that you wouldn’t still see some of these kids in attendance, but in retrospect, the potential for trouble, kids that were not supposed to be there, lots of noisy excitement, I think it simply added to the allure of it all and, in essence, created a very exciting teenage hang out!

By the mid 70s, however, the Record Hop and live concerts fell out of favor and faded into memory, giving way to a skating rink which was completed inside the Nancy in 1975. This, in effect, ended one of the most exciting chapters in Swainsboro’s history—the “era of live entertainment” at the Nancy Auditorium.

WJAT Radio always created an aura of excitement in the local community! Whether you were an employee, a listener, concert goer, or Record Hop attendee, WJAT and the Nancy Auditorium were exciting places. Listeners could count on things as basic as hearing the latest news, weather, or sports, or enjoying some new contest or entertainment happening at the Nancy Auditorium. Employees never knew who was going to walk in the door. Webb Pierce was well known to barge in at any time, in any condition of drunkenness, and demand full use of the facilities! Even though Johnnie Bailes, as manager, ran a pretty tight ship, news that “Webb” was in town put everyone’s nerves on edge. Mr. Bailes’s second in command, Doris Lewis was a perfect counterpart for his management style. She, as business manager, was the power behind the throne. While they both employed very strict business styles, both were really softies inside. For young employees, it was like having bosses and an extra set of parents, as well.

The air staff at WJAT was always an interesting mix of personalities, usually comprised of an older, more established personality for the morning show like, Raymond “Uncle Naz” Nasworthy and “Country Jim” Slawson! Buddy Horne was a homegrown guy and did the afternoon show for many years during the sixties and seventies. There were always local young people on the staff, many of whom became fine announcers who moved on to greater fame elsewhere. When speaking of young local announcers with talent, Jimmy Page immediately sticks out in my memory. During the early sixties, he became a very good announcer and a local star hosting the “Twin Twenty Show” every afternoon on WJAT. He was very charismatic and excelled at live events, such as Sunday afternoons at Sam’s Drive-In! There were usually a couple of “ringers” on staff—announcers who had worked at bigger stations around the country and, for whatever reason, were now working at WJAT—and they were usually very good! The best of these that I remember from back in the late 1960s was—Bill Murvin, who had worked in New Orleans and Jacksonville, among other places, and was a great radio announcer! Some of the more long-tenured announcers, like Buddy Horne and “Uncle Naz,” worked at WJAT for very long periods, and their voices became household fixtures in Swainsboro.

Not only did we have the events of the Nancy as a backdrop to our work environment, but there were always lots of remote broadcasts going on and, of course, the standard remote at Sam’s Drive-In, every Sunday afternoon! I was told some announcers would actually draw straws or flip coins to see who got to do that one. It was a great gig if you were single, dangerous if not!

One of the more creative announcers ever to get a start at WJAT Radio was Johnny Odum from the Coleman Lake/Midville area, who went on to star for many years at WBBQ, in Augusta, as “Buddy Carr.” He could always be counted on to get more rubber laid around the island at Sam’s Drive-In, during one of his Sunday remotes, than any other announcer—probably due to that inherent red-neck quality he possessed and kept hewn to a razors edge!

Following is a partial list of the entertainers who appeared at the Nancy Auditorium in Swainsboro from 1954 until the early 1970s. The list is incomplete, as it was compiled over several years from the collective memories of local folk. Unfortunately, no concise paper record exists. Special thanks to all who helped with its compilation, especially Mrs. Nita Bailes, John David Bailes, Rickey Bailes, Eddie Lewis, Doris (Lewis) Small, Phil Wilson, Arlene Carr, Patsy Short, Bobby Short, Gloria Mason, Bonnie Ogburn, Herman Short and most especially Mary Ann Smith, whose talent at digging through old newspaper records is unsurpassed!

Artists who appeared at the Nancy Auditorium in the 1950s, 60s, and 70s.

(compiled from the archives of the Swainsboro *Forest-Blade* and local memory)

COUNTRY

ROY ACUFF
BILL ANDERSON
CHET ATKINS
JIMMY BOWEN & THE RHYTHM ORCHIDS
JIM ED BROWN
ANITA CARTER
JOHNNY CASH
PATSY CLINE
JERRY CLOWER
SIMON CRUM
JIMMY DEAN
LITTLE JIMMY DICKENS
DUKE OF PADUKA
NARVEL FELTS
LESTER FLATT & EARL SCRUGGS
TILLMAN FRANKS
LEFTY FRIZZELL
HAWKSHAW HAWKINS
DALE HECK
JOHNNY HORTON
FERLIN HUSKY
STONEWALL JACKSON
JOHNNY & JACK
GEORGE JONES
GRANDPA JONES
MERLE KILGORE
BUDDY KNOX
BRENDA LEE
JERRY LEE LEWIS
LONZO AND OSCAR
CHARLIE AND IRA LOUVIN
WARNER MACK
BILL MONROE
PATSY MONTANA
GEORGE MORGAN
MINNIE PEARL
CARL PERKINS
WEBB PIERCE
RAY PRICE
JIM REEVES
JEAN SHEPPARD
CARL SMITH
CONNIE SMITH
RED SOVINE

HANK SNOW with his RAINBOW RANCH BOYS
SMOKY MOUNTAIN BOYS
STATLER BROS
STRINGBEAN
TENNESSEE MOUNTAIN BOYS
HANK THOMSON
MEL TILLIS
ERNEST TUBB
GENE VINCENT
PORTER WAGONER
WAYNE WALKER
KITTY WELLS
WILBURN BROTHERS
AUBREY WILLIAMS and daughter LUCRECIA
HANK WILLIAMS JR
WILMA LEE & STONEY COOPER
MAC WISEMAN
FARON YOUNG

GOSPEL

BAILES BROTHERS
BILLY FORTUNE
BLACKWOOD BROTHERS
BYRD FAMILY
ROY CARTER & THE CHUCKS
CAVALIERS QUARTET
CHUCK WAGON GANG
STONEY COOPER
JIMMIE DAVIS
DIXIE RAMBLERS
EDWARD & THE HAPPY FOUR QUARTET
FLORIDA BOYS
WALLY FOWLER
GOSPEL HARMONY QUARTET
GOSPELAIRE QUARTET
HAPPY GOODMAN FAMILY
HAPPY RHYTHM BOYS
HARVESTERS QUARTET
HOMELAND HARMONY
JD SUMNER & THE STAMPS
JIMMY MARTIN AND THE SUNNY MOUNTAIN BOYS
JIM AND JESSE
THE JOHNSON SISTERS
JOURNEYMEN QUARTET
LAFEVRES
WILMA LEE & THE CLINCH MOUNTAIN CLAN
LEWIS FAMILY
MASTER WORKERS QUARTET
THE MELODAIRES QUARTET
MESSENGERS QUARTET
OAK RIDGE QUARTET

PALMETTO STATE QUARTET
RENO AND SMILEY
STATESMEN QUARTET
SUNSHINE BOYS
WENDY BAGWELL AND THE SUNLIGHTERS
DOYLE AND TEDDY - THE WILBURN BROTHERS

FAMOUS ROCK and ROLL GROUPS

ATLANTA RHYTHM SECTION
BIG BOPPER
BILL DEAL AND THE RHONDELS
GALLERY
BOBBY HELMS
BRYAN HYLAND
KINKS
TONY ORLANDO & DAWN
QUESTION MARK and the MYSTERIANS
RASBERRIES
SAM THE SHAM and the THE PHAROES
SWINGING MEDALLIONS
TAMS
3 DOG NITE
BOBBY VEE
GENE VINCENT & THE BLUE CAPS
WADSWORTH MANSION
ZOMBIES (actually The Phatons from Jacksonville, Fl. after the Zombies cancelled)

ROCKERS from NEAR and FAR

TEDDY BEARS – Jacksonville
BUSHMEN – South Carolina
CELESTIAL VOLUPTUOUS BANANA
CHEVELLES
ELI
ENDS OF TIME
MOUSE and THE BOYS and BRASS – Jacksonville
SOULJERS
YOUNGER BROTHERS

NORTH AUDITORIUM

OTIS REDDING
JAMES BROWN
PERCY SLEDGE
JOE TEX
LITTLE ANTHONY & THE IMPERIALS
CARLA THOMAS
CLARENCE CARTER
ARETHA FRANKLN

LOCAL BANDS

FOUR PLYS
BLUE MUNDEES
REGENTS FOUR
MIDNIGHT SUNS
SONS OF TIME
FIFTH CRUSADE
PRESSURE
AJAX BROTHERS
DUSTY ROADS BAND
PAT AND THE PLAYBOYS
VILLAGE IDIOTS
SOUL MUSIC COMPANY
LUDEN AND THE WILD CHERRIES
GOOD TIME FLAVOR
ORIENT EXPRESS

WJAT personnel from over the years:

OWNERS

Jack A. Thompson – Founder and original owner
Webb Pierce and Jim Denny – Second owners
Cleatus Odell Brazzell – Third owner
Paul Box and Family – Fourth owner
Lamar Studstill and Family – Fifth owners
Dennis F. Jones – Sixth owner

GENERAL MANAGERS

Al Evans – First Manager
Dick Roach – Second Manager
Johnny Bailes – General Manager/Morning show host
Capers Brazzell – General Manager
Paul Box – General Manager
Cole Studstill – General Manager
Dennis Jones – General Manager

OFFICE PERSONNEL

Doris Lewis – Office Manager
Doris Lewis Jr. – Clerk/typist and Record Hop Manager,
manager of WBRO in Waynesboro, GA
Peggy Patrick – Secretary/Bookkeeper
Lawana Durden - Traffic Director
Cheryl Riggs – Receptionist
Sandra Stroud - Receptionist
Sandra Bailes – Receptionist
Annie Box – Office Manager

SALES

F. M. Smith – Sales Manager
H. E. Buffington – Sales Manager
Lucille Jones – Sales Manager
Karen Blackburn – Sales Manager
Randall Johnson – Sales Manager
Linda Bishop - Sales
Jay Anderson - Sales

ENGINEERING

John H. (Jack) Wisely – Engineer/Announcer
John All – Chief Engineer/Announcer
Jim Slawson – Chief Engineer/morning show host as “Country Jim”

ANNOUNCERS

Joe Beaumont – first announcer hired at WJAT
 (he played the first record on WJAT – “Delilah” – the night
 before the station was scheduled to go on the air, to test the frequency.
 His wife Sally Evans was the sister of first manager Al Evans; both were members of
 the Stumpous Gang)
Dick Harvey – Program Director
Fred Albert – one of the first two announcers hired with Joe Beaumont
John Kellam
Clyde Beavers (during the Pine Tree Festival, rode a mule to Augusta to give
 President Eisenhower a pine tree to bring awareness to Georgia Forestry and the
 PineTree Festival)
George Tanner
Buck Poole
Freddy Albert
Jake McEwen
Ottis Wilkerson
John Denny
Johnny Elgin
Danny Dill (a songwriter with Cedarwood publications in Nashville, he and
 wife Annie Lou were on the Peach State Jamboree)
Guy “Pop” Flanders Jr.
Hugh “Hillbilly” West (a Peach State Player)
Ed Whitehead
Pete Johnson
Chuck Goddard
Bill Polk
Raymond “Uncle Naz” Nasworthy (co-owner/founder of WXRS)
William “Dr. Proctor” Jones
“Jivin” Jimmy Page (now owns Radio Metter)
Sammy Page
Don Williams
Andy Taylor
Bill Murvin (ex-announcer at WWL-New Orleans and WPDQ-Jacksonville)
Johnny Odum (went on to star as “Buddy Carr” at WBBQ – Augusta)
Buddy Horne
Johnny Horne
Tony Keene

John David Bailes
Rickey Bailes
Rick Paul (retired from WXRS Radio in 2011)
Keith McLendon
Joey Drisdorn
Ken Daniels
Tim Stevens
Michael Womack
Harold (Hal) Herrington
Jeff Gray Sr.
Greg Black
Ken Daniels
Shirley Smoak
Scott Kidd
Dave Chase
Skeeter Handberry

Special Note:

My experience with WJAT covers from the late 50s until the late 60s as a listener and then 1973-1975 and 1997-2011 as an employee. Unfortunately, I have very limited knowledge of the events and people involved during the Brazielle years, roughly 1976 through 1997. If you have knowledge from this time period and would care to share, please email me at rickdpaul@yahoo.com. In fact, if you know of any people or events that should be added to this work, please contact me and tell me your story; I'll gladly include the information. Thank you for your input.

WJAT OWNERSHIP CHANGES

1957, WJAT including all equipment along with the Nancy Auditorium was sold to Webb Pierce and James Denny from Nashville, Tennessee.

1977, WJAT and its sister stations WSNT in Sandersville and WBRO in Waynesboro were sold to Cletus O'Dell Brazielle from Easley, South Carolina.

1997, WJAT was sold to Paul Box and his father, from Beaumont, Texas. Box and his wife Annie changed the format at WJAT to country, calling it "New Country 98."

1999, WJAT was sold to LACOM Communications (the Studstills, owners of WXRS).

2000, the call letters were changed to WELT and the format changed to Lite Rock.

2004, WJAT AM, WELT FM, WXRS AM and FM sold to current owner Dennis Jones from Atlanta. The last of many format and call letter changes at RadioJones include: September 24, 2009, 97.1 FM, WXRS, "The Rocket," Swainsboro and Emanuel County's "True Oldies Channel" signed on the air.

FARM & HOME NEWS

WILL YOU HELP?

Governor Herman Talmadge delivered a great oration at the dedication of the elaborate new Emanuel County Hospital last Sunday. He gave a glowing report on the hospital development in the State and heaped praises and congratulations on the people of Emanuel county for their excellent cooperation, foresight and hard work in building a hospital second to none in the state and ranking in the top group of the Nation.

In the midst of his great speech he diverted his line of thought for a few minutes to another great subject near and dear to the hearts of Emanuel County Citizens. This was forestry. And rightly so because we deserve more income from forestry and forestry products in this county than any other enterprise. Money will be needed to operate the fifty-bed hospital on a plane to give the patients top-notch care and attention. And yet in spirit of the fact that our great forestry resources are bringing us millions, our forestry lands are producing to about one-third capacity.

The Governor congratulated Emanuel county for holding an annual Pine Tree Festival and pointed out the great good it is doing in focusing attention on the great forestry program.

"Years ago many farmers burned the woods so as to furnish some early grazing for cattle — Cattle that looked like a cross between a goat and deer", said Mr. Talmadge, "but now the story is different. Farmers are leaving the woods in the rough or doing controlled burning so the little pine seedlings can grow rapidly into money producing trees. Improved permanent pastures are being developed and stocked with high breed

Scenes of the Dedication Service of



Photo 1: Governor Herman Talmadge delivering the address at the dedication of the Emanuel County Hospital, Swainsboro.

Photo 2: The new Emanuel County Hospital Directors. Reading from left to right: Mr. R. C. Shearouse, Mr. H. C. Edgfield, Mr. J. W. Youmans, Mr. D. M. Cason, and Mr. Jack Jenkins.

Photo 3: Governor Talmadge stops for a chat with three of the Nurses of the New Emanuel County Hospital. Reading from left to right, Miss Florence Hudson, operating room supervisor; Mrs. Erchie Collins, Charge Nurse; Mr. George Smith, II, Speaker Pro Tem of the House of Representatives; Governor Herman Talmadge; Mr. Ernest H. Fiedler, Director, and Mrs. Sue Pitt, Supervisor of Nurses.

Photo 4: Governor Talmadge inspects facilities of the new Emanuel County Hospital, prior to his address. Reading left to right, Mr. George Smith, II, Speaker Pro Tem of the House of Representatives, Governor Herman Talmadge, and Director of the Emanuel County Hospital, Mr. Ernest H. Fiedler. (Photos by Mack Hicks, Hick's Studio.)

Swainsboro Forest-Blade

EMANUEL COUNTY—HOME OF THE PINE TREE FESTIVAL

PROTECT OUR FORESTS
GROW TIMBER AND
WILDLIFE

Swainsboro, Georgia, Thursday, August 17, 1939

Price 10 Cents

COUNTY Military

Guard to War

Even said in the past is Hell" and without it is a true statement. It is true that in times such as we are faced with there is no other way but to go through the situation through force of arms.

are residents of this state should feel that while we are not at war we have such men as Guard, who are willing to take up the arms, at this crisis, let us go to our defense. Let us be admitted that the smallest group of action would be in said

is urged to make a of the present encampment local Guard in the way and view for them. quiet determination, possess as they go to duties of defending of us, including some individuals found in ev- every one who have in the life of a soldier every means within to prevent their leave the safety of some distant possible die.

and men who go to this potential military are not too concern- ing to pull up stakes more leave home, fam- ily do there is little in of that feeling.

inspiration to note by an adapting has and the civilian of is now Private Joe or Leo, who has a job to willing to do his part. it says that the Guard mobilized and encamp- present spot, all signs of life have disappeared. place is the new GI to face any emer- gency for the tough days

Farmer's Tractor Co. Purchased

The Farmer's Tractor Company, dealers for the Ford Tractor and Dearborn Implements, was purchased for an undisclosed price this past week and the new owners took possession this Aug. 15.

The new owners, John R. Roberts, Jr. and Jesse D. Cruce, are both young men and natives of Georgia. Mr. Roberts was reared on the farm and comes here from his native home in Barnesville. Mr. Cruce is also a farm boy and was born and reared near Lawrenceville, Ga. Both men are old experienced tractor men and have been employed by the Ford and Dearborn firm for the past 10 years.

The new owners of the Ford Agency here plan to stress service here in this vicinity for all tractor owners, especially Ford owners.

Both men were enthusiastic over the community here as a farm area and emphasized the fact that they have plenty of new Ford Tractors en route to this agency; and that their allocation for new tractors is high and they expect to have plenty of new models on the salesroom floor within a few short days.

They urged all folks of this vicinity to keep abreast of their ads as they will make an announcement within a short while of Open House which they will hold for getting acquainted with the people in this county.

Both men are married and both are fathers. Mr. Roberts has three children and Mr. Cruce has one, a brand new baby. They are now in the process of moving their families to this city.

"We invite the public in to see us at any time," said Mr. Roberts, "and we want to be of service in any way we can to the farmer, regardless of whether he has Ford equipment or other kinds."

Gospel Singers To Highlight Local Fair

Adding a note of originality and enterprise to the presentation of this year's local Fair will

Exchange Club Makes Plans For Nat'l Convention

Meeting in the Key's Cafe dining room this last week the Swainsboro Exchange Club made final plans for sending two delegates to the National Convention which is to be held this Aug. 31 through Sept. 3 in Washington, D. C.

The drawing for the weekly jackpot was won by Wade Bird who failed to claim the weekly pot as he was absent. Wade is one of the more regular attendants.

The Club is still making plans for the game of softball which is to be played with the local Jaycees. Ladies' Night will be held this next Tuesday night at McKinney's Pond.

'Gene Lewis Buys H. & R. Grocery

Mr. and Mrs. Gene Lewis of this city and operators of the Swainsboro Freezer Locker, have recently purchased the H. & R. Grocery on S. Green St. here in this city.

Mr. Lewis is a native of this vicinity and has followed the grocery and meat trade for many years. He worked here in Swainsboro for the A. & P. for quite some time until 1930 and then accepted a job in Charlotte, N. C., with one of the oldest and finest markets of that city. Gene remained there for 17 years and then came back here three years ago to take over the management and operation of the Freezer Locker in conjunction with his brother Forest Lewis. The boys have been more than successful as can plainly be seen and Gene decided to broaden his field and hence his purchase of the H. & R.

While Gene was in the city of Charlotte, he did more than gain a reputation as a meat cutter, he married the boss' daughter, the former Doris Lee Morris. Mrs. Lewis is more than just an inspiration to Gene, she is also an active partner in their business and is a thoroughly capable lady. Mrs. Lewis explains

Johnnie Lee Wills Now on WJAT

Versatile is the word for the Western band of Johnnie Lee Wills and his Boys, whose 15-minute show is now on radio station WJAT.

The nationally known organization is equally at home with just about any musical style—old fashioned hoe-downs, Western ballads, polkas and hymns, as well as currently popular numbers. Johnnie Lee records, under the Bullet label, have included such hits as "Rag Mop" and "Peter Cottontail," two of the songs he has popularized in recent months.

All members of the nine-man band are featured as soloists, making for wide variety in arrangements. Vocals are taken care of by Leon Huff, the trio or the quartet.

The show is aired by WJAT at 7:45 a.m. Monday through Saturday.

Along the Main Stem

By Howard Thompson

Plans are being pushed for the Emanuel County Fair which is to be held this Oct. 27 inclusive. I have been designated to be the one to help or rather assemble the material which will go to make up the Manual which will contain the prizes and premiums and the general program for this year. To get all the materials together which will go into the book, to assemble the ads, and all of the balance of the book's contents is going to be a big job and I would appreciate all the help which I can get. This year, because the Fair is going to post a larger premium list and prize money than ever before, there is going to be a decidedly huge need for additional funds. I'm sure that all of us are interested in the promotion of our county and want to do all we can to gain that end. So when you see me coming with a little green book in my hand be sure that your purse is handy for I'm sure to ask for some financial aid to ward the Fair effort. Seven hundred dollars are needed to meet

Swainsboro Schools to Open September 8th

Fall Term at the Swainsboro Schools will open on Friday, September 8, it was announced by Superintendent V. E. Glenn.

All high school students are asked to register Tuesday, Sept. 5 and Thursday, Sept. 7, from 8 to 12. Please note that there will not be any registration on Wednesday due to county-wide teachers meeting on that date.

The building and grounds have been put in readiness and a large enrollment is expected this year.

The faculty for 1939-40 is as follows:

First grade—Mrs. Ruth Woods, Mrs. Avia Welch, Miss Louise Thompson, Miss Sara Kate Scarborough.

Second grade—Mrs. J. E. Hicks, Mrs. C. H. Walton, Mrs. Alice Fagler.

Third grade—Miss Martha Drew, Miss Gladys Waller, Miss Marie O'Neal.

Fourth grade—Mrs. Hugh Coleman, Miss Betty Williams, Miss Kate Curry.

Fifth grade—Mrs. W. O. Phillips, Mrs. A. W. Blackburn, Mrs. Bertie Daniels.

Sixth grade—Mrs. Margaret Dekle, Mrs. Nina Price, Mrs. L. L. Crouch.

Seventh grade—Mrs. A. B. Lawson, Mrs. Mina T. Collins. Grammar school principal—W. E. Stone.

High School
George Sturgis—Math.
Mrs. E. Y. Scott—English and Latin.

Library—Mrs. Frances Durbin.
F. E. Schwab—Social Studies and Athletics.

W. W. Odum—Science and Principal.

Miss Lois Roberson—Home Ec.
Miss Marcie Hooks—Home Ec.
Miss Peggy George—English.
Miss Gladys Womack—Bibli-
otary.

Mrs. Edna Bailey—Commercial.

H. G. Segars and R. E. Ramsey—Vocational Agriculture.

Miss Betty Williams, Swainsboro; Mrs. Bertie Daniels, Harrison; Mrs. Mina Collins, Leroy are the new teachers in grammar school. George Sturgis,

VFW National Commander-in-Chief Visitor



Pictured with VFW National Commander-in-Chief Clyde A. Lewis in front of his personal plane, the Spirit of VFW are left to right: Howard Thompson of the Forest Blade; Fred Price, local VFW chapter commander; Clarence Bentz; James Carmichael, state VFW commander; James Fren; National VFW Commander-in-Chief, Clyde A. Lewis; Ernest Grindler, Clement Kex, and Edna Berry.

in the re-ly-mil-see-lich

By Howard Thompson
Commander in Chief Lewis and Commander Carmichael will tour the state of Georgia for the next few days. The two

they will visit the VFW clubs of those cities.

Lewis, a veteran of many missions over Europe as a B-27 pilot during World War II, is an expert flyer and spent some 21 months overseas. He enlisted as a private in April of 1942, subsequently was appointed an aviation cadet, and was commissioned and given his wings as a pilot in March, 1943.

His first assignment was with the 461st Bomber Group, 8th Air Force. He was successively a Flight Commander, Squadron Operations officer, and Squadron leader. He completed one

the second hitch by VE-Day. He was promoted to Major in January, 1945, and was separated from service the following September.

Lewis' decorations include the Distinguished Flying Cross with two oak-leaf clusters; the French Croix de Guerre; the Air Medal with four clusters; the Distinguished Unit Citation with one cluster; the European-African-Middle East campaign ribbon with six battle stars, and the American Theatre ribbon.

In private life, Mr. Lewis is a member of the law firm of

—Photo by Forest-Blade

to raise money for their Washington trip, or from any member of the JayCees.

As a free courtesy extended to those who buy their tickets in advance, you may have your seat reserved for either night at no additional cost by bringing your ticket to the Georgia Power Co., Tuesday, March 7th at 12:00 noon. Only a limited number of reserved seats will be available. Have yours reserved and be sure of one of the best seats in the house for the show.

Along the Main Stem

(Continued from Page One)
the next sixty days.

Radio Station WJAT has added a new member to its personnel staff, a Mr. George Tanner, formerly of W. Palm Beach, Fla. George is an old hand at radio and will carry the duties of straight announcer.

We welcome George and hope he'll enjoy living in Swainboro and Emanuel county.

Forest fires are still raging and we wonder how our forests and our rangers can continue to hold out against these depredations. Georgia Forestry is its biggest asset and source of monetary income. Every time a fire is set, dollars belonging to someone goes up in smoke.

Help Keep Georgia Green, Fight Fires.

The Federal Court convened Monday in the offices and court chamber of the Emanuel county court house. Judge Frank M. Scarlett was the presiding judge

court finished up its session Tuesday at noon and will convene again March 20th to finish all cases still pending.

This august body was treated to a barbecue in quite a sumptuous fashion by the bar association last Monday night at the club house of the VFW on the Kille highway. According to some of the guests present Darius Brown and a couple of other sociable gentlemen were more than gracious in their capacity of acting hosts.

Card of Thanks

We wish to thank all our friends for their sympathy, and kind deeds in regards to the illness and death of our mother.

The Laura Allen family.

Dr. E. P.

Optic
Announces the open
general practice of
examination of the
glasses and visual

134 G

Hotel Mi

Miller

Hours: 9:00 to 5:30

Tuesday: 9:00 to 1:00

Forest-Blade

PROTECT OUR FORESTS
GROW TIMBER AND
WILDLIFE

IE OF THE PINE TREE FESTIVAL

Thursday, September 14, 1950

Price 10 Cents

ROCKY ROAD TO KNOWLEDGE

Education comes much easier today than it did a generation ago. Before the advent of the school bus and other modern facilities, rural children often walked several miles to a little country schoolhouse where they acquired the rudiments of knowledge.

Conditions in the cities and towns were some better, but were far below present standards. Vast strides have been made in the field of education, both urban and rural.

But hard work and diligent application are just as essential in the acquisition of learning today as they were a generation ago. There is no royal road to knowledge. The path to learning is through constant work and study, rocky roads.

The basis of true education is spiritual, not material. Schools that fail to inculcate a knowledge of God and a spiritual interpretation of life are failing in their highest purpose. The Church and the school are co-workers in the field of human knowledge. We must give them our support.

THE CHURCH FOR ALL... ALL FOR THE CHURCH

The Church is the greatest factor in the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Please go to church regularly and read your Bible daily.

Book	Chapter	Verses
Sunday	Matthew	2 13-20
Monday	Matthew	2 24-27
Tuesday	1 Peter	2 4-12
Wednesday	Acts	18 24-27
Thursday	1 Kings	18 9-12
Friday	1 Kings	22 1-3
Saturday	Matthew	23 1-12

WJAT To Have New Manager

Mr. Al Evans, local manager for Radio Station WJAT, has resigned and Mr. Jack A. Thompson, owner of the station has procured the services of Mr. R. J. (Dick) Roach, veteran announcer and technician of the airwaves.

Mr. Roach comes to WJAT from Cedartown, Ga., where he was manager of radio station WGAA for the past year. Mr. Roach has been in radio for the past 10 years, 4 years of which were spent as chief announcer of a station in Oklahoma. Prior to that he spent 4 years in dramatic show business.

Mr. Roach came to Georgia 2 1/2 years ago from California. His home and birthplace are Buffalo, N. Y. He is married to a Georgia girl, the former Cecelia Moody of Covington, Ga. The new manager and his wife are already located here in Swainsboro and find the people and city quite wonderful. To quote Dick, "We both anticipate a very bright future here and we love this community as if we had lived here for years."

Swainsboro welcomes the newcomers and hopes they will enjoy living among us.

Jaycees and Exchange To Meet Jointly

This September 30th the Swainsboro Jaycees and the Exchange Club will hold a joint meeting and view a movie, "Progress in the South". The two Clubs have not met in a body since last May and this promises to be one of the times to help cement the already good feeling which exists between the

Mr. John F. Price Leads List In Crusade For Freedom

Mr. John F. Price, 90 year old citizen of Swainsboro and a long-time leader in civic affairs, proudly signed his name as the first of a long list of Emanuel Countians who are proclaiming their belief in Freedom to the world through the Crusade for Freedom.

The Principal Crusade station in Swainsboro is at Fowler Furniture Company, on the Court House square. Headquarters for the Crusade is located at Fordville. Local communities throughout the County have established booths where the scrolls can be signed.

Mr. Jimmy Morgan, County Chairman, has announced that he now has an adequate supply of scrolls, posters, etc., available for all stations.

Mr. W. O. Phillips, Schools chairman, has proclaimed Monday, September 18, as schools days, on which all school children in the county will be given an opportunity to sign the scroll and make a small donation.

Rev. Henry Brooks, Churches chairman, has set aside September 24th, the fourth Sunday, as Freedom Sunday, and he is requesting the pastors of all county churches, white and colored, to make special recognition on that day of the Crusade for Freedom, and to pick up scrolls at Crusade Headquarters for the signatures of their congregations.

The following organizations on the days indicated are being asked to provide two attendants at the Fowler Furniture Company station:

Sept. 14, Junior Chamber of Commerce,

Dick, who likes to be called,

New Programs And Longer Hours for WJAT

Beginning Saturday, April 1st, tuners-in to WJAT, Swainsboro, will hear their Good Morning Man starting the day off right at six a. m. which is forty-five minutes earlier than the present opening time. WJAT will remain on the air until seven p. m. Three Star Final, formerly heard at 6:15 p. m. will be heard at 6:45 p. m., which is thirty minutes later.

Also the following new programs have been added to the already entertaining and informative program schedule. Southern Varieties, a good musical program the whole family will enjoy, will be coming your way six days a week at nine a. m. Robbie Elkins at the organ is heard each Monday, Wednesday and Friday at 9:45 a. m., and on Sunday, the Gillis Henry Quartet appears in person at WJAT at nine a. m. Also each Sunday afternoon at 6 p. m. you'll hear "The Story Lady," a Bible story of special interest to children. For further program changes, watch the Swainsboro Forest-Blade.

One of the most worthy causes you can donate is to the purchase of Easter Seals. Buy and use them!

The Sinclair Refineries have developed a new chemical known as RD119. This chemical when blended with Sinclair gasoline coats the inside of the car's fuel system with an invisible coating or protective covering which prevents corrosion and rust.

Said Mr. Youngblood, "In my 23 years in the oil business this is the greatest discovery I have had the privilege to announce.

Kite Methodists To Have Special Speakers Sunday

The Kite Methodist church will have its regular services on Sunday, April 2nd. In the absence of the pastor who is conducting revival services, two guest speakers will conduct the services.

Mrs. Glenn Segars of Swainsboro will speak at the eleven o'clock hour. Mrs. Segars is an outstanding speaker and Sunday School teacher in the Swainsboro Methodist church. She has been heard with a great deal of interest over station WJAT on second Sunday mornings.

Linton Hutchinson of Corinth Methodist church will be the speaker at the 7:30 service. He will be accompanied by several of his brothers who will furnish special music. Mr. Hutchinson has been enjoyed by the people of Kite on several other occasions.

3-30-1950

Special thanks to Mary Ann Smith for her tireless efforts digging through old newspaper film!

Prelude to Part II:

I remember it well, a day back in 1975, I was working at WJAT, the 6 PM to midnight shift. Our morning man, Raymond “Uncle Naz” Nasworthy walked in to the studio and informed me that he was leaving to work at an all new, all-country radio station, soon to be signing on in Swainsboro. He went on to tell me that part-time announcer Johnny Horne was going with him and asked if I would be interested? I declined, (not exactly a country fan, at that point) and the rest, as they say, is history.

Apparently, Raymond had been given the opportunity to partner with co-investors, Grady Spires and Charles Witt of Macon and opened WXRS AM 1590 in Swainsboro later that year. The all-country format was a change from what radio listeners in Swainsboro were used to, since WJAT employed a day-parted format. The schedule on WJAT was a variety of formats, presented at different times of the day: country in the morning from 6 until 10 AM, “middle-of-the-road” (which was a blend of both) from 10 AM until 3 PM, rock ‘n’ roll, 3 until 6 PM, more “middle-of-the-road” from 6 until 9 PM and then edgier rock ‘n’ roll from 9 PM until sign-off at midnight.

All country, all day, was blessed relief for the hard-core country listeners, of which there were many in Swainsboro, and WXRS, despite early financial struggles, was well received. Things were beginning to roll along pretty well for them too, when Charlie Witt and Raymond Nasworthy both died, very unexpectedly, around the same time. Nasworthy’s wife Doris became involved with the station after Raymond’s death and co-managed it with Grady Spires. In 1982, however, they decided to sell, which introduced the Studstills to Swainsboro radio.

Rick Paul, December 2012

Part II – The Studstills and the History of Radio Station WXRS

By Lamar Studstill

My name is Lamar Studstill. My family and I got involved in Emanuel County business and Swainsboro radio in 1981. Swainsboro got its first radio station shortly after World War II and it (WJAT) became very successful. In addition to a radio station, they brought in many concerts and other activities to their Nancy Auditorium. Since WJAT was an AM that went off the air at sundown, they experimented with an FM station way back in the mid 50's, as did some other AM stations around the country. However, FM was not a success at this time, since it was not in cars and not many people were willing to spring for an FM radio - they were busy buying TV's. A couple of decades later, FM made a comeback, virtually taking over all music radio formats and WJAT got an FM which proved to be more successful the second time around.

At this time, Emanuel County had a population of about 20,000 people, with some 8,000 in Swainsboro. Since WJAT AM and FM were entrenched, there seemed to be no reason for any more radio, but the Federal Communications Commission, in its infinite wisdom, decided more radio was needed. A man named Charlie Witt, manager of the powerhouse Macon country station WDEN, found that a license was available for Swainsboro for an AM and probably an FM as well. Witt and one of his employees, Grady Spires decided they would apply. Realizing that they needed a local person to handle the operation (neither of them intended to live in Swainsboro), they brought in Raymond Nasworthy who had worked for WJAT and was well known in the Community.

Witt and Spires got the grant for an AM station at 1590 on the dial and selected WXRS as the call letters. Since two busy national highways (US 1 and 80), intersected in the middle of the town, they decided on WXRS to mean "crossroads of the south". Shortly thereafter, they filed for an FM station but then misfortune and sadness struck. Witt, the main cog in the ownership pattern, died suddenly. Then, just a few months later, Nasworthy, the station manager, also died suddenly. Since Spires was the only one with radio experience and since he was not going to move away from Macon, the families of Witt and Spires decided they had to sell.

A man I had worked for on several occasions and who owned several radio stations in Georgia and Florida called me to see if I would be interested in purchasing the package, AM plus a soon-to-be-granted FM. Their asking price was \$220,000, of which they would be willing to finance \$180,000 of the purchase price. By putting together all the savings we had, including the piggy bank, we came up with the \$40,000 and filed the ownership transfer papers for the FCC to approve. We might have got a better deal if we had bargained a little more but since we needed the owner financing, we decided to go forward. In Macon, we had stumbled into a pretty good deal in real estate with virtually no money of our own. In getting into radio, the lack of big bucks pushed us into a deal that was not very good but we were fortunate to be able to get into radio ownership with little capital. Since we were strapped for capital and WXRS AM was not even generating enough revenue to meet payroll, we needed to make better decisions and work harder. We probably were lucky in some of our decisions but we did supply the hard work. We signed the papers to buy the station in October of 1981. By late January, the FCC had approved the sale and since the old owners were anxious to get out, we agreed to take over February 1, 1982.

I got my first job in radio back in late 1955, working for a Macon station and for a Dublin station. I later went to Florida where I had done everything from copywriting to station management. After jumping around for several years with stops in Tallahassee, Jacksonville, and Birmingham, I came back to Macon in the mid-1960's, working part-time in radio and teaching.

One of the jobs I had during this period was broadcasting Warner Robins and North Side (WR) football. My oldest son, Lee, worked on these games as did Cole, my youngest son, when he was available. My wife, Doris, had worked some in radio in the office when she was between other jobs. Incidentally you can hear Lee and I doing a Warner Robin state championship broadcast if you go on the internet and Google Lee Studstill. I was using a different name on those broadcasts. Anyway, when the Swainsboro sale was approved, I did not want to leave my teaching job in the middle of the year so Lee came down to take over.

I still appreciate the job Lee did and the difficulties he faced. First of all, he had almost no experience in radio except as a sportscaster and helping me with weekend news. The staff at WXRS at the time consisted of Randall Johnson, sales manager and morning announcer; Pat Strange, office manager; Jeff Wiggins, afternoon announcer and high school student, plus a couple of part timers, one of whom was arrested shortly after we took over for stealing checks from us. I'm surprised that we had enough money in the bank for him to steal. Lee not only had to take over as station manager, he also began working as morning dj and he had to get out and meet the townspeople and advertisers. Quite a monumental task!

During the 1960's and 70's, radio had become largely a part-time job for me, so I really missed out on one of the big things that happened during this time, namely the development of FM radio. The history of FM is a funny thing. FM radio was almost as old as AM but for a variety of reasons, it never caught on in the early days. Frustrated by his repeated failure to get FM accepted its developer committed suicide.

In the late 60's, I began to notice more people listening to FM but I too felt that it would never catch on because of the past failure. The man I was working for at the time could have had one of the prime FM channels but he passed. However, by the mid 70's, FM was taking over music radio. Perhaps the most important thing that happened to bring FM to the forefront was the automobile manufacturers begin to put FM radios in cars. In those early days, FM's were music heavy, with very little talk and very little personality. At that time, most FM's were playing soft rock or easy listening but with the increasing number of FM listeners, this changed and all music formats went to FM. By 1980, AM radio was virtually dead in small markets because the music sounded so much better on FM and these stations simply could not afford to bring in quality talk radio.

We get the FM and the Pine Tree saves us!

The FCC granted a license for an FM signal shortly after we took over as the owners and while we were happy about this, we encountered a host of problems. The former owners had told us that they had an option on land west of town to construct the FM tower. Only after we began investigating did we discover that the previous owners had an option on an acre of land. Unfortunately for us, an acre is not enough space to put up a 300 foot tower because the guide wires to anchor it have to go out much further. The man who had given the option agreed to sell us the three acres we needed but he was not willing to let us have the land adjacent to the highway. He moved us back in the swamp and charged us quite a high price for the land. We had no choice but to deal with him because the FCC permit specified that the tower must go there. However, instead of being visible from a busy highway and having an easy entrance from a main road, we were reduced to using a dirt road to reach the site which turned out to be a place where people had dumped garbage over the years. When it rained, it was slippin' and slidin' to get to the station down a red clay hill.

A second problem we faced was that we really did not have the money to buy all the equipment and do the work necessary to get the new station on the air. We were saved by Alan Jones at the Citizen's Bank who agreed to loan us \$60,000, although we really had no track record and not much to offer in the way of collateral. Without this loan, we may have lost the entire station and everything we had invested. This loan also came at a time when interest rates had gone through the roof and we paid close to 20% interest for our loans.

Despite all these problems, we managed to get the FM on the air on August 1, 1982. We put the FM studio in one end of a mobile home and Lee lived in the other end. By this time, Doris and I had moved from Macon and lived in a double wide on the same lot. This is how we lived for the first two years, using all our savings, retirement funds and scrimping greatly on our personal finances. Through all of this, we managed to pay our bank debts and meet our payroll. Two things you must do if you are in business.

During these early years, the AM studios and our offices were located up town, in the courtyard mall. Some of our employees at the time were Pat Strange, who stayed on for a while as office manager, Randall Johnson, sales manager, Jim Screws our engineer and Jeff Wiggins. After all, we were newcomers to the area with limited resources so what could we do? Well, as it turned out, we could do quite a bit. The other station had been playing country music for a long time, but they had kept their country on the AM and programmed rock and roll on the FM. Virtually all the stations in the area were doing the same thing.....programming some form of rock on their FM, so when we came in with an FM playing all country, it shook up the market. As I mentioned, nobody was 24 hours a day. They all signed off at midnight or earlier and came back on at 5 or 6 the next morning. While not many people were up to listen to us after midnight, it was still a good talking point and sooner or later, everyone is up after midnight so we there for them. Of course, our all-night man occasionally got sleepy and the station would "develop technical problems" which allowed Jim to get a few z's.

During this time, we hired a lot of people, most of who did not last very long but one that did and worked out very well was Fred Morgan. Fred was a Swainsboro native who had worked in Savannah TV after graduating from the University of Georgia. He left TV to work in the campaign of Bo Ginn for governor. Most people thought Ginn would win, and Fred would have a big job in the state capital, but a not-so-funny thing happened in the run-off. Ginn was defeated by Joe Frank Harris. Therefore, Fred was back in Swainsboro and his uncle, Harold Flanders, suggested that he come talk to us. Since Harold was a co-owner of one of our biggest advertisers, Custom Furniture, we agreed to talk although neither of us, nor Fred, thought anything would come of it. However, since he had no other definite offer, Fred came to work for us on a part-time basis. He started as a part-time announcer and production man, but soon discovered that he excelled in sales, which paid a lot more. During that time, we had Randy Johnson, Fred, and Marsha Swofford in sales, but we were struggling to make ends meet. And then we met a PINE TREE!

Swainsboro had been holding the Pine Tree Festival in May each year since shortly after World War II, but it had sagged in popularity since the early 80's. The Jaycees, who were part-sponsors of the Festival, remembered that a Swainsboro man had created quite a publicity stir by sitting in a pine tree for 30 days back in the 50's. So, some of the Jaycees approached Lee and Fred and asked them if one of our employees would be willing to sit in a pine tree for 31 days (a new record) to generate some publicity for the festival. After a brief discussion, Lee agreed to do it. Now he wasn't just sitting on a limb. Rather the Jaycees arranged for a tree to be moved to the court house lawn, anchored down real well, and placed a Handy House 30 feet up the tree. Lee had electricity and cable TV, a house with a porch and a garden hose for water. The best part of it all was that various restaurants brought him meals and the general public was most enthusiastic

in supplying him with many treats and snacks. Not only this, but he had broadcast equipment and broadcast a program each day from the tree. All of this created quite a stir, not to mention serving to get Lee and our radio station a lot of publicity, not only from the area but from all over the country. When families would go out, the kids would say "let's go see the man in the tree," and Lee did his part by having treats to throw down to them.

At the end of 31 days, Lee came down to a tumultuous welcome, getting a hug from the Festival Queen and leading the parade through town. This one event served to make us well-known throughout the area. We went from being just those other guys to well-known! The Pine Tree and hiring Fred Morgan proved to be the winning ingredients to forming a solid business in Swainsboro. We felt we had a good programming staff and now everyone knew about it. We became the radio leader in listenership and with Fred and Lee leading the way in sales, we began to bring in enough money to pay our bills.

We Get Into Other Businesses!!

When we introduced 24 hour a day country to WXRS-FM, we also came up with a pretty good station moniker. Since we were at 103.9 on the dial, we called it 10-4 country. 10-4 was a popular trucker response on C.B. radios and people remembered it. We also capitalized on our poor location, "broadcasting from the Yam Grande Swamp"! We had the "Swamp Buggy" for our mobile unit and talked about being swamp rats. We began to talk about the troll that lived under the bridge and even had a troll on Halloween for the kids to come see. All in all, we did a good job of promoting and marketing the FM. Meanwhile, we still had an AM station too.

Since there was a large black population in the town and in the area, we decided that we would make the AM an all-black station with gospel music in the morning and rhythm and blues music in the afternoon. The FM and AM had towers in different locations and we were still broadcasting the AM from up town where it had always been, but the FM studio was located in the aforementioned Yam Grande Swamp. Since most of the advertising was on the FM and most of the programming effort was there, this was really the center of station activities. But we still had studios and offices up town. Since we had a receptionist/secretary sitting there with little to do, we decided to better utilize this space. I believe it was Cole who told us that a movie rental store had opened in Warner Robins, called "Movies to Go." Lee and I drove over one day to see just how this brand new business was being received. At the time, very few people had their own video recorders, so the store not only rented movies, they would rent you the VCR to play it on. After some thought, we decided this would be a good business to open in Swainsboro. We went back to Citizen's Bank and secured a \$9,000 loan to go into the movie rental business. We called our new business "Rent A Show."

The first week end we opened, we had a grand total of 93 movies and 15 video recorders for rent. Since so few people had their own recorders, when the 15 VCR's were gone, we couldn't rent any more movies. But we were encouraged by the response and began to add to our stock. At that time, movies were costing us close to sixty dollars each, so we would only order one copy or maybe two, or three if it looked like a smash. You could reserve movies if you wanted but most people would have to wait to get the latest hits. Since the rental of VCR's proved popular, we decided to start selling them. Not only would we sell them, but we developed a rent-to-own program.

Our success was such in Swainsboro that we decided to open another store in Louisville, 30 miles north of Swainsboro. A few months later we opened another store in Dublin and for a couple of years we did all right with video rentals but soon enough the big boys got into the action and we, as very little boys, saw the writing on the wall and got out of that business. In Swainsboro, we bought a building on South Main Street when it was rumored that Walmart was coming in down there. Our building was adjacent to Badcock Furniture and we eventually bought the whole block, except for Badcock. After debating for some time what to do with the property, we opened a combination convenience store and video store. Needing a catchy name, we decided to call it “ Crazy Cole’s.”

In August of 1984, Cole graduated from Auburn University with a degree in Electrical Engineering, not exactly a “crip” major. He had several offers from some large companies but agreed to come back and take over our retail businesses. A young black man, Bobby Gardner, was working for us in a variety of capacities, some in radio and some in the retail business. When Cole came back to handle the retail, he made Bobby, his right hand man and Bobby proved to be outstanding in his dealings with the public. Everybody liked Bobby and he was a pleasant business man. Bobby eventually bought one of the stores from us and later worked regularly on the radio. We were all shocked and saddened by his untimely death.

In October of 1984, Cole married Kim Bogue of Perry, GA, who had been working for us for several months. After they had been married for a couple of years, our oldest son, Lee, married Melinda Morgan, a young lady that all of us knew from Barnesville. Now there were three Studstill families in Swainsboro, involved in radio and retail. From our experiences, I think we all agreed that radio was the business for us and we began to look for other radio properties. Eventually, we sold the retail businesses and concentrated more on radio.

By late 1987, we bought an AM-FM combination in Mendota, Illinois, after failing to acquire other properties in Georgia. Lee and Melinda left in early 1988 to take over the operation there and we sold the retail business, allowing Cole to become full-time radio in Swainsboro. In the early 80’s, Doris had hired Emma Horne to take over the office work. Her husband, Johnny, was an experienced dj. and he too, came to work for us. By then, Jeff Wiggins, who had been with us since the start, completed his technical training and become our engineer, as well as an air personality. Dick Trede came along to work the midnight shift and Rev. Delmus Mosley worked a good bit on the gospel music programs on the AM station. I’m sure there are others that I am not able to remember now since it has been many years.

In late 1989, we acquired the radio station in Fort Valley, Georgia and some of us, including Fred Morgan, worked there. In 1990, we sold the Swainsboro radio stations to Roy Thompson. He kept most of the staff we had, on either full or part-time. In 1989 we acquired another station in Illinois and Cole and Kim, along with the light of our life, two year old Anna, moved to Pana, Illinois. With her in Illinois, Doris and I were anxious to see her as much as possible, and we made many trips for that very purpose. Then, in 1991, we decided to switch places with Lee and Melinda. They came back to Georgia, and Doris and I went to Illinois. Soon we had a chance to re-acquire WXRS property. In 1997, a third member came into our family with the birth of Lee and Melinda’s daughter, Summer. Therefore, Doris and I, who had two sons, now had two granddaughters.

In 1997, we had an opportunity to buy additional properties in Illinois. By that time we felt that Lee and Melinda could leave Swainsboro in the capable hands of the staff. Rick Paul, who had a successful career in radio and in the military, was back in the area and he was hired to do the morning show on WXRS FM. By then, Jolly Martin had become our sales manager, Emma Horne was still running the office, Jeff Wiggins was our engineer and Bobby Gardner was running our AM station. Two reasons we wanted Lee and Melinda to come back to Illinois: 1) to provide their services for our growing operation, and 2.) to get that one-year old granddaughter closer to us.

In 1998, there was another twist of fate. We got a chance to buy WJAT AM and FM. At one time, this would not have been allowed but the rules were different in the late 90's and we were able to buy these stations, thusly bringing Swainsboro full circle. Before 1978, there was one owner of Swainsboro radio and now, after 1998, we were back to one owner, only now we were operation two AM's and two FM's.

The stations continued to do very well in Swainsboro but the trips back and forth became too much of a strain on Lee, so in 2004 when we got the chance to sell the properties, we did. Swainsboro proved to be an important part of our life and hopefully, we contributed something to the community. As of this writing in 2011, my wife, Doris has passed on, dying of cancer in 2007. As the Studstill family continues to learn and grow, time marches on. Life has been pretty good for us and I hope it as for the fine community of Swainsboro.



Lee comes
down after
setting a new
31 day sitting
record in the
Pine Tree!





The
Swamp
Buggy in
Action





Top: Lamar
talks it up at
the base of
the Pine Tree.

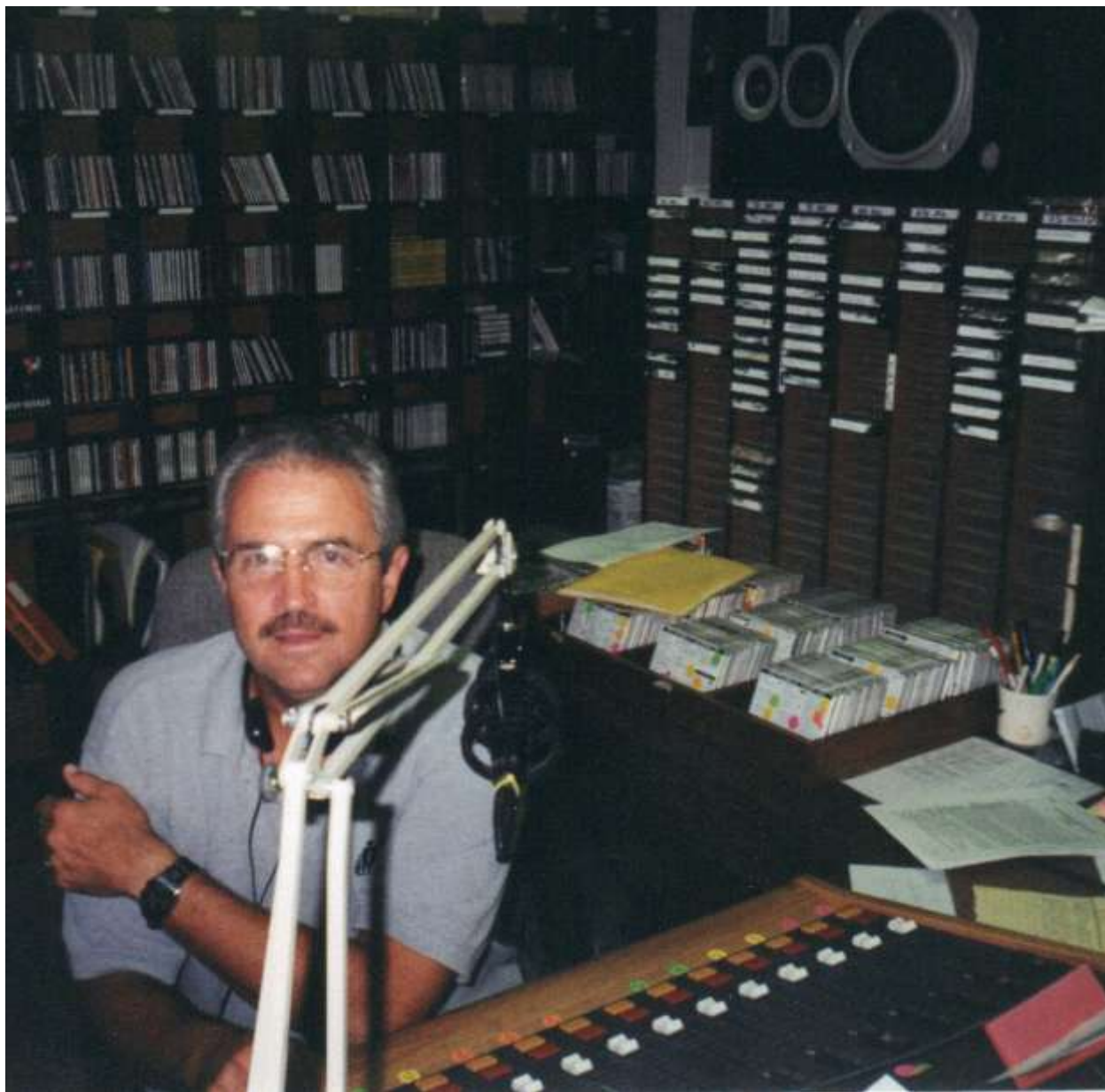


Below: Doris
talking to
Johnnie
Bailes.



Left: Lee in the Pine Tree.

Right: Lee and Melinda at Crazy Coles.



Rick Paul at the controls on 100.5 FM, WXRS, circa 2000.



Rick and "Miss Deb" in the morning, working on 100.5 FM - WXRS, circa 1999.



On December 17, 2009, Chubby Checker, the one and only “King of the Twist,” paid a visit to stations E98 and 97.1 FM, WXRZ—The Rocket. Pictured above from left to right: Rick Paul, Chubby Checker, Jacquie Brasher, Amy Gilbert, Jolly Martin, Tara Glover, Anna Cobb and Madelynn Meeks.

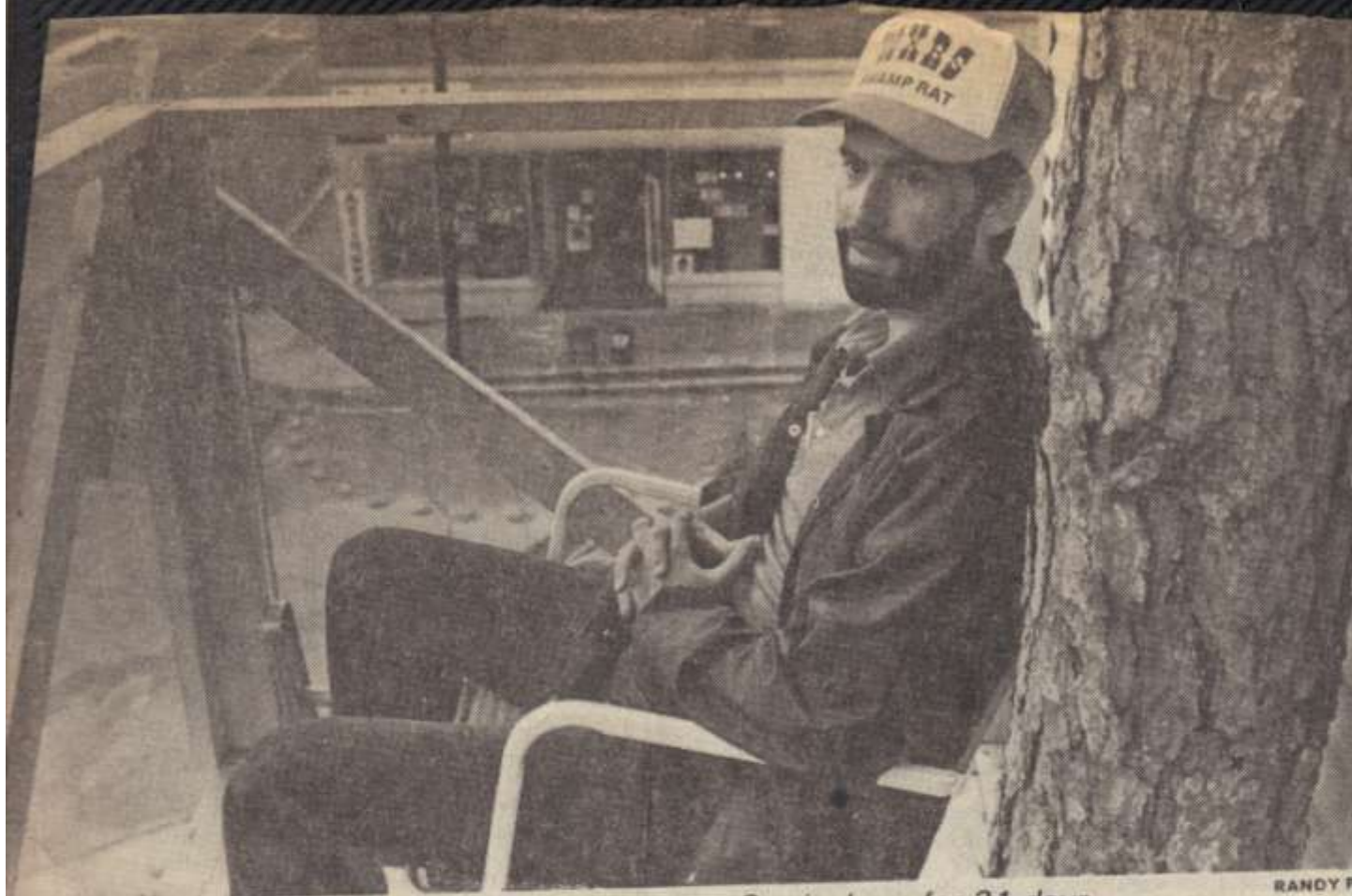


The Associated Press

High living

SWAINSBORO, Ga. — Disc Jockey Lee Studstill (above) has taken up residence about 40 feet off the ground in the top of a pine tree, where a tiny aluminum building was installed for him. Studstill's small abode has a bed, a television and running water, and he will live in the tree house for 31 days as part of the town's annual Pine Tree Festival.





Lee Studstill will try to live in a tree in downtown Swainsboro for 31 days

RANDY P.

Macon News

This DJ not pining away in new h

By David Beasley

Macon News State Writer

SWAINSBORO — When Lee Studstill answers his telephone "pine tree," he's not kidding.

"So, you have a telephone up there?" a reporter asked him.

"I've even got cable TV," he replied, swaying gently in the wind 40 feet up in the air.

In downtown Swainsboro, motorists cruise slowly around the courthouse square to see Studstill in the 8-by-10 foot aluminum house attached to a transplanted, 65-foot pine tree.

The 28-year-old disc jockey, formerly of Macon, plans to stay in the tree 31 days. He spends much of his time sitting on his wooden porch and waving at the steady stream of cars that pass by to look at him.

"I feel like I'm the lion at the zoo," said Studstill. "Remember how if he was in his house, you were disappointed? I feel obligated to be out most of the time."

BELIEVE IT or not, Studstill has a reason for living more than a month in a pine tree.

It's part of the annual Pine Tree Festival, which is held in recognition of Emanuel County's timber industry.

For his part in the promotion, Studstill is getting a lot of recognition of his own. So is his radio station and its advertisers.

M.L. Grimes of Swainsboro brought his sister and brother-in-law from Savannah to see the disc jockey in the pine tree.

But Studstill's act, as bizarre as it may be, is old hat to many people here.

RAY BRINSON stayed in a pine tree in front of the Emanuel County Courthouse for 30 days three decades ago, and his feat has never been matched.

Nor was it forgotten, even though Brinson died eight years ago.

A couple of tourists came through Swainsboro several months ago and stopped at the Chamber of Commerce. It seems they also had been through town three decades before.

"Wasn't this the town where the man was living in the pine tree?" they asked.

At the Chamber of Commerce, they had never heard the story, so they began asking the courthouse regulars who told them the story of Ray Brinson.

And soon after, the local Kiwanis and Jaycees, many of whom were children during Brinson's 30 days in a pine tree, decided to revive his legend and beat his record by one day.

THEY RECEIVED a half dozen applications for the job and chose Studstill, in part because he could give the festival plenty of publicity over his radio station.

Studstill has given the Pine Tree Festival more publicity than they hoped for. Reporters from at least three newspapers and a television station have climbed a 40-foot ladder to interview him.

house but few other amenities.

A wash bucket serves as his toilet. A milk container is his toilet.

Three restaurants in town put it in a milk crate attached to the tree. A beer company gave him a full cooler of beer.

THIS IS TORNADO season, and many people are afraid. Nor are the people who live in the tree.

The tree was transplanted from a nearby area and placed in an 8-by-10 foot aluminum house. Guy wires are attached to the tree and secured to the tree.

"They say the chances of the tree falling are slim," Studstill said. "And I think the tree will stay even if the tree fell."

The house is made of aluminum and does not seem to worry anyone who lives in the tree.

"There's a flagpole in front of the house," said Franklin Funderburke of the Jaycees. "We think lightning will hit it first."

If all goes as planned, it will be the first time a person has lived in a tree for more than 30 years. If he stays for more than 30 days, he will be in the Guinness Book of World Records.

"I've considered it," he said.