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The
560
NEWS

— 10c —
APRIL
1952

ANN MOORE
"Grand Central Station"



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If you are a regular subscriber to "The 560 News" please note the expiration date of your present subscription which always appears on the mailing label following your name and address. If your subscription is about to expire—or already has—be sure to fill out the blank provided for your convenience below and mail it today. Don't miss one single issue of Southern West Virginia's most popular radio magazine. The cost, \$1.00 a year, payable in advance, for twelve months (12 issues).

NAME

ADDRESS

Renewal: Yes No

*The 560 News, Southern West
Virginia's Favorite Radio Magazine!*

WHY?

DOES EVERYONE LISTEN

— TO —

WJLS

Well, Mr. Advertiser, the best reason is probably because they get what they want to hear, when they want to hear it, presented the way they like it.

These listeners, all over this part of West Virginia know they can count on WJLS to supply them with the latest news, the best music, top sports events the year around, and the best national programs.

These listeners would like to hear about **YOUR PRODUCT** on

BECKLEY'S

Personality Stations

WJLS and WJLS-FM

560
Kc

99.5
Meg.

Our Salesmen are as near as your telephone

Call Beckley 7311

"THE 560 NEWS"



MIKE MEMOS

A birthday has passed. Yes, radio station WJLS is a year older. Thirteen birthdays have passed and the station now is entering upon its fourteenth year of operation. As has been the effort in the past, a policy of the best in radio entertainment for the listener still prevails. And as always, your suggestions are welcome at any time . . . **WJLS-FM listeners were faithful followers of the West Virginia University basketball team this winter, and many of them had near heart failure the night the University lost to Duke in the semi-finals of the southern conference tournament . . .** The FM operation, in keeping with its policy of bringing top flight sports attractions, carried the Southern Area Class B and Junior high school tournaments the third weekend in March. And listeners from Gassaway, Gilbert, Glen Rogers and Hurricane listened as their teams preformed in the B tournament. Beckley, Charleston, Logan and Gauley Bridge Junior high combinations were in the other tournament. Sportscaster Bill Barrett was on hand to describe the event play by play — but at the end of the first day he was of the opinion that there should be no more plays. The first day four games had been played, and only one of them was decided by more than five points; one by three points, and one decided in the last five seconds of play by one-point. Bill remarked, "That's just too much for one man to be required to stand." . . . **Speaking of sporting events, most of WJLS and WJLS-FM listeners probably heard Barrett's reports from Morgantown during the State High School tournament a couple of weeks ago. A new innovation was forthcoming from his work. By using the tape recorder during the day, Barrett talked with many people visiting at the tournament, and also with tournament officials, then played the recording back to Beckley over the telephone where it again was recorded and aired at the time of Barrett's regular sports program . . .** At lot of public service pro-

"THE 560 NEWS"

grams and interviews have been hitting the airways recently. Most of the work has been done on the Sioux Grieg Show in the morning, a woman's feature, and by Singing Sam Raborn in the afternoon. By the way, there's an article in this month's issue about Sam and some of his guests. By turning the page you can find the location of the article in reading the Table of Contents . . . **Some new features will soon be appearing on the walls inside the station, and principally because they are not up as this is being written, we'll not mention them by name. Yet, around the first of April the results should be known to all. When you're visiting at the station, look around, we think you'll be pleasantly surprised . . .** And that brings us down to the end of another column. May your radio provide many enjoyable hours of listening for another month.

ACTRESS-WRITER

Mary Orr, who plays the menacing Christine Hunter on CBS Radio's "Our Gal Sunday," is a firmly established playwright as well, listing among her literary accomplishments the comedy "All About Eve," which won the Screen Writers' Guild award in the comedy class and was an Academy Award winner as best picture of 1950. "Wallflower," another Broadway play in which Miss Orr doubled as author and actress, became a successful motion picture. Her "Platinum Set" was produced in London, and "Be Your Age" is scheduled for Broadway next fall. Her other credits include "Dark Hammock" and "Round Trip."

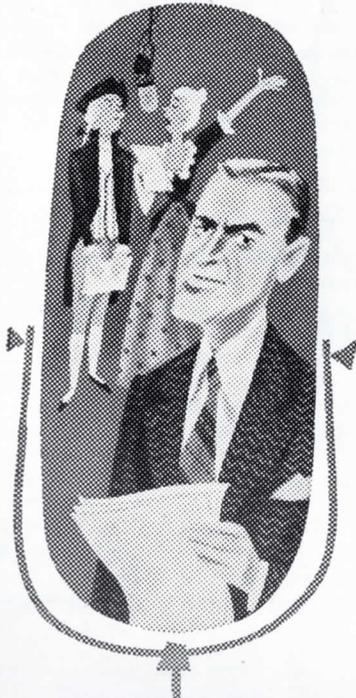
RELATION

Neil Reagan, director of CBS Radio's "Dr. Christian," is the brother of film star Ronald Reagan.

HEAR
WAKE-UP TIME

every weekday morning at
7:00 A.M.
over
WJLS—560 on your dial

HALLMARK PLAYHOUSE presents brilliant adaptations of great novels and stories with outstanding screen stars, and novelist James Hilton as host. Enjoy it every Thursday.



8:30 P.M.—Dial 560—CBS WJLS

**“THE 560 NEWS”
PERSONALITY PARADE**

*“Devoted to a Better
Understanding of Radio”*

APRIL, 1952



Volume 6 Number 4

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Beckley, W. Va.

William R. Barrett Editor
Joe L. Smith, Jr. President
Virginia N. Cooper Station Manager

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On The Cover

Ann Moore, beautiful newcomer heard on WJLS and C-B-S Radio's Grand Central Station (Saturdays at 1 p. m.) has appeared in Hollywood films and, in addition to her radio work, studies singing.

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“THE 560 NEWS”

Know Your Stars!

CAN YOU GUESS?

These two men are better known to radio listeners as the immortal “Amos 'n' Andy,” and they made their first radio appearance by accident.

It was back in 1920 when the pair worked for the same home talent productions firm. They were in New Orleans and were invited to appear on a broadcast on one of the city's first experimental stations. Later, they got a job as a singing team with WEBH in Chicago that lasted for seven months—without pay.

Then in 1924, they went to work for WGN—for cash. On January 12, 1926,



they started a nightly blackface act as “Sam 'n' Henry” that lasted for two years. When they accepted another job with WMAQ they needed another name. That was in 1928—and going up in the elevator for their first broadcast the operator was talkative and had a greeting for everyone who got on the elevator. When a carpenter got on, he said, “Hello, there, Handy Andy,” and on another floor he greeted someone else with, “Well, well, Famous Amos.” And the comedians had the new names for their new radio show.

On August 19, 1929, AMOS 'N' ANDY went on the air for Pepsodent and changed their script locale to New York's Harlem and the two comedians became national sensations—7:00 p. m. across the country was AMOS 'N' ANDY time. Office workers rushed home for the broadcasts; theatre screens went blank; hotel room service was suspended.

On October 8, 1943, they gave up their traditional five-times-a-week, fifteen-minute series and started their once-a-week half-hour format.

Both men hail from the South. It was Andy's ability to play the piano which led to his job with the home talent productions firm. He visited towns and cities all over the country, organizing, trailing and drilling a home town cast for a show in a week's

(Continued on page 7)

“THE 560 NEWS”

SUNDAY

FM

Program Schedule

- 2:30—New York Philharmonic Orchestra
- 4:00—Special Program
- 4:30—Hearthstone of the Death Squad
- 5:00—King Arthur's Roundtable
- 5:30—Robert Trout News
- 6:00—My Friend Irma
- 6:30—Our Miss Brooks
- 7:00—Jack Benny Program
- 7:30—Amos 'n' Andy
- 8:00—Charlie McCarthy
- 8:30—Playhouse on Broadway
- 9:00—To Be Announced
- 9:30—Meet Millie
- 10:00—Bob Trout News
- 10:05—The People Act
- 10:30—String Serenade
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

MONDAY

FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Radie Harris
- 3:55—News
- 4:00—Treasury Bandstand
- 4:30—Music
- 4:55—Gospel Train
- 5:15—Music
- 5:30—Hillbilly Stars
- 5:45—The Navy Band
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—Club 15
- 7:45—Edward R. Murrow
- 8:00—Suspense
- 8:30—Damon Runyon Theatre
- 9:00—Lux Radio Theatre
- 10:00—Bob Hawk Show
- 10:30—Robert Q.'s Waxworks
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

Musical Notes

By Joe Gries

Here we are back with another go around with what's new on wax. We hope you enjoy your reading this month.

By now everyone has probably heard about the sensational new revival on Broadway of PAL JOEY. Two of the more famous songs from this show are WHAT IS A MAN and YOU MUSTN'T KICK IT AROUND. These cuties are making the go on many labels and by various artists, but the one we like best is the score from the play itself sung by the stare Vivienne Segal and Harold Lang. If you're mad about show tunes you must catch these two.

Songs currently nearing the million is the selling mark now include PLEASE MR. SUN, BROKEN HEARTED, COLD, COLD HEART, WHEEL OF FORTUNE and BABY DOLL. Another strong pairing goes to Guy Mitchell with Mitch Miller's assistance in Pittsburgh, Pennsylvania and Wimmin.

If you're interested in collector's items make note of Jimmy Dorsey's A KISS TO BUILD A DREAM ON and Glenn Miller's PERfidIA. Both are in the strong sales category.

The Four Aces did it again. This exciting vocal group, who skyrocketed to national fame via their recording SIN are nearing the million mark with their first Decca disc, TELL ME WHY. This platter was written by Al Alberts who sings the lead with the group.

You probably remember that Sy Oliver got his first real break when he played with the great Jimmy Lunceford band. And now Sy's own arrangements seem to have that same rhythm beat that characterized the Lunceford band. His latest is the BLACKSMITH BLUES. A nice group of material and reflects on the Oliver touch.

Mercury Recordings are bragging about a new sound they have created in their recordings and believe me they have something about which to brag. The test case

(Continued on page 11)



Joe Gries

MAINLY for WOMEN

By JANE RANDALL

For her resourceful work in aiding the current national March of Dimes campaign, Marie Wilson, star of WJLS and CBS Radio's "My Friend Irma," (Sundays 6 P. M.) has been awarded a citation by one of the country's best known organizations of business and professional women, "Saturday's Children."

The citation was inspired by Miss Wilson's offer to serve as secretary for a day to the person who offered the highest contribution to the March of Dimes.

The citation to Miss Wilson reads: "Saturday's Children hereby awards to Marie Wilson, CBS Radio star of 'My Friend Irma,' the citation as 'The Most Resourceful Business Woman of the Year,' in recognition of her personal contribution to the 1952 March of Dimes Campaign.

"Our own group, founded in 1928, is dedicated to helping career women become effective both in their fields and for the public good. We feel that Miss Wilson's generous gestures in sponsoring a secretarial course at the Katharine Gibbs School for a young woman polio victim and in offering her secretarial services to the highest bidder of a contribution to the March of Dimes, are in the best tradition of the welfare work of our group and of the Federation."

CAN YOU GUESS—

(Continued from page 5)

time.

At about the same time, Amos joined the same firm and was sent to Durham, North Carolina, to meet Correll and learn stage direction and technique. The meeting led to what is probably the most famous partnership in the entertainment industry.

Can you guess their real names. Turn to page 22 for the answer.



Jane Randall

TUESDAY

FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Radie Harris
- 3:55—News
- 4:00—Treasury Bandstand
- 4:30—Music
- 4:45—Gospel Train
- 5:15—Music
- 5:30—Hillbilly Stars
- 5:45—Guest Star
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—The Peggy Lee Show
- 7:45—Edward R. Murrow News
- 8:00—People Are Funny
- 8:30—Mr. and Mrs. North
- 9:00—Life With Luigi
- 9:30—National Health Aids
- 10:00—The Line Up
- 10:30—Robert Q.'s Waxworks
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

WEDNESDAY

FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Radio Harris
- 3:55—News
- 4:00—Treasury Bandstand
- 4:30—Music
- 4:45—Gospel Train
- 5:15—Music
- 5:30—Hillbilly Stars
- 5:45—Navy Star Time
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—Club 15
- 7:45—Edward R. Murrow
- 8:00—The Eddie Arnold Show
- 8:30—Dr. Christian
- 9:00—The Red Skelton Show
- 9:30—The Bing Crosby Show
- 10:00—Blue Ribbon Fights
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

HAWK NAMES BEST RADIO CONTESTANT

When announcer Ed Chandler of the WJLS-CBS Radio "Bob Hawk Show" led Mrs. Sally Damron to the mike for her chance at the program's \$750 Lemac question recently, nobody in the audience suspected that she'd have the studio rocking with laughter for the next ten minutes.

Quizmaster Hawk admits he had the same notion—until Mrs. Damron began talking. When she finished, he walked to her mike, put his arm around her and told her that of the some 50,000 contestants he has interviewed, she led the list.

A gray-haired, slightly stooped lady of 76, Mrs. Damron told Hawk she came from Louisa, Ky.—a word she pronounced "Loo-weezy"—and so did he, from then on. She went into great and hilarious detail telling about the location of her home town, her travels and her family. Finally Hawk said it was time to give her a chance to win some money.

"Now, wait a minute," she said, waving her arms. "After standin' here talkin' with you for a spell, would it make you mad if I didn't answer any of your questions right? How about *me* asking *you* a question?"

Choosing her words carefully, Mrs. Damron said: "Where is the bridge located that joins two towns, two counties, two states, and crosses two rivers?"

"Loo-weezy, Kentucky?" Hawk answered, and Mrs. Damron literally bounced up and down in front of her microphone.

"Take your seat in the Lemac Box," said Hawk, and the audience settled back to recover.

INVITATION

Eve Arden, CBS Radio's "Our Miss Brooks," has been invited to appear at New York's City Center Theatre this spring, in a vehicle of her own choice.

RAPID WRITER

James Hilton, author-host of CBS Radio's "Hallmark Playhouse," says it took him only four days to write his most famous novel, "Goodbye, Mr. Chips." However, he spent 33 years mentally preparing to set the schoolmaster on paper.

"THE 560 NEWS"

Mathematics Lesson:

$$13 - 1 - 22 = 1$$

You don't learn that in school. So, we'd better explain. In the equation above, the "13" represents the 13 years WJLS has been serving the radio homes of Southern West Virginia. The "22" is a figure from the latest Top-29 Nielson Summary and the total of "1" represents the fact that WJLS is "Beckley's Number 1 Station".

Yes, Beckley's oldest station is also Beckley's most popular station because people like what they hear on WJLS. As further evidence, no less than 23 of the 29 most popular programs in radio are on CBS radio. These are the programs with the largest audiences:

EVENING, ONCE A WEEK:

Jack Benny
Amos 'N' Andy
Lux Radio Theater
Charlie McCarthy
People Are Funny
Suspense
Our Miss Brooks
Arthur Godfrey's Scouts*
Bob Hawk

EVENING, MULTI-WEEKLY:

Beulah

WEEKDAY:

Godfrey (Liggett & Meyers)
Our Gal Sunday
Godfrey (Nabisco)
Romance of Helen Trent
Godfrey (Pillsbury)
Ma Perkins
Aunt Jenny
Big Sister
Wendy Warren & The News
Perry Mason

DAY, SATURDAY:

Grand Central Station
Theater Of Today
It Happens Every Day

Just as spectacular: The top NINE nighttime shows . . . and the top TEN daytime shows are ALL on CBS Radio. No other network . . . no other medium . . . has ever built such a wide margin of "audience preference". Don't miss the decisive advantage of advertising on your local CBS Radio Station—WJLS!

"THE 560 NEWS"



*The only top show not carried by WJLS.

Some of Your Favorites



OSGOOD CONKLIN

Madison High Principal
"Our Miss Brooks"

BEULAH

The Housekeeper
"The Beulah Show"

JULIUS LA ROSA

New Little Godfrey
"Arthur Godfrey Time"

**A VOTE FOR
GOOD GOVERNMENT
IS A VOTE FOR**



E. VAN DORSEY

Democratic Candidate
County Commissioner



THE RHYTHMAIRES
Good Musical Talent
"The Bing Crosby Show"

FASHION NOTE

Audrey Totter of CBS Radio's "Meet Millie" is wearing several slick new evening gowns, designed by her and made of brocade material she purchased in Japan last Christmas, during a trip overseas to entertain troops in Korea.

"THE 560 NEWS"

Girl Scout Birthday Noted On Radio Show

March 12th marked the 40th Anniversary of the Girl Scout Organization in the United States. NEWS FOR WOMEN saluted the million and a half Girl Scouts, and paid special tribute to the Girl Scouts of Raleigh County by having Miss Ann Hitze, Executive Director in the County, tell the highlights of this worthwhile group.

The slogan that the girls live by is "Better citizens who will build a better world." Miss Hitze explained how the Girl Scout troops have shown that they're miniature

two o'clock. We play the top seven recordings for the past week and give our prediction as to the hit tune of the future.

It isn't very often that we go out on the limb in this column and predic a certain recording to be a hit, but in Hugo Winterhalter's BLUE TANGO we feel we have a sure thing. The tango beat plus the Winterhalter Scintillating rhythms makes this a beauty.

That's thirty for this month.

ABOUT WRITERS

Elliott Lewis, producer-director of CBS Radio's "Suspense," and an accomplished actor and writer himself, has this to say on the subject of radio writing: "The worst thing a producer can do is to tell a writer what to write. He must write what he wants to write, and it follows that we can assume that he is doing his best."



democracies which youngsters learn to live, work and play together harmoniously . . . the best training there is for citizenship.

As part of a group, a Scout acquires confidence and security because she knows that she *belongs*.

So, on March 12, NEWS FOR WOMEN saluted little ladies between seven and seventeen who can really get things done the American Way.

Musical Notes—

(Continued from page 6)

is a new cookie by Lola Amache called WALK RIGHT IN. The flip flop is COPY CAT. Listen and then give your opinion.

The song currently riding the crest of YOUR HIT RECORD REVIEW is the Bell Sisters WHEEL OF FORTUNE. If you haven't caught this show as yet you will surely want to listen each Sunday at

"THE 560 NEWS"

INSURANCE

is something you can't afford to be without. For complete INSURANCE information — Liability — Fire — Accident — Theft — Call upon the friendly agents at a reputable insurance agency. For the answer to any INSURANCE problem call—

HOME INSURANCE AGENCY

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



WJLS



Programs For The Month Of April, 1952

MORNING

AFTERNOON

EVENING

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5:00 5:15 5:30 5:45		Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line
6:00 6:15 6:30 6:45		Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line	Party Line Party Line Party Line Party Line
7:00 7:15 7:30 7:45	Sunday Hymn Time Sunday Hymn Time Rev. Young Rev. Young	Wake Up Time Party Line Line-Keep Time Esso Reporter	Wake Up Time Party Line Line-Keep Time Esso Reporter	Wake Up Time Party Line Line-Keep Time Esso Reporter	Wake Up Time Party Line Line-Keep Time Esso Reporter	Wake Up Time Party Line Line-Keep Time Esso Reporter	Wake Up Time Party Line Line-Keep Time Esso Reporter
8:00 8:15 8:30 8:45	Revival Hour Revival Hour Revival Hour Revival Hour	CBS News Roundup I Believe-Calendar Community Calendar Community Calendar	CBS News Roundup I Believe-Calendar Community Calendar Community Calendar	CBS News Roundup I Believe-Calendar Community Calendar Community Calendar	CBS News Roundup I Believe-Calendar Community Calendar Community Calendar	CBS News Roundup I Believe-Calendar Community Calendar Community Calendar	CBS News Roundup Rev. John Gowen Rev. John Gowen Rev. Gowen - News
9:00 9:15 9:30 9:45	Gilliam Quartet Gilliam Quartet Renfro Valley Renfro Valley	News-Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	News-Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	News-Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	News-Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	News-Sam Raborn Rev. Peyton Rev. Peyton Second Mrs. Burton	News of America Navy Band Adv. Princess Pet Sec. Soc. Show
10:00 10:15 10:30 10:45	Renfro Valley Sunday School Hour Sunday School Hour CBS News	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Arthur Godfrey Arthur Godfrey Arthur Godfrey Arthur Godfrey	Hank Penny Trio Gaylan Drake Lazarine Hour Nazarine Hour
11:00 11:15 11:30 11:45	News-Bapt. Church Baptist Church Baptist Church Baptist Church	Arthur Godfrey Arthur Godfrey Country Store Country Store	Arthur Godfrey Arthur Godfrey Country Store Country Store	Arthur Godfrey Arthur Godfrey Country Store Country Store	Arthur Godfrey Arthur Godfrey Country Store Country Store	Arthur Godfrey Arthur Godfrey Country Store Country Store	News-Let's Pretend Let's Pretend Give and Take Give and Take
12:00 12:15 12:30 12:45	Warren Richards Will Jackson-News Jan Campbell Myra Sue Roush	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Wendy Warren New Aunt Jenny Helen Trent Our Gal Sunday	Theatre of Today Theatre of Today Stars over Hollywood Stars over Hollywood
1:00 1:15 1:30 1:45	Rev. Peyton Rev. Peyton Rev. Peyton Rev. Peyton	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Big Sister Ma Perkins Young Dr. Malone Guiding Light	Good Central Sta. Good Central Sta. Saturday Music
2:00 2:15 2:30 2:45	Hit Record Review Hit Record Review Brotherhood Hour Brotherhood Hour	Mainly for Women Perry Mason Nora Drake News Beat-Down Beat	Mainly for Women Perry Mason Nora Drake News Beat-Down Beat	Mainly for Women Perry Mason Nora Drake News Beat-Down Beat	Mainly for Women Perry Mason Nora Drake News Beat-Down Beat	Mainly for Women Perry Mason Nora Drake News Beat-Down Beat	Saturday Music Saturday Music Saturday Music Saturday Music
3:00 3:15 3:30 3:45	Let's Talk About It Let's Talk About It Treasure Chest Treasure Chest	Hilltop House House Party Party-Cedric Adams Songs I Remember	Hilltop House House Party Party-Cedric Adams Songs I Remember	Hilltop House House Party Party-Cedric Adams Songs I Remember	Hilltop House House Party Party-Cedric Adams Songs I Remember	Hilltop House House Party Party-Cedric Adams Songs I Remember	Saturday Music Saturday Music Saturday Music Saturday Music
4:00 4:15 4:30 4:45	The Chicagoians The Chicagoians Guy Lombardo Guy Lombardo	Songs I Remember Western Swing Western Swing Gospel Train	Songs I Remember Western Swing Western Swing Gospel Train	Songs I Remember Western Swing Western Swing Gospel Train	Songs I Remember Western Swing Western Swing Gospel Train	Songs I Remember Western Swing Western Swing Gospel Train	Nat'l Guard Show Youth for Christ Youth for Christ Rev. C. H. Martin
5:00 5:15 5:30 5:45	King Arthur King Arthur Robert Trout News Trout-Cochran News	Singing Sam Raborn Hymns of the Hills News Curt Massey Time	Singing Sam Raborn Hymns of the Hills News Curt Massey Time	Singing Sam Raborn Hymns of the Hills News Curt Massey Time	Singing Sam Raborn Hymns of the Hills News Curt Massey Time	Singing Sam Raborn Hymns of the Hills News Curt Massey Time	Rev. C. H. Martin Hymns of the Hills Rev. G. E. Huffman Rev. G. E. Huffman
6:00 6:15 6:30 6:45	My Friend Irma My Friend Irma Our Miss Brooks Our Miss Brooks	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-Sports Top Tunes News - I Believe Evening News	Esso Reporter-B-Board Top Tunes - News Top Tunes Larry LeSeuer News
7:00 7:15 7:30 7:45	Jack Benny Jack Benny Amos 'n' Andy Amos 'n' Andy	Beulah Jack Smith Show Club 15 Edward R. Murrow	Beulah Jack Smith Show Peggy Lee Show Edward R. Murrow	Beulah Jack Smith Show Club 15 Edward R. Murrow	Beulah Jack Smith Show Club 15 Edward R. Murrow	Beulah Jack Smith Show Club 15 Edward R. Murrow	G. I. Mailbag G. I. Mailbag G. I. Mailbag G. I. Mailbag
8:00 8:15 8:30 8:45	Charlie McCarthy Charlie McCarthy B'way Playhouse B'way Playhouse	Suspense Suspense Runyon Theatre Runyon Theatre	People are Funny People are Funny Mr. and Mrs. North Mr. and Mrs. North	Eddie Arnold Show Eddie Arnold Show Dr. Christian Dr. Christian	FBI in Peace & War FBI in Peace & War Hallmark Playhouse Hallmark Playhouse	NHA Show NHA Show Musicland USA Musicland USA	Gene Autry Gene Autry Oper. Underground Oper. Underground
9:00 9:15 9:30 9:45	Guild Theatre Guild Theatre Meet Millie Meet Millie	Lux Radio Theatre Lux Radio Theatre Lux Radio Theatre Lux Radio Theatre	Life With Luigi Life With Luigi The Lineup The Lineup	Red Skelton Show Red Skelton Show Bing Crosby Show Bing Crosby Show	Mr. Chameleon Mr. Chameleon Lives of Harry Lime Lives of Harry Lime	Big Time Big Time Paul Weston Show Paul Weston Show	Gangbusters Gangbusters-News B'way is my Beat B'way is my Beat
10:00 10:15 10:30 10:45	Five Star Final Five Star Final Five Star Final Five Star Final	Bob Hawk Show Bob Hawk Show Five Star Final Five Star Final	Five Star Final Five Star Final Five Star Final Five Star Final	Blue Ribbon Fights Blue Ribbon Fights Blue Ribbon Fights Blue Ribbon Fights	Five Star Final Five Star Final Five Star Final Five Star Final	Five Star Final Five Star Final Five Star Final Five Star Final	Five Star Final Five Star Final Five Star Final Five Star Final
11:00 11:15 11:30 11:45	CBS News Music for Sunday Music for Sunday Music for Sunday	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round	CBS News Musical Drive-In Merry-Go-Round Merry-Go-Round
12:00 12:05	CBS News Sign Off	News Sign Off	News Sign Off	News Sign Off	News Sign Off	News Sign Off	News Sign Off

KEEP THIS LOG ON YOUR RADIO

WJLS 560 Kc

Local People — That's What Sam Raborn Presents

Sam Raborn, singer and humorist, who broadcasts twice daily over WJLS (at 8:45 a. m. and 5 p. m.) bases his program on the fact that he boosts local people, events and projects.

A true evidence of this fact came during several programs last month; one in support of the Beckley Junior High School Minstrel and the other in talking to two patients in the Veterans Hospital here.

The Korean war veterans were Sergeant First Class Cecil R. Hamm, and Sgt. Harry L. Hamm, both are now stationed at Fort Jackson, South Carolina.



Sam With Korean Veterans



Jr. High School Chorus

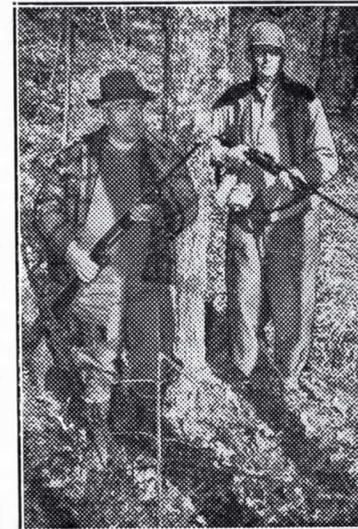
Bandsman Wins Safety Award



Frank DeVol, witty conductor-arranger of CBS's "Jack Smith-Dinah Shore-Ginny Simms Show," hangs framed award from the National Safety Council, for his services and those of his orchestra in the cause of public safety.

Luncheon Scoops

By Wendy Warren



John Lair and Gen. Wainright

Among the guests of the Cleveland, Tenn. Deer, Boar and Bear Hunt Club at their annual hunt, staged in North Carolina's Santeelah Forest, were General Jonathan Wainright, Col. Holman, Gen. Wainright's former executive officer, Gen. King and John Lair, the genial host of Renfro Valley, Ky.

According to John Lair, veteran woodman and hunter, the boars were easily the most dangerous of the game they hunted—and usual advice to hunters when shooting one of the ferocious animals is, "After you shoot, don't wait to see if you hit him—just take to the nearest tree!"

Held in 16 degrees above zero weather, with eight inches of snow on the mountain tops, the hunt was a rugged one, but much enjoyed by everyone. It wound up with a big square dance for the huntsmen and their wives, in Fontana Village, the headquarters of the hunt.

Irma - Irma's Pal



Here are two of your Sunday favorites — Irma, and her pal. Marie Wilson (to the left) and Cathy Lewis (to the right) play the featured roles in this 30-minute comedy series heard each Sunday night at 6 o'clock. Listen to an outstanding comedy program each week on both WJLS and WJLS-FM.

Fascinating Fashions — — — *By Judy Seaton*

Perk up your suits — and your lagging, end-of-the-season spirits, too, with a crisp silk, tissue taffeta blouse. With designers doing their utmost to produce suits boasting the finest in fashion detail, it's no small wonder that blouses have at last come into their own as an indispensable part of your wardrobe.

Mary Jane Higby, star of "When A Girl Marries" chose for her spring outfit a well tailored, basic suit and plans on dramatizing it with smart blouses. Her first blouse selection was one to match the lining of her suit jacket . . . which achieves the "costume look" so important this spring.

Pink is one of the most feminine of colors and so flattering to all women. Mary Jane claims that "pink near your face gives you

a rosy glow, yet looks so delicate and mysterious." Pink's at its prettiest in sheer organza, dotted swiss or in the newest nylon linen.

Don't limit your blouse wardrobe to suit blouses. This season's style trend is toward separates . . . frilly, sheer or covered-up blouses with a voluminous four-to-five yard skirt. Why not bolster your morale with a dramatically striped, sheer silk blouse, with a single rose or bunch of violets at your throat?

1951 saw the entrance of the "Opera Blouse" to the fashion scene, and what a welcome it received. The moonshaped neck, the simple sleeve, the lack of clutter over all—perfect!

"THE 560 NEWS"

Symphony Broadcast Set For 1952 - 1953 Season

Beethoven's "Missa Solemnis," excerpts from Moussorgsky's opera "Boris Godounoff" and the appearance of several distinguished instrumentalists for the first time with the orchestra will be among highlights of the CBS Radio broadcasts of the 1952-1953 season of the New York Philharmonic-Symphony. Plans for the next season have been completed by the orchestra's musical director, Dimitri Mitropoulos, for a 28-week season, whose broadcasts will begin Sunday, October 19.

Mr. Mitropoulos will conduct the orchestra for 18 weeks, and Bruno Walter, George Szell and Guido Cantelli will be guest conductors during the remaining ten weeks.

Two pianists, the French artist Lelia Gousseau and Marcelle Meyer, coming to America for the first time next year, will make their American radio debuts with the Philharmonic-Symphony Orchestra. Miss Gousseau, the winner of the Prix Pages at the Paris Conservatory, has played throughout Europe, North Africa and the Middle East. Miss Meyer has played in her native France as well as in Italy, where she took part in the 1950 Venice Festival.

Violinist Louis Krasner, concertmaster of the Minneapolis Symphony when Mr. Mitropoulos was its head, and now professor at the Syracuse University College of Music, will also be heard for the first time with the Philharmonic.

Well known soloists who return to the Philharmonic to appear under Dimitri Mitropoulos will be pianists Clifford Curzon, Myra Hess and William Kapell; violinists Mischa Elman, Zino Francescatti, Yehudi Menuhin and Joseph Szigeti. Soloists with George Szell will be the pianist Guomar Novaes and the violinist Erica Morini. The pianists Claudio Arrau and Rudolf Serkin will appear under the baton of Guido Cantelli.

The opening broadcast, directed by Mr. Mitropoulos, will present excerpts from "Boris Godounoff" in concert form, with George London, American bass-baritone of the Metropolitan Opera, singing the title role, with assisting chorus. Mr. London

"THE 560 NEWS"

has sung "Boris" with outstanding success at the Vienna Opera.

Mr. Mitropoulos, who will conduct the Mendelssohn "Elijah" on Easter Sunday 1952, on WJLS-FM will conduct the "Missa Solemnis" of Beethoven on Easter Sunday 1953. The soloists will be soprano Eleanor Steber, mezzo-soprano Nell Tangeman, tenor Harvey Smith-Spencer and baritone James Pease. The chorus will be the Westminster Choir.

Bruno Walter's programs will include a symphony of Gustav Mahler and music of Richard Strauss, among other composers.

VOTE FOR



J. W. MAXWELL

**Republican Candidate
For Governor**

(Political Adv.)

THURSDAY FM

Program Schedule

- 3:00—Music in the Air
- 3:50—Radie Harris
- 3:55—News
- 4:00—Treasury Bandstand
- 4:30—Music
- 4:45—Gospel Train
- 5:15—Music
- 5:30—Hillbilly Stars
- 5:45—Stars on Parade
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—The Peggy Lee Show
- 7:45—Edward R. Murrow
- 8:00—FBI in Peace and War
- 8:30—Hallmark Playhouse
- 9:00—Mr. Chameleon
- 9:30—Star in the Air
- 10:00—Hollywood Sound Stage
- 10:30—Robert Q.'s Waxworks
- 11:00—The World Tonight

WJLS-FM

99.5 on FM Dial

LUD GLUSKIN HOLLYWOOD BY TO EUROPE —

To many music lovers who think of him as European, it is a surprise that Lud Gluskin was born in New York, a half-century ago.

It was in Europe, where he went in 1922, that Gluskin achieved his first fame in the music business. His orchestra, The Continentals, became the rage of Europe, and even today he's still identified with them, to the generation that grew up during the twenties and thirties.

Today, Gluskin has the imposing title General Musical Director, West Coast Division, CBS Radio and CBS Television Networks. In the \$500,000 music library at Columbia Square, Hollywood, roughly half of the orchestrations on file are the original conceptions of Gluskin.

In addition to his administrative duties, he composes, arranges and conducts the music for CBS Radio's "Suspense," "Life with Luigi" and "My Friend Irma," and for CBS-TV's "Alan Young Show" and "Burns and Allen Show."

Gluskin was born in New York, attended DeWitt Clinton High School, entered Yale, ran away to join the Lafayette Escadrille, transferred later to the U. S. forces as a naval aviator, then came home broke and looking for a job.

He brought home with him a French Legion of Honor, Croix de Guerre with seven palms, and the Belgian Legion.

His musical education had started when he played drums in the high school orchestra. He made his professional debut as a drummer while attending Yale, in a two-piece combo that included Jimmy Durante (who did not attend Yale) at the piano.

After the war, still full of wanderlust, Gluskin took a job in Japan with an import-export firm and stayed there until 1922. That year, he returned to New York and joined Paul Whiteman's orchestra as a drummer, just as Whiteman was preparing for a European tour. In England, he left the band to set up Lud Gluskin and his Continental Orchestra, and soon became famous throughout Europe.

"THE 560 NEWS"

ARRIVED IN WAY OF TRIP TO EUROPE — "LONG WAY"

Twelve successful years later, he returned to New York after playing the plushiest night clubs and hotels in England and on the Continent, as well as command performances for King Carol and Queen Marie of Rumania, Alfonso of Spain and King Gustav of Sweden.

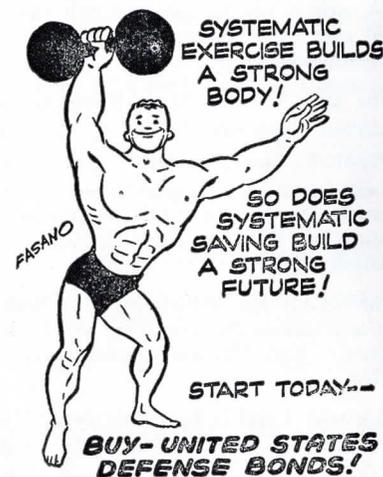
During this time he had introduced such all-time hits as "Just a Gigolo," "When Day is Done" (then titled "Madonna"), "You're Blase" and "Tell Me That You Love Me Tonight."

Shortly after his return to this country, he was signed by CBS and two years later was appointed West Coast Musical Director.

Gluskin and wife, Frances, visit Europe yearly, usually spending their time at Antibes, where he has a villa. He also has a beautiful, contemporary home in the Hollywood hills, and a 153-acre olive and cattle ranch at Dinuba, California.

He speaks several languages fluently, and his tastes in art, literature, music and food are international.

Gluskin is 5'9" tall, weighs 185 pounds. He has blue eyes, and "a certain amount of brown hair," he says. It seems to be mostly in his mustache.



"THE 560 NEWS"

FRIDAY FM

Program Schedule

- 3:00—Music In The Air
- 3:50—Radie Harris
- 3:55—News
- 4:00—Treasury Bandstand
- 4:30—Music
- 4:45—Gospel Train
- 5:15—Music
- 5:30—Hillbilly Stars
- 5:45—Serenade in Blue
- 6:00—Allan Jackson News
- 6:15—You and the World
- 6:30—Dinner Music
- 6:40—This I Believe
- 7:00—The Beulah Show
- 7:15—The Jack Smith Show
- 7:30—Club 15
- 7:45—Edward R. Murrow
- 8:00—National Health Aids
- 8:30—The Big Time
- 9:00—The Paul Weston Show
- 9:30—Robt. Q.'s Waxworks
- 10:00—Bob Trout News
- 10:05—Capitol Cloakroom
- 10:30—Dance Orchestra
- 11:00—The World Tonight

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99.5 on FM Dial

19

SATURDAY

FM

Program Schedule

- 3:00—Report from Overseas
- 3:15—Adventures in Science
- 3:30—Farm News
- 3:45—Correspondent's Scratch Pad
- 4:00—Your Voice of America
- 4:15—Youth For Christ
- 4:45—Good News Hour
- 5:15—Stan Doherty Presents
- 5:30—Treasury Bandstand
- 6:00—Ed Morgan News
- 6:15—U. N. on the Record
- 6:30—Saturday Sports Roundup
- 6:45—Larry LeSueur News
- 7:00—This I Believe
- 7:05—G. I. Mail Bag
- 8:00—The Gene Autry Show
- 8:30—To Be Announced
- 9:00—Gangbusters
- 9:30—Broadway is My Beat
- 10:00—Bob Trout News
- 10:05—Robt. Q.'s Waxworks
- 11:00—The World Tonight

WJLS-FM

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LIFE WITH LUIGI GIVEN SPECIAL AWARD RECENTLY

“Life With Luigi,” WJLS and the CBS Radio Network series portraying the life of a postwar Italian immigrant in the United States, has been given the annual award of the National Conference of Christians and Jews “for outstanding contributions during the past year to mutual



understanding and respect” among American religious, racial and national groups. The program, which stars J. Carrol Naish as Luigi Baco, eager would-be American, was conceived by Cy Howard and produced by him for CBS radio, where it was first presented Sept. 21, 1948. Since then the scripts have made millions laugh by habitually running the gamut from slapstick to incisive satire. But the theme has remained unchanged—the complexities of American life as seen through the unjaded eyes of a newcomer to the vast and turbulent scene.

The cast includes Mary Shipp as Miss Spaulding, night school teacher; Alan Reed as Pasquale, Luigi's predatory mentor; Jody Gilbert as Rosa, Pasquale's not-too-marrriageable daughter; Hans Conried as Schultz; Joe Forte as Horwitz; Ken Peters as Olson.

The scripts are written by Mac Benoff, who also directs the program, and by Lou Derman. Lud Gluskin conducts the orchestra.

Life with Luigi is broadcast every Tuesday night at 9 o'clock on both WJLS and WJLS-FM.

“THE 560 NEWS”

ALL TIME GREATS FOR VAUDEVILLE PICKED BY PRICE

Georgie Price, the little guy who's been big in show business for four decades, and who reminisces each week on CBS Radio's “Big Time” about the great entertainers he has known, has picked his all-time all-star vaudeville team. Here are the choices of the president of the American Guild of Variety Artists:

Greatest entertainer today: Danny Kaye.

Greatest single act: Will Mahoney's punching bag dance and dance on the xylophone.

Greatest dancer: George White.

Greatest woman: Nora Bayes.

Greatest monologist: Frank Fogarty (he later became a Brooklyn politician!)

Best all-around performer: James Barton.

Best sister team: The Aber Twins.

Best acrobats: The Seven Abdullas.

Best comedy team: Dooley and Sales.

Best comedy sketch: Edgar Atchison Ely (losing his false teeth overboard while proposing marriage).

Greatest comedy juggler: W. C. Fields.

Greatest comedy act: Imroff, Conne and Corrin's “Nuthouse.”

Greatest Negro comedian: Bert Williams.

Greatest Negro comedy team: Moss and Frye doing “How High Is Up?”

Greatest Negro dancers: The Nicholas Brothers.

As for Judy Garland, Price cited her as “the greatest star who's ever worked her way up from Hollywood to vaudeville.”

“THE 560 NEWS”

LISTEN TO

The Evening News

with

Will Jackson

at

6:45 P.M. over

WJLS—560 on your dial

THE BOB HAWK SHOW is a fast thirty minutes of fun, games and prizes. Listen and laugh as contestants fight for the “Lemac” jackpot! Hear Bob Hawk every Monday.



10:00 P.M.—Dial 560—CBS WJLS

PEGGY LEE HONORED BY ACTOR; NAMED 'EXCITING ACTRESS'

Peggy Lee, one of the entertainment world's top vocalists and star of the "Peggy Lee Show," was named by film star James Mason as one of the ten most exciting actresses of today. Commenting on Miss Lee, he stated, "She has the personality, looks and piquancy to make an exciting individual."

The outspoken Mr. Mason eliminated the "traditional glamour girls" who usually comprise such lists because he felt that "most of them seem like bundles of affectation."

Others named by Mason in his list of the most exciting ten included Pamela Kellino (Mrs. James Mason), Ava Gardner, Lauren Bacall, Danielle Darrieux, Joan Bennett, Faith Domergue, Lena Horne, Vivien Leigh and Judy Garland.

In addition to starring on the "Peggy Lee Show" (WJLS 7:30-7:45 P. M.), Miss Lee is singing star on CBS-TV's "Steve Allen Show" and "Songs for Sale." Her record of "Manana," of which she is co-writer, reached the two million-record sale mark.

Her twice weekly programs feature guest artists, one of the most popular of which have re-appeared on numerous occasions in the past, The Golden Gate Quartet.

Answer To

Know Your Stars

You've guessed it, Freeman Gosden and Charles Correll, the Amos'N' Andy of Radio. Listen next Sunday night at 7:30 p.m. for this half-hour comedy program.

HEAR THE LINEUP

every Tuesday
at 10:00 P.M.

on

WJLS-FM—99.5 Meg.

DR. CHRISTIAN, played by Jean Hersholt, is good for what ails you. You'll like the heart-warming stories of how Dr. Christian helps his neighbors to happiness. Listen every Wednesday.



8:30 P.M.—Dial 560—CBS WJLS

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