

LUIGI'S LIFE

Hero of KTSA Serial Gets Lots of Advice

Should Luigi Basco marry Rosa?

Listeners in Chicago, the setting of CBS' lovable comedy "Life with Luigi," starring J. Carrol Naish (CBS and KTSA Tuesdays, 8:30 p.m.), have become quite perturbed over the question with the majority apparently taking the negative side.

Luigi Basco, as millions of radio fans know, is a young Italian immigrant who arrived in this country just about a year ago. A fervid admirer of America since he was a boy, Luigi induced his countryman friend Pasquale to pay his passage to Chicago. Pasquale generously set him up in the antique business in a shop next to his spaghetti palace on North Halsted Street.

But little Luigi soon realized that Pasquale was not exactly magnanimous in his intentions. Pasquale planned to marry off his fat, doltish daughter Rosa to him. Luigi promptly saw through the scheme, and for a year Pasquale's efforts to trap him into marriage through threats to close him out and send him back to Italy have excited rosters for the wistful little immigrant.

Gets Free Advice

Chicago listeners who have written to Luigi admit that he owes a debt, but resent Pasquale's collection methods. One listener says: "Dear Luigi: I listen to your program all the time because I know just what it's like to be new in America. I came over to this country from Ireland. Listen, Luigi, please take my advice. Don't marry Rosa! It's not that she isn't the girl for you, but that it takes time to be sure you marry the right one. Pasquale is trying to talk you into this too fast. Don't listen to him. Make up your own mind!"

Another begs: "... but don't marry Rosa. We get so scared. You're an American now and Americans take plenty of time to make up their own minds. It wouldn't be right to rush into this. Maybe you'll marry Rosa later, when you get to know her better. But not yet, Luigi. You're still young!"

Variety of Pleas

A third listener takes a different approach but arrives at the same conclusion: "Pasquale will try to prove to you that you'll save money on your income tax by marrying Rosa. Don't believe him. I figure you'll save maybe \$1,200 a year marrying Rosa. But you lose something worth more. Your freedom!"

RADIO PROGRAMS AND PERSONALITIES

POPULAR MUSIC, THE KIND THAT IS DESERVEDLY liked by everybody, is now being offered at its best on "Club 15" over KTSA at 6:30 p.m. every day, Monday through Friday. On Tuesday, Dick Haymes, Evelyn Knight and the Modernaires will open with "Exactly Like You." Miss Knight's solo is "Be Goody Good to Me." The Modernaires feature "Rudolph, the Red-Nosed Reindeer." Haymes and the Modernaires close with "The Meadows of Heaven." KTSA-6:30 P.M.

JACK SMITH, DINAH SHORE AND MARGARET Whiting are adding to their earlier laurels with their teamwork on their CBS show at 6:15 p.m., Mondays through Fridays. On Tuesday, Dinah and Jack open with a duet on "I'm Too Busy to Say Hello." Miss Shore solos "You're Breaking My Heart" and "Stormy Weather," and Smith does "Georgia on My Mind." KTSA-6:15 P.M.

BY POPULAR DEMAND "I LOVE A MYSTERY" HAS returned to the air on Mutual Monday through Friday. After being off the air for nearly five years, Carlton E. Morse, originator and author of "I Love a Mystery," states he has been continually receiving letters from former listeners, inquiring as to when the program would be heard again. The day-to-day adventures of Jack Pacard, Doc Long and Reggie York, soldiers of fortune, provide good listening for all mystery fans. KMAC-6:45 P.M.

WENDY WARREN AND THE NEWS IS THE NEW AND different drama of a woman's life—set against the background of today's news. "Wendy Warren and the News" brings the latest world news, a summary of news of special interest to women—plus the story of the life of Newspaper-Woman Wendy Warren. Every day, Monday through Friday, KTSA-11 A.M.

"ESCAPE," THE CBS PROGRAM OF HIGH adventure, broadcast on Saturdays through the month of October over CBS, will be heard on Tuesdays at 8 p.m., beginning Nov. 1. KTSA-8 P.M.

THE BODY OF A FAMOUS THEATRICAL PRODUCER, found in a trunk by customs inspectors on the pier shortly after a European liner docked, claims the attention of Inspector Hearstone of the Death Squad in "The Case of the Man Who Came Home Murdered" on CBS "Mystery Theater." Tuesday, Alfred Shirley is heard as Inspector Hearstone. "Mystery Theater" is produced by Frank and Anne Hummert. KTSA-7 P.M.

SEN. OWEN BREWSTER (R-ME.) AND SEN. HUBERT H. Humphrey (D-Minn.) will take respective affirmative and negative stands on the question, "Are We Depending Too Much on Government For Our General Welfare," on ABC's America's Town Meeting broadcast, Tuesday, The Maine Republican and the Democrat from Minnesota will be the only speakers on the program aside from weekly Moderator George V. Denny, Jr. Brewster is a member of the Senate finance and interstate and foreign commerce committee, and Humphrey, a member of the Senate labor and public welfare committee and executive departments expenditures committee. KABC-7:30 P.M.

NURSE NORA DRAKE BEGINS TO REALIZE HOW much the charming refugee, Suzanne Turrie, loves Nora's fiancé, Charles Dobbs, on "This Is Nora Drake." Suzanne still believes that Dobbs is in love with her and does not understand that his declaration of affection was made only to save her life. Academy Award Actress Joan Loring plays Suzanne Turrie. Joan Tompkins stars as Nora Drake and Grant Richards takes the part of Charles Dobbs. KTSA-1:30 P.M.

THERE'LL BE FEWER EMPTY STOCK ings this Christmas, thanks to a nation-wide "Hilltop House Toy Turnout," in which almost 7,000 local Lions Clubs throughout the United States will co-operate in collecting playthings for Yuletide distribution to orphanages and underprivileged children. The plan is revealed on CBS' "Hilltop House" in dramatic episodes beginning Tuesday and continuing every day, Monday through Friday. KTSA-2:15 P.M.

A SAN FRANCISCO HOUSEWIFE, MRS. MARGARET Magnusson, won a fortune in prizes when she answered "A square peg in a round hole" and solved the "Secret Saying" Tuesday night over KTSA on De Soto-Plymouth's "Hit the Jackpot." Phoned by the show's Emcee Bill Cullen, Mrs. Magnusson immediately gave the correct answer to the "Secret Saying." When Cullen told her that she had won a mammoth jackpot of prizes, topped by a brand-new De Soto four-door custom sedan, she excitedly exclaimed: "I'm just dying." Her husband, a shipping clerk at the San Francisco waterfront, said in amazement: "I can't believe it." KTSA-9 P.M.

EARLY AMBITION Leopold Stokowski, who conducts the New York Philharmonic-Symphony on CBS, made up his mind at the age of five to be a symphonic conductor.

WINS DOUBLE AWARD Edward R. Murrow, who broadcasts the news nightly on CBS, is one of the few radio personalities to win the George Foster Peabody Award twice.

DR. PRICE'S EXTRACT Pure Extra-strength Vanilla Extract Will not bake out or freeze out EVERY DROP IS REAL VANILLA

PREACHER'S (For the Hair) Will prove itself to you for GRAY, faded, dry, falling hair, ITCHY scalp and DANDRUFF. USE IT—BE CONVINCED! For Sale by Payless Drugs

RADIO While this newspaper makes every effort to print accurate listings, it cannot be responsible for last minute changes made by radio stations.

TUESDAY, NOVEMBER 1, 1949

Table with columns for radio stations: KTSA-550 (CBS), KMAC-630 (MUTUAL), KABC-680 (ABC), WOAI-1200 (NBC), KITE-930. Lists programs and times for each station.

Table for TUESDAY AFTERNOON programs. Columns include station, time, and program name.

Table for TUESDAY EVENING programs. Columns include station, time, and program name.

Most COMPLETE NEWS COVERAGE LOCAL, STATE, NATIONAL INTERNATIONAL. EVERY MONDAY Through FRIDAY KTSA 550 ON YOUR DIAL. KTSA—First With the NEWS

Food Service Seminar Slated Last in a series of food service seminars will be conducted at Food Service School, Fort Sam Houston, Nov. 8-10 by Miss Lucille Trudeau.

Speech League Elects Officers Brother Harold Huels of Central Catholic High School was elected president of the Catholic Interscholastic Speech League of San Antonio at its second organizational meeting.

Quill to Attend Postmasters' Meet Postmaster Dan Quill of San Antonio is en route to Chicago to attend the convention of the National Association of Postmasters.

Miserable Case of Dandruff Cleared Up SAN ANTONIO, Texas—Charles J. Rogers says: "It is a pleasure to pass on my experience with Baker's Hair Tonic. My scalp itched so bad I was miserable, and after using less than one bottle the terrible itching was gone. I certainly do recommend Baker's Hair Tonic, and will say there is nothing like it for keeping your hair nice and soft and free of dandruff."

Are You Tormented, Embarrassed By Dandruff or Itchy Scalp? About given up hope of relief? On just such stubborn cases Baker's Hair Tonic built its reputation. Try a bottle... it will do the job for YOU or we will refund every penny of your money.

YOU MIGHT SHARE IN THE \$100000 IN GIFTS OFFERED EVERY DAY! KITE 930 ON ANY DIAL. BAYER ASPIRIN TO EASE SORE THROAT. HAL COLLINS CO. 1412 Camp St. Dallas, Texas

THEY'RE ON KTSA AM/FM Romance Thrills Comedy "Wendy Warren and the News" This is Florence Freeman who plays Wendy Warren in CBS' daytime news-drama series. Another excitingly popular KTSA feature that you can enjoy regularly... 11-11:15 A.M. Monday Thru Friday

"AUNT JENNY" "Aunt Jenny" organist Elsie Thompson, and announcer Dan Seymour inaugurate their 13th year of mid-day microphone association as "Aunt Jenny" continues her dramatizations of the stories of Littleton over KTSA. 11:15-11:30 A.M. Monday Thru Friday

"ROMANCE OF HELEN TRENT" As one of radio's oldest daytime serials, the Romance of Helen Trent has thrilled and entertained millions. Julie Stevens plays the lead in this feature heard over KTSA. 11:30-11:45 A.M. Monday Thru Friday

"OUR GAL SUNDAY" Neva Patterson, who is heard as Myra Sloan in CBS' "Our Gal Sunday" daytime series. Another star in the parade of daytime features that you enjoy over KTSA. 11:45-12:00 N. Monday Thru Friday

550 On Your AM Dial 101.5 On Your FM Dial KTSA AM/FM LISTEN! More and more people say, "It's on KTSA"

TEXAS SAVINGS AND LOAN ASSN. YOU HAVE A DATE AT THE TEXAS Remember that savings placed at the Texas on or before the 10th of this month earn from the 1st! Arrange NOW to visit the TEXAS before the 10th. Your savings earn 2 1/2% per year and are Federally-insured to \$5,000 for complete safety. A. H. (Jerry) Knippa, President. SAVINGS EARN 2 1/2% CURRENTLY. WHERE SAVINGS GROW WITH SAFETY. Under supervision of the State Banking Department. 123 E. MARTIN STREET