

RADIO PROGRAMS AND PERSONALITIES

"LIZ COOPER," PLAYED BY LUCILLE Ball, finds her position as club treasurer in jeopardy because of unbalanced books, so she decides to replenish the coffee by earning some money as a baby sitter, on the "My Favorite Husband" broadcast, Friday. Afraid to tell hubby George of her plans because she actually "borrowed" some of the club's funds, Liz has to sneak out at night to do her baby-sitting. George naturally gets suspicious when he overhears Liz describing some of the babies as handsome males. Lucille Ball is heard as "Liz," with Richard Denning as "George." Ruth Perrot is the maid. Bob Lemond handles the announcements, and Wilbur Hatch's orchestra is featured. **KTSA—7:30 p.m.**

WHEN JANET WALDO STEPS BEFORE THE MICROPHONE every Friday night as the star of CBS' popular comedy show of college life, "Young Love," she's doing what comes most naturally. First of all, Janet has been playing the charming teenager of the "Meet Corliss Archer" show for several years and has just stepped into a maturer age bracket. Second, the entire "Young Love" show was developed with Janet and her co-star, Jimmy Lydon, in mind, and virtually every situation in the story is taken from the real-life experiences of Janet and her husband, Robert E. Lee, the show's writer-director-producer. **KTSA—9 p.m.**

GERTRUDE BERG'S SERIAL, "THE GOLDBERGS," which has enjoyed a phenomenally long run on the radio, is currently being presented on CBS every Friday night. Originally known as "The Rise of the Goldbergs," the series went on the air Nov. 20, 1929, and became an immediate success. This perennially popular saga of family life was uniquely molded from a pattern of comedy that bordered on tears and tears that bordered on comedy. **KTSA—7 p.m.**

"WE, THE PEOPLE," THE PROGRAM WHICH EACH week brings headline personalities before the microphone and television camera, has moved to the NBC network. The program will retain its original format of interviews with people in the news. Dan Seymour presides as host and master of ceremonies of the simulcasts. After almost 12 years, "We, the People," in switching to NBC, returns to the network on which it originated for a six-months run which started in October, 1938. **WOAI—7:30 p.m.**

BEAUTIFUL WOMEN SELDOM ASK MEN, WEIGHING 239 pounds, to kiss them publicly—especially when the two are complete strangers. However, that's what happened to Brad Runyan, stoutest sleuth on the air, and the kiss led to a complicated bit of mayhem. The beautiful woman, in this case, had been named correspondent in a divorce action. Plaintiff in the action was the wife of a wealthy businessman who, shortly before the case was scheduled in court, was found stabbed to death. How Runyan succeeded in tracking down the killer will be told on the Friday broadcast of The Fat Man. **KABC—7 p.m.**

"CRIME CORRESPONDENT," NEW CBS-CREATED mystery and adventure drama, makes its second broadcast Friday. Paul Fries stars as Larry Mitchell, daring radio broadcaster who concentrates, both on the air and off, on battling the forces of the underworld. **KTSA—8:30 p.m.**

Churchill Fat? What of That?

"Would you believe it," a lady listener moaned in a letter to "Gabriel Heatter's Mailbag" (KMAC, week days, 11:45 a.m.), "I can't get a job because I'm too fat." She explained, "I applied for a job the other day, and they said 'We don't hire any one over 160 pounds.' I weigh 230. Why such discrimination?"

"Why, indeed," snapped Heatter during his broadcast. "I think it's ridiculous. There's a fellow named Churchill, who isn't exactly a lean man, and he's done pretty well at his job, hasn't he? A firm like that isn't worth working for anyway."

Tito Not Difficult To See, Says Kendrick

"Marshal Tito used to be a hard man to see, but these days he averages an interview a week. In his latest he said that, despite the cold war being waged against him by the Communists, he has no desire to line up with the West against the East. He wants to be strictly independent, he says, and won't make any concessions to either side." —Alexander Kendrick, CBS Vienna.

INTO COPA
Alan Dale, CBS "Sing It Again" baritone, begins an engagement at New York's swanky Copacabana. Nov. 17.

RADIO

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

FRIDAY, NOVEMBER 11, 1949

A.M.	KTSA-550 (CBS)	KMAC-630 (OUTLAW)	KABC-680 (ABC)	WOAI-1200 (NBC)
6:00	Song Corral	RFD Texas (5 a.m.)	Facts for Farmers	Farm and Home Hour
6:15	Song Corral	RFD Texas	Big Bill Lister	Farm News—Shomette
6:30	News	Rev. Raymond Richey	Burrage Mtn. Gang	Fairfield Four
6:45	Dearborn Roundup	Sam Morris	Ranching Roundup	Red River Dave
7:00	Trading Post	Wake Up, S. A.	Martin Agronsky	News-Cast—Howell
7:15	News	Wake Up, S. A.	Hillbilly Hit Parade	Morning Devotional
7:30	News	Wake Up, S. A.	News-Cast	Radio Rodeo
7:45	Football Forecast	Wake Up, S. A.	Radio Clock	
8:00	Coffee Capers	Robert Harleigh	Breakfast Club	News-Cast—Guerra
8:15	Coffee Capers	Tell Your Neighbor	Breakfast Club	Johnny Dugan Time
8:30	News	Hillbilly House Party	Breakfast Club	Songs You All Remember
8:45	Johnny Lana	Hillbilly House Party	Breakfast Club	
9:00	Inside Doctor Office	Hillbilly House Party	My True Story	Welcome, Travelers
9:15	Arthur Godfrey	Hillbilly House Party	My True Story	Welcome, Travelers
9:30	Arthur Godfrey	Hillbilly House Party	Betty Cracker	Marriage For 2
9:45	Arthur Godfrey	Hillbilly House Party	Victor Lindlar	Rosemary
10:00	Arthur Godfrey	Tex. & Amer. Security	Modern Romances	We Love and Learn
10:15	Arthur Godfrey	Tex. & Amer. Security	Modern Romances	Young Dr. Malone
10:30	Plantation Party	Serenade to Housewife	Crosby & Co.	Jack Berch
10:45	Movie Time	Serenade to Housewife	Bob Eberly Show	Lora Lawton
11:00	Wendy Warren	Kato Smith Speaks	House Party	Ma Perkins
11:15	Aunt Jenny	Lynn Ross	House Party	The Brighter Day
11:30	Helen Trent	Dance Band	680 Roundup	Texaco Star Reporter
11:45	Our Gal, Sunday	Heater's Mail Bag	680 Roundup	Imperial Quartet

P.M.	KTSA-550	KMAC-630	KABC-680	WOAI-1200
12:00	News	Cadric Foster	Stamps Quartet	News-Cast—Guerra
12:15	Chuck Wagon Gang	Oklahoma Playboys	Noonday Jambores	Market Reports
12:30	Adolph Hofner	Lightcrust Doughboys	Texas Tophands	Smile Program
12:45	Tex-O-Hired Hands	Checkers & Jambores	Del Dunbar	Judy and Jane
1:00	Meet the Band	Queen for a Day	Double or Nothing	Double or Nothing
1:15	More Dr. K	Queen for a Day	Double or Nothing	Double or Nothing
1:30	The Stars Sing	Today's Youth	Double or Nothing	Double or Nothing
1:45		Today's Youth	Double or Nothing	Double or Nothing
2:00	David Harum	Reminiscing With	Talk Your Way Out	Life Can Be Beautiful
2:15	Hilltop House	Tommye Bessan	Talk Your Way Out	Road of Life
2:30	Garry Moore	Spinning the Tops	Ladies Be Seated	Pepper Young's Family
2:45	Garry Moore	Spinning the Tops	Ladies Be Seated	Right to Happiness
3:00	Garry Moore	630 Club	Galen Drake	Back Stage Wife
3:15	Garry Moore	630 Club	President Truman	Stella Dallas
3:30	News	630 Club	Money for Music	Lorenzo Jones
3:45	Entertainment, Inc.	630 Club	Money for Music	Young Widder Brown
4:00	Entertainment, Inc.	630 Club	Money for Music	When a Girl Marries
4:15	Entertainment, Inc.	630 Club	Money for Music	Portia Faces Life
4:30	Entertainment, Inc.	630 Club	Money for Music	Just Plain Bill
4:45	Entertainment, Inc.	630 Club	Money for Music	Front Page Farrell
5:00	Uncle Dan	B-Bar-B Ranch	Challenge Yukon	Perry Mason
5:15	Cote Glee Club	B-Bar-B Ranch	Challenge Yukon	Ligh of the World
5:30	News—Neither	Tom Mix	Sky King	Guiding Light
5:45	L. Thomas, News	Tom Mix	Sky King	News-Cast—Williams

FRIDAY AFTERNOON	FRIDAY EVENING
6:00	6:00
6:15	6:15
6:30	6:30
6:45	6:45
7:00	7:00
7:15	7:15
7:30	7:30
7:45	7:45
8:00	8:00
8:15	8:15
8:30	8:30
8:45	8:45
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9:30	9:30
9:45	9:45
10:00	10:00
10:15	10:15
10:30	10:30
10:45	10:45
11:00	11:00
11:15	11:15
11:30	11:30
11:45	11:45

Godfrey Sees Some Hope for Republicans

The "barefoot boy" of radio, Arthur Godfrey (KTSA Monday through Friday, 9:15 a.m.), reported recently that a Cleveland hospital director predicted that if medical progress continues at the present rate, people will live to be 120 years old in the foreseeable future.

Cracked Godfrey, "There's still hope for the Republicans."

Crosby Ad Libs Most Remarks on Songs

Virtually all of the introductions to numbers which Bing Crosby sings on his CBS show are ad libbed on the spur of the moment by the star. His memorabilia on songs is so extensive that he is never at a loss for words to give the background of hit tunes, old and new.

TAFFY



P-U-L-L-S

Unique treat made better with

IMPERIAL SUGAR

Pure Cane

Renew old customs with this recipe

Your Holiday taffy can have wonderful professional smoothness and texture if made with quick-dissolving Imperial Pure Cane Sugar.

(Yield 1 1/2 pounds)

2 1/2 cups Imperial Granulated Sugar
1/2 cup corn syrup
1/2 cup water
2 teaspoons vanilla

Combine Imperial Granulated Sugar, corn syrup and water and cook to firm ball stage (240° F.); add butter and cook to hard ball stage (266° F.), or 44° F. above boiling point of water. Pour hot syrup into a lightly buttered shallow platter and allow to cool undisturbed until it can be taken into hands for pulling. Pull candy until it takes on a satin finish, add coloring and then pull into a 1/2-inch roll. Cut with scissors into inch pieces and wrap in waxed paper.

DEMAND

IMPERIAL SUGAR

Pure Cane

SEND FOR THIS RECIPE BOOK

Use Coupon Below

IMPERIAL SUGAR CO., Dept. 11-8
Sugar Land, Texas

Enclosed is 10c for cover postage and handling costs and the red block marked "pure cane" from an empty Imperial Sugar bag or carton, for which I send me postpaid a copy of "Sue's Candy Kettle."

Name _____
Address _____
City _____ State _____

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Name _____
Address _____
City _____ State _____

MOST COMPLETE NEWS COVERAGE

LOCAL, STATE, NATIONAL INTERNATIONAL

6:30 A.M. Blewett Smyth
7:30 A.M. Blewett Smyth
8:30 A.M. Blewett Smyth
12:00 Noon Pat Boyette
5:30 P.M. Bill Niethamer
5:45 P.M. Lowell Thomas
6:45 P.M. Edward R. Murrow
10:00 P.M. Heywood Vincent
11:00 P.M. CBS World News
12:00 M. CBS World News

KTSA—First With the NEWS

Thomas Reports Brilliant Reply

Lowell Thomas, on his CBS 5:45 p.m. KTSA news broadcast the other night, said that "It is a pleasure to come across a good retort, when somebody talks himself out of trouble and makes a remark that saves the situation." He then told the story of a myna bird from Malaya, owned by Mrs. Carveth Wells, which, having been trained to talk, whistle and sing, was put on demonstration and asked if it belonged to the Communist party. The bird said nothing but fell over as though dead. Then it got up and whistled the "Star Spangled Banner."

DIXIE MARGARINE

THAT DELICIOUS SPREAD

"At Your Grocer's"

Choice Cuts of LEAN RED MEAT

Packed in Every Can of KEN-L-RATION

Cuts Feeding Bills—Costs Less Than Butcher Meat!

*Here's the money-saving way to feed your dog the lean, red meat he craves. Every can of Ken-L-Ration is packed with choice cuts of lean red meat—nutritious U. S. Government inspected horse meat. Ken-L-Ration is supercharged with vitamins... enriched with minerals. Costs far less than butcher meat. Just open a can and serve. Get 3 cans of Ken-L-Ration today.

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GO ALL THE WAY DOWN TO THE END OF PORTER ST.

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SWIFT'S BRANDED MEATS

VEAL CHUCK ROAST Lb. 35c
VEAL CROWN RIB ROAST Lb. 40c
VEAL SHOULDER SQUARE CUT ROAST Lb. 40c
VEAL CHOPS Lb. 45c
VEAL RUMP ROAST Lb. 45c
VEAL LOIN ROAST Lb. 45c
VEAL ROUND SHOULDER ROAST Lb. 45c
VEAL ROLLED ROAST Lb. 45c
VEAL RIBS Lb. 35c
VEAL BRISKET Lb. 32c
VEAL ROUND STEAK or ROAST Lb. 60c
VEAL TENDERIZED STEAKS Lb. 60c
VEAL T-BONE STEAKS Lb. 55c
VEAL PIKE'S PEAK ROAST Lb. 55c
VEAL SEVEN STEAKS Lb. 50c
SPECIAL GROUND MEAT Lb. 49c
REGULAR HAMBURGER Lb. 38c
PORK SHOULDER ROAST Lb. 45c
PORK LOIN ROAST END CUTS Lb. 45c
PORK CHOPS Lb. 49c
PICNIC HAMS Lb. 37c
BACON, SLAB or SLICED Lb. 49c
MUTTON SHOULDER ROAST Lb. 25c
MUTTON CHOPS Lb. 35c
MUTTON RIBS or NECKS Lb. 25c
LEG-O-MUTTON Lb. 35c
BOLOGNA Lb. 38c
WEINERS Lb. 38c
FULL CREAM CHEESE Lb. 49c
CALF LIVER Lb. 65c
AUGE'S TENDER HAMS Half or Whole Lb. 45c

MEAT PRICES ARE GOOD ALL WEEK LONG
WE CLOSE AT 8 P.M. FRIDAY—9 P.M. SATURDAY

AUNT JEMIMA BUCKWHEATS

Sho' Set Appetites a singin'

With that j-u-s-t right, Tangy Buckwheat Flavor!

DENNY'S

Thanksgiving BAKERY SPECIALS

Complete Line of Thanksgiving Bakery Specialties. Place Your Order Early. Mince Meat, Pumpkin Pies, Cakes, Rolls, Cookies, etc.

LORD BALTIMORE CAKES

Two Delicious Golden Layers Filled With Pineapple — Topped With Snow White Vanilla Marshmallow Frosting Sprinkled With Red Cherries and Peppercorns. **50c**

DENNY'S ENRICHED OVEN FRESH BREAD 10c

White, French, Homemade, Rye, Vienna, Pumpkin, Whole Wheat. 16-oz. Loaf. Gives you 6-way nourishment. Protein, Riboflavin (B2), Nicotin, Thiamin (B1), Food Energy and Iron.

DENNY'S Old-Fashioned FRUIT CAKE 70c

Chock Full of Fruit, Nuts & Spices Lb. 70c

APPLE JELLY DONUTS Ea. 5c
FRUIT-FILLED COFFEE CAKE Ea. 20c
LARGE APPLE PIES Ea. 35c
LARGE LEMON CREAM MERINGUE PIES Ea. 45c
VANILLA COCONUT KISSES Doz. 25c

Pineapple Frosted Angel Food Cake Ea. 30c
APPLE JELLY ROLLS Ea. 10c
VANILLA CREAM PUFFS Ea. 5c
GLAZED DONUTS DOZEN 30c
CINNAMON ROLLS Doz. 25c

Hot Dog, Cloverleaf or Wholewheat Rolls, Doz. 20c
OVEN-FRESH COOKIES Crisp and Delicious, Doz. 15c and 20c

Birthday, Party, Wedding Cakes Baked to Order

Denny's BAKERIES INC.
2923 S. FLORES - 1624 BROADWAY - 720 E. COMMERCE

Now...delicious Hot Rolls

...in 1/2 the making time (compared to your standard cookbook recipe)

with the new **Pillsbury HOT ROLL MIX** and **FRESH-ACTING YEAST**

Imagine it! You can now make fresh-baked hot rolls... with the new, improved Pillsbury Hot Roll Mix and Fresh-Acting Yeast.

All in one package, even Fresh-Acting Yeast in specially protected inner packet. To make the dough in much less time, you merely add water to yeast, then add mix. You don't sift flour. You don't go through any scalding or cooling operations. You have few bowls and spoons to get together. Soon—make hot rolls this new easier way... with the new, improved Pillsbury Hot Roll Mix!

You and Mrs. Pillsbury can make a great team

Mrs. Pillsbury has developed a new hot roll mix in her kitchen to save you time in your kitchen, and give you perfect results every time.