



BEAUTIES AT 15—San Antonio's contenders in the Lux Radio Theater contest for America's most beautiful 15-year-old girl receive make-up kits as a special award from Bud Thompson, KTSA program director. The local winner will be announced next week. Left to right: Joan Sanders, Johnnie Perry, Barbara Beam, Nancygail Jordan and Shirley Cormier.

'The Goldbergs' to Mark Twentieth Year in Radio

"The Goldbergs" will celebrate their twentieth anniversary, on the air with the CBS-KTSA radio broadcast of Friday, Nov. 18 at 7:00 to 7:30 p.m. The perennial drama of family life made its debut in radio on Nov. 20, 1929. Following a run of 17 years on the air, the show enjoyed a stage run of almost a year under the title "Me and Molly." The famous series was revived for television last Jan. 17, with such success that it was brought back as well to its original medium, radio, on Sept. 2. Through the score of years Gertrude Berg, creator and star of the series, has written more than 6,000,000 words of script for almost 3,000 performances. Hundreds of players, many of whom subsequently became stars in their own right in radio, on the stage or in the movies, have appeared in the cast. Although the series provides comedy in the minor crises arising in every episode, it long has been acclaimed for its values beyond the field of entertainment. Psychiatrists, pathologists, educators, judges and ministers, have written letters of praise and requested copies of scripts to study as an aid in better understanding of human nature. On the program's fifteenth anniversary, Everett R. Cliney, president of the National Confer-

Marx Quiz Show Pays Stork Bill For Lucky Pair

First big winners this season on Groucho Marx's KTSA-CBS. "You Bet Your Life" comedy quiz were Miss Margaret T. Lindsey and Frank D. Sullivan of Los Angeles. They won \$3,270 in cash. The winning came at a good time for Sullivan. Shortly after he appeared on the quiz, his wife gave birth to a baby girl. A baby nurse, Miss Lindsey said that she intends to use her winnings as a down payment on a house for her mother and herself.

'Amos' Fights Fire Menacing Homes

Charles Correll, "Amos 'n' Andy," was a real-life hero in controlling a fire which threatened his own and three other Westwood, Calif., homes the other night. Brush, tinder-dry, due to California's prolonged heat wave, caught fire in a ravine back of his home. Armed with only a garden hose, Correll succeeded in averting a major conflagration by holding the fire in check until firemen, summoned by his wife, arrived and took over.

RADIO PROGRAMS AND PERSONALITIES

WITH POLICE BAFLED BY A FIREBUG WHO HAS started seven conflagrations, broadcaster Larry Mitchell uncovers a hit-and-run accident near the scene of crime that leads to its solution, in "Firebug" on CBS. "Crime Correspondent" Friday, Nov. 18, 8:30 p.m. Paul Fries stars as Mitchell. The script is by Adrian Gendot and William Field. Gordon T. Hughes directs and produces. KTSA—8:30 p.m.

NEW YORK, NOV. 17.—TELEVISION FOR the wedding of Vice-President Alben W. Barkley and Mrs. Carleton S. Hadley at St. Louis on Friday will make the scene available to large sections of the Midwest and the East via network relay. In addition, special radio broadcasts are being arranged.

THE CRIME THAT IS ALMOST AS OLD as time itself—extortion—serves as the basis of the dramatized story about a recent widow and a group of extortionists on the Friday, November 18, broadcast of This Is Your FBI over the ABC network at 7:30 p.m. Led by Special Agent Jim Taylor the FBI is called into a case involving a certain widow who has just paid several thousand dollars for the return of Crain letters which, if ever published, would blacken the name of her deceased mate. As usual the FBI, in conjunction with the local police authorities, are able to round up the forger of the letters and eventually the whole extortion gang. KABC—7:30 p.m.

DOES WEALTH BRING HAPPINESS? OUR GAL SUNDAY says no! Listen to the absorbing drama of a small-town orphan girl who marries England's richest and most handsome lord—and finds the cards stacked against her happiness. Hear OUR GAL SUNDAY every Monday through Friday on CBS. KTSA—11:45 a.m.

JUST BEFORE HE DIED, CHICK COLBY ENTRUSTS a secret to his ten-year-old brother. Bull Lamont is determined to find out the secret and both the young boy and Sergeant Preston almost lose their lives in the story of "The Brother's Promise," to be broadcast on Friday, Nov. 18, at 5 p.m., CST, over ABC. KABC—5 p.m.

THE "LADIES FAIR" PROGRAM IS DRAWING LARGE audiences to each of its broadcasts from Chicago—and bids fair to attract as many studio guests as Mutual's "Chicago Theatre of the Air" feature, which each Saturday draws the largest studio audiences for Chicago-originated network broadcasts. "Ladies Fair" is broadcast over KMAC weekdays 1 to 1:30 p.m. KMAC—1 p.m.

LUCILLE BALL, AS "LIZ COOPER," IS worried about her maid's romance with the mailman, because he always takes her to a drive-in theater on a motorcycle, during the "My Favorite Husband" broadcast, Friday, November 18, at 7:30 p.m., over CBS. Liz finally solves the problem by turning over the house to the maid for a complete evening. But she doesn't tell her hubby "George," and the mix-up that follows finds the Coopers in jail. Lucille Ball is heard in the starring role, with Richard Denning as her "favorite husband." Ruth Perrott is the maid. Bob Lemond announces, and Wilbur Hatch's orchestra supplies the musical background. KTSA—7:30 p.m.

Prisoner by Frame-up, Freed Man Now Seeks Divorced Mate

Free again after nearly 17 years in prison on a framed-up murder charge, Louis Gross, of Detroit, Michigan, will make a plea on "We, the People" and in the nation's press to help him locate his former wife, Ray Levitt Gross, who tried to raise money for his defense, and who divorced him only at his own insistent request a year after he started his term. Gross, and the story of his unjust imprisonment and subsequent release, will be heard Friday, Nov. 18, at 7:30 p.m., over WQAI on the NBC and NBC-TV simulcast of "We, the People."



Barkley



Denning

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

Table with columns for radio stations (KTSA-550, KMAC-630, KABC-680, WQAI-1200) and time slots (A.M., P.M., FRIDAY AFTERNOON). Lists various programs like 'Song Corral', 'Coffee Capers', 'The Goldbergs', etc.

FOLLOWING KTSA PROGRAMS WILL BE BROADCAST ON KTSA AM (550 KC) and FM (101.5 MC) . . . from 3:00 P.M. to 10:30 P.M.

Table listing radio programs for KTSA AM and FM from 3:00 P.M. to 10:30 P.M., including 'Garry Moore', 'The Goldbergs', 'Challenge Yukon', etc.

KTSA COMPLETE NEWS COVERAGE

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
*Carried Also On KTSA-FM

Pincus Company Presents: A New Slack For Men Who Like New Ideas

Horizontal hip zippers— which operate with magical fingertip ease—"let out" or "take in" the waistline of your slack, enabling you to adjust your trousers instantly to conform to the shape and size of your sitting weight, thus assuring perfect fit and trimness at all times.

Subberized inner waist-band keeps slacks snugly against body. Eliminates necessity of belt. Prevents shirt from "hiking up." Gives you more than a full inch of extra stretch whenever you need it.

So you like new ideas! And you like to be among the first with new things! Then act quickly, mister, and you may be the first in your crowd with the newest idea in slacks! Read about its revolutionary new features designed for super-comfort. Come in today and see its smart modern lines. Take your choice of a fresh variety of colors and fabrics—at Pincus Company today. \$20.

SECOND FLOOR

PINCUS Company

HOUSTON STREET AT BROADWAY

'Injun' Tabooed On Mutual Show

The words "Injuns" and "Red Men" are now taboo for the adventure scripts for Mutual's "Straight Arrow" programs. Ted Robertson, producer of the series, ordered the elimination of these words from "Straight Arrow's" vocabulary immediately following his return last week from the Inter-Tribal Indian Pow-Wow at Phoenix, Ariz.

He explained to writer Sheldon Stark that, although the Indians years ago were proud to be called "Red Men" or "Injuns," today's more modern and educated Americanized tribesmen frown on the practice and claim the expressions are derogatory.

RUINS TO RADIO

But for producer Max Rinehart, Helen Lewis might be digging up ancient Aztec ruins to day instead of portraying Maggie Lowell on WQAI-NBC's daytime "The Road of Life." Helen was working towards a geologist's degree when Rinehart spotted her in a University of Nevada dramatic production and persuaded her to join his theater group.

CHEERY SUFFERER

Because of his optimism during his recent "grim and unfortunate adventure in Tibet," CBS newscaster Lowell Thomas has been chosen by the Harrisburg, Pa., Optimist Club as "radio's most cheerful commentator," and has been invited to become an honorary member of the organization.

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WACO	3.45
DALLAS	4.95
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