RADIO

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

MONDAY, NOVEMBER 21, 1949

A.M.	KTSA—550 (CBS)	KMAC—630 (MUTUAL)	KABC—680 (ABC)	WOAI—1200 (NBC)
6:00	Song Corral	RFD Texas (5 a.m.)	Facts for Farmers	Texas Farm and Home
6:15	Song Corral	RFD Texas	Big Bill Lister	Farm News—Shomette
6:30	News	Rev. Raymond Richey	Blueridge Mtn. Boys	Fairfield Four
6:45	Dearborn Roundup	Sam Morris	Ranching Roundup	Red River Dave
7:00	Trading Post	Wake Up, S.A.	Martin Agronsky	Newscast—Howell
7:15	Johnny Lane	Wake Up, S.A.	Hillbilly Hit Parade	Morning Devotional
7:30	News	Wake Up, S.A.	Newscast	Radio Rodeo
7:45	Coffee Capers	Wake Up, S.A.	Songs of Day	Radio Rodeo
8:00	Coffee Capers	Robert Hurleigh	Breakfast Club	Newscast—Guerra
8:15	Coffee Capers	Tell Your Neighbor	Breakfast Club	Johnny Dugan Time
8:30	News	Hillbilly House Party	Breakfast Club	Johnny Dugan Time
8:45	Johnny Lane	Hillbilly House Party	Breakfast Club	Johnny Dugan Time
9:00	Doctor's 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 Crocker	Marriage for Two
9:45	Arthur Godfrey	Hillbilly House Party	Victor H. Lindlahr	Rosemary
10:00	Arthur Godfrey	Hillbilly House Party	Modern Romances	We Love & Learn
10:15	Arthur Godfrey	Hillbilly House Party	Modern Romances	Young Dr. Malone
10:30	Plantation Party	Serenade to	Dr. Paul	Jack Berch
10:45	Movie Time	a Housewife	Crosby & Co.	Lora Lawton
11:00	Wendy Warren	Kate Smith Speaks	House Party	Ma Perkins
11:15	Aunt Jenny	Lanny Ross	House Party	The Brighter Day
11:30	Helen Trent	Bing Sings	680 Roundup	Star Reporter
11:45	Our Gal Sunday	Heatter's Mail Bag	680 Roundup	Imperial Quartet

MONDAY AFTERNOON

P.M.				
12:00	News	Cedric Foster	Stamps Quartet	Newscast—Guerra
12:15	Chuck Wagon	Oklahoma Playboys	Noonday Jamboree	Market Reports
12:30	Adolph Hofner	Light Crust Doughboys	Texas Tophands	Smile Program
12:45	Hired Hands	Checkerb'd Jamboree	Del Dunbar	Judy and Jane
1:00	Meet the Band	Ladies Fair	Newscast	Double or Nothing
1:15	Meet the Band	Ladies Fair	Monette Shaw Show	Double or Nothing
1:30	Nora Drake	Queen For a Day	Bride and Groom	Today's Children
1:45	The Stars Sing	Queen For a Day	Bride and Groom	Newscast—Guerra
2:00	David Harum	Today's Youth	Talk Out of It	Life Can Be Beautiful
2:15	Hilltop House	Today's Youth	Talk Out of It	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

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.

3:00	Garry Moore	630 Club	Galen Drake	Backstage Wife
3:15	Garry Moore	630 Club	Russ Morgan	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	Market Reports	Portia Faces Life
4:30	Entertainment, Inc.	630 Club	Money for Music	Just Plain Bill
4:45	Earl Simms Interv'w	630 Club	Money for Music	Front Page Farrell
5:00	Uncle Dan	B-Bar-B Ranch	Challenge of the Yukon	Perry Mason
5:15	Cote Glee Club	B-Bar-B Ranch	Challenge of the Yukon	Light of the World
5:30	N'ws with Neitham'r	Tom Mix	Sky King	Guiding Light
5:45	Lowell Thomas	Tom Mix	Sky King	Newscast—Williams

MONDAY EVENING

6:00	Beulah	Fulton Lewis	Newscast	Light Up Time
6:15	Jack Smith Sings	Dinner Date	Elmer Davis	To Be Announced
6:30	Club 15	Gabriel Heatter	Lone Ranger	News of the World
6:45	Edward R. Murrow	I Love a Mystery	Lone Ranger	H. V. Kaltenborn
7:00	Inner Sanctum	Straight Arrow	Cisco Kid	Railroad Hour
7:15	Inner Sanctum	Straight Arrow	Cisco Kid	Railroad Hour
7:30	Arthur Godfrey	Peter Salem	Buddy Weed Trio	Voice of Firestone
7:45	Arthur Godfrey	Peter Salem	Henry J. Taylor	Voice of Firestone
8:00	Lux Radio Theater	Trinity Forum	Kate Smith Calls	Great Artists Series
8:15	Lux Radio Theater	Trinity Forum	Kate Smith Calls	Great Artists Series
8:30	Lux Radio Theater	Trinity Forum	Kate Smith Calls	Band of America
8:45	Lux Radio Theater	Trinity Forum	Kate Smith Calls	Band of America
9:00	My Friend Irma	Meet the Band	Vaughn Monroe	Houston Symphony
9:15	My Friend Irma	Meet the Band	Speaking of Songs	Houston Symphony
9:30	Bob Hawk Show	Dance Band	ABC Roundup	Ethel Merman Show
9:45	Bob Hawk Show	Dance Band	ABC Roundup	Ethel Merman Show
10:00	News—H. Vincent	News—Mutual	Ken McClure News	Newscast—Williams
10:15	Curt Massey	Dance Parade	Joe Hasel	News of the World
10:30	Report on Sports	Dance Parade	Gems of Thought	Serenade
10:45	Eddie O'Neal Orch.	Dance Parade	ABC Danceband	Dance Music
11:00	News	Dance Parade	News Summary	Newscast—Williams
11:15	Shamrock Hotel	Dance Parade	ABC Danceband	Fairfield Hour
11:30	Leon Kelner Or.	Dance Parade	ABC Dance Band	Dance Music
11:45	Leon Kelner Or.	Until 1 a.m.	ABC Dance Band	Dance Music

KITE—930

5:00, Sign On; 5:02, Farmers' Almanac; 6:00, News; 6:45, Early Bird News; 7:00, Radio Almanac; 7:45, Breakfast Table News; 8:00, Radio Almanac; 9:00, News Headlines and Sixty Silver Minutes; 10:00, News Headlines; 10:15, Traffic Court; 10:30, Music Appreciation; 11:00, News Headlines and Musical Hall of Fame; 12:00 P.M., News Headlines and Sammy Kaye; 12:15, Wayne King; 12:30, Guy Lombardo; 12:45, Noontime News; 1:00, Polka Time; 1:30, Roundup Time; 2:00, News Headlines and Today's Hits; 3:00, News Headlines and Freddy Martin; 3:15, Eddie Howard; 3:30, It Pays to Remember; 3:45, Bing Crosby Crooner Club; 4:00 News Headlines and Ebony Interlude; 4:30, Teen Time; 5:00, News Headlines and Old Time Dance Time; 5:30, Keyboard Holiday; 6:00, Sign Off.

KONO—1400

6:00 A.M., Daybreakers; 6:55, News; 7:00, Gospel Music Makers; 7:15, Radio Gospel; 7:30, Western; 7:45, News; 8:00, Morning Cowboy Roundup (2 hours); 10:00, For Members Only (3 hours); 12:15 P.M., News; 12:30, For Members Only; 1:00, Saddle Pals (2 hours); 3:00, Smiley Whitley; 3:30, On the Record (2 hours 15 min.); 5:45, News of the Day; 6:00, Twilight Time; 7:00, Rhythm Rustlers; 7:15, Jerry O'Dell; 7:30, Les Paul; 7:45, News; 8:00, Cowboy Jamboree (2 hours); 10:00, Bill Geyer Orch.; 10:30, Rhythm and Romance; 12:00, All Night.

KCOR—1350

6:00 A.M., Los Reyes Del Hogar; 7:00, Gay Caballero; 8:00, Sacred Heart; 8:15, Spanish News; 8:30, Marchas; 9:00, Clara Montes; 9:15, Mosaicos Musicales; 10:00, Tropical; 10:30, Argentina; 11:15, Trovadores Perla; 12:00 P.M., Trovadores Perla; 12:30, Una Cancion Para Ti; 1:25, Handy-Andy News; 1:45, Beneficencia; 3:00, Tippin In; 5:00, Spanish News; 5:30, Lorenzo Caballero; 6:00, KCOR Review; 7:00, Spanish Music; 8:00, Theater; 9:15, Boxing Match; 11:30, Spanish; 12:00, Sign-Off.

KIWW—1540

6:00 A.M., Buenos Dias; 7:00, News; 7:30 Mananitas; 8:00, Pensando en Ti; 9:00, Dorantes; 10:30, Boleros; 11:00, Club Femenino; 12:30 P.M., La Opinion; 12:45, Centeno; 1:00, Desempolvando; 2:00 Hora Apahanc; 4:15, News; 5:00 Estrellas; 5:15, Cadena de Oro; 5:45, Lorenzo; 6:00, Sports; 6:45, Sign off.

KTSA COMPLETE NEWS COVERAGE

550 on Your AM Dial

6:30 A.M.	Pat Boyette	12:30 P.M.	Pat Boyette
9:00 A.M.	World News R'dup	10:00 P.M.*	Heywood Vincent
10:00 A.M.	Pat Boyette	11:00 P.M.	CBS World News
12:00 Noon	Chas. Collingwood	12:00 M.	CBS World News

*Carried also on KTSA-FM 101.5 mc on Your FM Dial

A SPECIAL for Your Holiday Loveliness

(Make Your Appointment Now)

TREASURE COLD WAVE

Regularly 10.00

7.50

Sparkle pretty, miss . . . here's a chance to have the finest permanent wave possible at a new budget-saving price. Be sure of a curl for your holiday whirl!

Consultation on Any Beauty Service, Without Charge!

Bring Your Hair Tinting Problems to Our Miss Wheat!

Beauty Salon, Seventh Floor *Dial F-4261*

Wolff & Marx

210 W. HOUSTON ST.

RADIO PROGRAMS AND PERSONALITIES

FOR YEARS, TONY MARVIN WAS THE EPITOME OF everything an announcer should be—perfect diction, poise, pecision and resonance. Then, one day, during the unrehearsed and informal "Arthur Godfrey Program," the unpredictable Godfrey interrupted things by asking Tony a question. Marvin came back with a long, detailed and skillful explanation which astounded Godfrey. Thus, out of an impromptu gag, Marvin's style was launched. Now, Godfrey's questions and Marvin's purposeful long-winded answers are as much a part of the program as the songs of Janette Davis or Bill Lawrence. He is a featured member of the cast, one of the "little Godfreys" on Arthur's daytime program (Monday through Friday) and on the Wednesday evening television show (C.B.S.-T.V., 8:00-9:00 p.m., E.S.T.). **KTSA—9:15 A.M.**

Godfrey

AMY FREEMAN LEE, ON HER "CALL BOARD" PROgram Monday evening, will discuss Irene Selnick's production of "A Streetcar Named Desire," as seen at the Texas Theater here the past few days. Mrs. Lee will also analyze the recital at Our Lady of the Lake College by the Tudor Madrigal Singers and the San Antonio Symphony concert featuring Arthur Rubinstein. **KONO—6:30 P.M.**

THE WHOLE HENDERSON FAMILY IS PUT ON THE spot when young Donnie suddenly brags in a speech at school that they plan to go without their usual conveniences on Thanksgiving Day. This is the predicament that starts off another week of laughs on C.B.S.'s "Beulah" show, the Monday-through-Friday feature which stars Hattie McDaniel as Beulah. The show is produced by Tom McKnight. **KTSA—6 P.M.**

A MYSTERIOUS STRANGER PREDICTS THAT A woman's automobile will explode. It does, and she is so impressed that she develops an unreasoning faith in the odd character's dire forecast. His next pronouncement is that she has only two days to live. What she does in those two days proves to be highly unexpected. Norman Brokenshire, a famous radio personality since the early days of the industry, takes over as announcer of "Inner Sanctum" with this Monday's broadcast. The series is directed and produced by Hi Brown, with Paul McGrath as "Your Host of the Creaking Door." **KTSA—7 P.M.**

"WHY BLAME THE HOME FOR JUVENILE DELINquency?" will be the topic for discussion on Trinity University's radio forum. Harold Crasilneck, assistant professor of sociology at Trinity, will be the guest moderator. Forum speakers will include Maj. F. A. Zehrer of Brooke General Hospital; Mrs. Dora Davenport, superintendent of the Bexar County Home for Girls; James L. M. Miller, attorney, and Dr. J. R. Jewell, professor of psychology at Trinity. **KMAC—8 P.M.**

BOB HOPE, LUCILLE BALL AND MARY JANE SAUNders re-enact their screen roles in a full-hour radio adaptation of the play, "Sorrowful Jones," based on Damon Runyon's famous short story, "Little Miss Marker," on C.B.S.'s Lux Radio Theater. Williaim Keighley is the producer, Louis Silvers conducts the music and John Milton Kennedy announces. **KTSA—8 P.M.**

Hope

FERRUCCIO TAGLIAVINI, THE GREAT operatic tenor, will be featured as guest soloist with the Bell Symphonic Orchestra under the baton of Donald Voorhees on the 500th broadcast of the Telephone Hour this Monday. Tagliavini, appearing on the program for the 11th time, will sing "O Souverain," from Massenet's "Le Cid"; an Italian folk song, "Amdri, Amuri," and Leoncavallo's "Matinata. **WOAI—8 P.M.**

DEATH STALKS IN A DISGUSE HARD TO PENEtrate when "Peter Salem" (Santos Ortega) attempts to solve "The Affair of the Murderous Masquerade." Salem attends a masked ball where 20 men appear as "Napoleon." One is murdered—and his problem is to determine which "Napoleon" was marked for murder and which one was the murderer. **KMAC—7:30 P.M.**

Lady Has New Angle On Famous Saying

Even though he is accustomed to contestants giving incorrect answers, John Reed King, emcee of GIVE AND TAKE (C.B.S.) was startled by a lady's reply when he asked, "Who said 'I came, I saw, I conquered.' "

Without hesitating, she answered, "Cleopatra."

Radio Women Hold State Conference

Representatives of the San Antonio Women's Radio Club were in Austin this week end attending the Fourth Annual Conference of Texas Radio Women, in connection with the University of Texas' Fine Arts Festival, and the celebration of the 10th aniversary of Radio House, the University's radio training school.

The San Antonio delegation includes Mary Jayne Spears and Nelda Whitis, KTSA; Ruth Burleson, KCOR; Virginia Snow, KIWW, and Pearl Brewer, KITE. Violet Short, Radio Director for Joske's and president of the San Antonio Radio Club, presided at the Fourth Annual Radio Women's Luncheon, Saturday. The principal speaker was Miss Judith Waller, director of Public Service Programs for the National Broadcasting Company.

The San Antonio Women's Radio Club, which four years ago sponsored the state-wide organization, held open house at their Hospitality Suite, in the Stephen F. Austin Hotel, Saturday evening, honoring visiting radio people.

POPULAR QUESTION

The question most frequently asked of Edgar Bergen is, "Can anyone learn to be a ventriloquist?" Bergen's reply: "A good ventriloquial voice is as much a gift as a good singing voice."

TRINITY UNIVERSITY RADIO FORUM

"WHY BLAME THE HOME FOR JUVENILE DELINQUENCY?"

Speakers: Dr. James R. Jewell
Mrs. Dora Davenport
Major Frederick A. Zehrer
Mrs. Anna Lee Lazon

Moderator: Mr. Harold Crasilneck

TONIGHT 8 TO 9 P.M. KMAC

SPACE COURTESY OF YOUR OWN HANDY-ANDY

CATCHING COLD?

THIS TIME TRY 666 FOR COLDS' MISERIES—IT'S DIFFERENT

Even if other medicines have failed you . . . just try 666. Here is a proven formula that has relieved colds' miseries for thousands . . . and it will do the same for you! Here's Why . . . 666 contains not one, but multiple active ingredients, each designed to combat one or more cold symptoms . . . So next time, if you want to get relief . . . Get 666.

666 IN LIQUID OR TABLETS

A NEW Shepherd service is coming your way!

Sani-Didy DIAPER SERVICE

Here's a new Shepherd service designed to relieve young mothers of the ever-present burden of keeping an abundant supply of sanitary, soft diapers on hand at all times. The cost is so low you cannot afford to be without it.

- PICK-UP AND DELIVERY 3 TIMES WEEKLY is your assurance of an adequate supply of fresh, clean diapers at all times — rain or shine. The same new diapers you start with are returned to you after laundering and sterilizing.
- AT NO EXTRA COST you will receive our monthly publication, "Today's Baby," and a beautiful porcelain container for soiled diapers, with two nets for conveyance.
- COMPLETE CRIB SERVICE for your baby's clothes and bed linen is always available at very small cost.
- EXPERT LAUNDRY SERVICE is as near as the telephone for mothers who already have a large supply of diapers. Backed by 59 years of experience with tested washing formulas in modern machines, it's your assurance of complete satisfaction.
- CURITY AND BIRDSEYE DIAPERS RENTED at small cost — as many as you need for as long as you need them.

"A RESTED MOTHER IS THE BEST MOTHER"

FOR DETAILS CALL . . . . . .

Shepherd's Sani-Didy DIAPER SERVICE

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PRE-HOLIDAY SALE OF WOMEN'S FINE SHOES

2016 PAIRS OF THE CURRENT SEASON'S HIGH FASHIONS FROM OUR REGULAR STOCK OF FINE QUALITY SHOES . . . YOU WILL FIND BEAUTIFULLY DESIGNED SHOES FOR ALL OCCASIONS.

$8.77 — 476 prs. formerly priced $10.95 to $12.95

$16.77 — 395 prs. formerly priced $21.95 to $26.95

$10.77 — 560 prs. formerly priced $13.95 to $16.95

$12.77 — 585 prs. formerly priced $16.95 to $19.95

DRESS, STREET, EVENING AND CASUAL WEAR—IN THE SEASON'S MOST POPULAR COLORS—BLACK . . . BROWN NAVY . . . RED GREEN . . . TAUPE

Store Will Be Closed Thursday, Thanksgiving Day—Open Friday 9:30 a.m. to 9 p.m. (this Fri. only)

• 300 PAIRS TEEN-AGERS SHOES . . .

BLACK OR BROWN SUEDE, RED, TAN OR BROWN CALF $6.77

Reg. Price $8.95

• THIS SALE EVENT GIVES YOU A FINE CHOICE OF TODAY'S STYLES IN THE QUALITY SHOES YOU KNOW, AND SMART DESIGNS YOU LOVE—FROM PALTER DE LISO . . . TED SAVAL . . . DE LISO DEBS . . . WOLFELT . . . MATRIX . . . COLLEGE-BRED . . . PRESTIGE . . . TONI DRAKE AND PARAMOUNT!

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NO EXCHANGES
NO PHONE ORDERS
NO MAIL ORDERS
NO C.O.D.'S OR WILL-CALLS
ALL SALES MUST BE FINAL!

THE Guarantee ON ALAMO PLAZA