

# RADIO PROGRAMS AND PERSONALITIES

PROPOSALS FOR AN INTERNATIONAL COMMODITY clearing house, to be set up by the Food and Agricultural Organization of the United Nations, will be discussed by Norris E. Dodd, Director General of F.A.O., when he is quizzed by three CBS Washington correspondents on "Capitol Cloak Room" simulcast over CBS radio and TV at 9:30 p.m. Friday. CBS Washington newsmen Griffing Bancroft, Eric Sevareid and Willard Shadel will conduct the interview. Other phases of the "Capitol Cloak Room" Q and A session will be the Truman point four program, and the agenda of the annual conference of the F.A.O., now in session in Washington. "Capitol Cloak Room" is produced by Lewis Shollenberger, CBS Washington Director of Special Events. KTSA—9:30 P.M.

LIZ COOPER PARTICIPATES IN A RADIO QUIZ SHOW and comes a cropper after she gets a tip-off on the answers, during KTSA-CBS "My Favorite Husband," family comedy starring Lucille Ball at 7:30 p.m. Friday. Richard Denning is featured as hubby George. Ruth Perrott is their maid, Katy. Jess Oppenheimer produces. Wilbur Hatch conducts the music. KTSA—7:30 P.M.



Ball

A SPECIAL PREVIEW OF THE 50th Army-Navy game in the service schools' football series will be broadcast over the coast-to-coast KMAC-Mutual network on Friday at 7:30 p.m. The program will originate from the Racquet Club, in Philadelphia, where Maj. Gen. Bryant E. Moore, superintendent of the U.S. Military Academy, is to be host at a reception to both squads. The preview will present, in addition to General Moore, the remarks of Rear Adm. James L. Holloway, Jr., superintendent of the U.S. Naval Academy, coaches Earl "Red" Blaik of Army and George Sauer of Navy, respective team captains, outstanding players of both squads, and the noted sports writers gathered in Philadelphia to cover the contest. KMAC—7:30 P.M.

MOLLY GOLDBERG WINS THE ROLE OF PRISCILLA Mullens in "The Courtship of Miles Standish," Thanksgiving play to be presented by her night school, on KTSA-CBS "The Goldbergs" at 7 p.m. Friday. In this drama, which marks the beginning of "The Goldbergs'" 21st year of broadcasting, husband Jake becomes jealous of the play's John Alden, Molly goes speechless with stagefright, and Jake himself takes an unexpected part in the production. Gertrude Berg, author of the series, stars as Molly, with Philip Loeb as Jake. Eli Mintz is Uncle David, Larry Robinson is son Sammy and Arlene "Fuzzy" McQuade is daughter Rosie. Worthington Miner produces and Walter Hart directs. KTSA—7 P.M.



Denning

THE FAMOUS "FOUR HORSEMEN OF Notre Dame," holding their 25th anniversary reunion, will be guests on Bill Stern's "Sports Newsreel" Friday at 9:30 p.m. over WOAI-NBC. James Crowley, Elmer Layden, Harry Stuhldreher and Don Miller, who composed the Irish backfield in 1924, will recall the "old days" when the great Knute Rockne was coach of the team. WOAI—9:30 P.M.

"CLUB 15" LISTENERS WILL BE TREATED TO A preview of songs from a new Broadway musical comedy, "Texas, Li'l Darlin'" on its opening night Friday (KTSA-CBS at 6:30 p.m.).



20 YEARS ON THE AIR—The 20th anniversary of KTSA-CBS "The Goldbergs," starring Gertrude Berg as Molly and Philip Loeb as husband Jake, will be observed on the radio broadcast Friday.

## 'The Goldbergs' Mark Twentieth Anniversary

"The Goldbergs," veteran family drama which branched from radio to the stage and television and then returned this fall to its original medium, enters its 21st year on the air with Friday's broadcast at 7 p.m. (KTSA-CBS). "The Goldbergs" also are a Monday night feature on CBS-TV.

Originally known as "The Rise of the Goldbergs," the series went on the air on Nov. 20, 1929, and was 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. Human relationships were the keynote of its inspiration, while the credibility of its scripting and the sincerity of its projection made "The Goldbergs" a "must" to millions of its followers, many of whom looked upon

the series as a mirror reflecting the same problems arising out of their daily lives.

Launched as a sustaining feature, presented once a week for half an hour, the heart-warming show caught on so quickly that within a year it became a five-times weekly commercial presentation. Her famous call, "Yoo-hoo, Mrs. Bloom!" swept the country and became a national catch-phrase.

A cross-section of the mail received by Mrs. Berg proved the popularity of "The Goldbergs" among people of all faiths. Many of the most cherished letters, in praise of her work, have come from the clergy of numerous denominations.

Mrs. Berg writes all her scripts in longhand, because she dislikes using a typewriter. Her husband transcribes them for her.

## State Attorney Gives Curb for Young Hoodlums

A combination of physical discipline and moral persuasion, with the emphasis on the latter, is the prescription of John W. Metzger, attorney general of Colorado, for curbing teen-age crime.

Discussing "Crime Among Teen-Age Groups" during a KTSA-CBS "Gangbusters" broadcast dramatizing the activities of a gang of young hoodlums in his state, Metzger said:

"While the school and other youth organizations can do their part, it seems to me that the old-fashioned discipline of the home is the last best hope for molding character and personality traits. But our homes need more moral training, and this can come only from close association with the church."

Pointing out the limitations of physical punishment alone, he called for the moral "persuasion" that can come from parents and church associates.

"If the home, the church and the school could more closely co-ordinate in this movement, we would have the battle won," he said.

Metzger emphasized that "the average teen-age child is constantly in the middle between two forces: the forces of desire and stimulation created by our complex social and economic structure and the new freedom accorded youth, and the forces created by parents, school and social organizations to divert this desire, stimulation and new freedom into constructive channels."

## GRACIE FEELS FOR PLAYERS IN FOOTBALL

George Burns was explaining football to his wife and KTSA-CBS comedy partner, Gracie Allen.

"Now, let's say it's the start of the game," he said. "The quarterback puts his left end on one side of the field, his right end on the other side, and kicks off."

"I don't blame him," frowned Gracie. "That would kill anybody."

## 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 25, 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	Form and Home Hour
6:15	Song Corral	RFD Texas	Big Bill Lister	Farm News—Shomette
6:30	News	Rev. Raymond Richey	Blue Ridge Mtn. Gang	Fairfield Four
6:45	Dearborn Roundup	Sam Morris	Ranching Roundup	Red River Dove
7:00	Trading Post	Wake Up, S. A.	Martin Agronsky	Newsweek—Howell
7:15	Johnny Lane	Wake Up, S. A.	Hillbilly Hit Parade	Morning Devotional
7:30	News	Wake Up, S. A.	Newsweek	Radio Rodeo
7:45	Football Forecast	Wake Up, S. A.	Radio Clock	Radio Rodeo
8:00	Coffee Capers	Robert Hurligh	Breakfast Club	Newsweek—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	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 Crocker	Marriage For 2
9:45	Arthur Godfrey	Hillbilly House Party	Victor Lindlar	Rosemary
10:00	Arthur Godfrey	Hillbilly House Party	Modern Romances	We Love and Learn
10:15	Arthur Godfrey	Hillbilly House Party	Modern Romances	Young Dr. Malone
10:30	Plantation Party	Serenade to Housewife	Dr. Paul Crosby & Co.	Jack Berch
10:45	Movie Time	Serenade to Housewife	680 Roundup	Lora Lewton
11:00	Wendy Warren	Kate Smith Speaks	House Party	Ma Perkins
11:15	Aunt Jenny	Lanny Ross	House Party	The Bright Day
11:30	Helen Trent	Ring Sings	680 Roundup	Texaco Star Reporter
11:45	Our Gal, Sunday	Heater's Mail Bag	680 Roundup	Imperial Quartet

## 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.

FRIDAY AFTERNOON			
12:00	News	Cedric Foster	Stamps Quartet
12:15	Chuck Wagon Gang	Obsolescence Playboys	Nonday Jamboree
12:30	Adolph Hofner	Lightner Doughboys	Texas Tophands
12:45	Tex-O Hired Hands	Checkerb'd Jamboree	Del Dunbar
1:00	Meet the Band	Ladies Fair	News
1:15	Meet the Band	Ladies Fair	Monette Shaw Program
1:30	Nora Drake	Queen for a Day	Bride & Groom
1:45	The Stars Sing	Queen for a Day	Bride & Groom
2:00	David Hiram	Today's Youth	Talk Your Way Out
2:15	Hilff House	Today's Youth	Talk Your Way Out
2:30	Garry Moore	Spinning the Tops	Ladies Be Seated
2:45	Garry Moore	Spinning the Tops	Ladies Be Seated

FRIDAY EVENING			
6:00	Beulah	Fulton Lewis, Jr.	Newsweek
6:15	Jack Smith Sings	Dinner Date	Emer Davis
6:30	Club 15	Gabriel Heatter	Lone Ranger
6:45	Edward R. Murrow	I Love a Mystery	Lone Ranger
7:00	The Goldbergs	Russ Morgan Or.	The Fat Man
7:15	The Goldbergs	Russ Morgan Or.	The Fat Man
7:30	Favorite Husband	Army-Navy (Preview)	This Is Your FBI
7:45	Favorite Husband	Army-Navy (Preview)	This Is Your FBI
8:00	Leave It to Joan	Wheatley-Washington	Ozzie & Harriet
8:15	Leave It to Joan	Wheatley-Washington	Ozzie & Harriet
8:30	Young Love	Wheatley-Washington	The Sheriff
8:45	Young Love	Wheatley-Washington	The Sheriff
9:00	Pursuit	Wheatley-Washington	Virgo vs Felton Fight
9:15	Pursuit	Wheatley-Washington	Virgo vs Felton Fight
9:30	Capital Cloakroom	Wheatley-Washington	ABC Roundup
9:45	Capital Cloakroom	Wheatley-Washington	ABC Roundup
10:00	News—H. Vincent	News—Mutual	Ken McClure, News
10:15	Curt Massey	Dance Parade	Joe Hazel Sports
10:30	Report on Sports	Dance Parade	Gems for Thoughts
10:45	Oscar Dumont Or.	Dance Parade	ABC Dance Band
11:00	News	Dance Parade	Newsweek
11:15	Shamrock Hotel	Dance Parade	ABC Dance Band
11:30	Featherstone Orch.	Dance Parade	ABC Dance Band
11:45	Featherstone Orch.	Until 1 a.m.	ABC Dance Band

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### KTSA COMPLETE NEWS COVERAGE

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

\*Carried Also On KTSA-FM 101.5 mc on Your FM Dial

### Interviewers Deny Biggest Jump of All

Questioning two men in ed, "Oh, afraid to take the big jump!"

NET STAR Bill Quinn of CBS' "Mystery Theatre" cast toured the United States, playing professional tennis matches with Bill Tilden, before he became a radio actor.



The Pincus Company Will Be Open Until 8:30 Tonight!

A New Fabric An Important Name



We have just received a wonderful new shipment of suits tailored in handsome new WORSTASHEEN . . . by MIRON. Uniting handsome, lustrous sheen to the long-wearing qualities of worsted . . . this new fabric is favored by all who see it. Suavely draped single and double-breasted lounge models in highly becoming shades of grey, blue and tan. Ask to see a WORSTASHEEN . . . today!

\$60

SECOND FLOOR

Gifts For Men from THE Store For Men

# PINCUS Company

HOUSTON STREET AT BROADWAY.

NOW! Brings You The NEW PARKER '21' For Thoughtful Christmas Giving \$5 EASY TERMS

Shaw's TEXAS GREATEST JEWELERS San Antonio

### Silver-plated Coffee Service

What a lovely gift for the gracious hostess . . . gleaming silver-plated fashioned into a breathtaking coffee service. Large tray, cream and sugar and coffee pot. And such a budget price, too.

Lay-a-Way for Christmas Convenient Terms at No Extra Cost