

CPRING LAKE at San Marcos is said to be one of the richest fields in the world for the fresh water biologist. More than four hundred forms of animal life are found, some of them microscopic. A certain surface minnow, a black salamander and a variety of wild rice are unique to this lake. In addition, there are over 123 forms of underwater plants and the sixth largest spring in the United States.

TEXAS is still one of the richest fields in the nation for development. Not only are natural resources and new uses for agricultural products strong factors for future industrial growth, but an ever increasing Texas market means constantly growing business. When planning your own business expansion, consult with the First National Bank.



CHAS. W. SCHNEIDER TRAVIS D. BAILEY



137 LOSOYA ST.

LYTLE W. GOSLING & CO., General Agents PUBLIC LIABILITY INSURANCE

# Directors' Playhouse Expanding present day of the latest and most modern equipment and an efficient staff of 40 people. KMAC 9 P.M.

The RCA Victor division of Mondays heretofore, Since Nov.

manager, has announced.

Snooks Show."

cesses, has been presented on film.

package to be sold by NBC series, which has proved to be producer and script editor, within a month. The others are one of the network's most popular dramatic programs since its

rarily saved from the arms of the law by a whimsical, benevolent phantom, Frank Sinatra stars in a special holiday drama, "The Enchanted Ghost," on the Christmas broadcast of C.B.S.' "Inner Sanctum." In one of his rare straight dramatic roles, Sinatra will be cast as Chris D'Angelo, who, as the story opens, is hiding out in a "free eats" mission, a probation officer on his trail. A dying young man entrusts him with Christmas presents for his mother and sister-a mission D'Angelo has no intention of fulfilling until "Sir Benjamin" intervenes with an

PROGRAMS NO PERSONALITIES

offer he finds hard to turn down, KTSA-7 P.M. THE HENDERSON FAMILY MAKES THE UNFORTUnate decision of foregoing their usual New Year's Eve parties in favor of greeting 1950 in a rented mountain cabin, during the week of laughs on C.B.S.' "Beulah" show Monday through Friday from Hollywood. Hattie McDaniel stars in the title role. Tom McKnight produces, KTSA-6 P.M.

ONE OF WALT DISNEY'S CLASSIC STORIES FOR children and the young in heart of all ages, "Snow White And The Seven Dwarfs," stars Gordon MacRae and lovely Jane Powell on "The Railroad Hour," on WOAI, Monday. WOAI-



JUNE HAVER AND JACK CARSON WILL be heard in the Lux Radio Theater's presentation of the musical comedy "My Dream Is Yours" Monday evening. Production will be in the hands of William Keighley and Louis Silvers will arrange and conduct the musical score. KTSA-8 P.M.

ZINO FRANCESCATTI. FRENCH VIOinist, will be guest soloist on the "Telephone Hour" Monday.

For his major seceltion on the program, Francescatti has chosen "Gypsy Airs" by the composer-violinist Sarasate. WOAL-8 P.M.

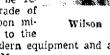
"DOES THE FIRST HALF OF THE 20TH CENTURY Justify the Second Half?" will be aired by Trinity University's Radio Forum Monday. Speakers will be Dr. Clarence Ayres and Prof. C. C. Colvert, University of Texas, Dr. David Jacobson, Temple Beth-El, and Dr. Harold Vagtborg, Southwest Research Institute. Marvin Alisky, Trinity, will be guest moderator. KMAC 8 P.M.

BOB HAWK, STAR OF C.B.S.' "BOB HAWK SHOW," one of radio's hardest-working performers, sailed with his mother, Mrs. Marietta Hawk, for a year-end holiday in Honolulu Thursday, returning to Hollywood Jan. 3. Two extra shows were produced and tape-recorded to permit his absence on the two succesive Monday nights, KTSA-9:30 P,M,

ON HER "CALL BOARD" PROGRAM MONDAY, AMY Freeman Lee will discuss the following topics: (1) The Bright Shawl's Exhibition of Arts and Crafts from the Occupational Therapy Department of the Warm Springs Foundation in Gonzales County sponsored by the Junior League and hanging until Jan. 6. (2) Joske's of Texas San Antonio Water Colorists' Invitation Show hanging in the Interior Decorating Department until Jan. 1. (3) The Classic Art Fraternity's Exhibition spon sored by the River Art Group and hanging at the Villita Galleries until Jan. 1. KONO-6:30 P.M.

DEPRESSED BECAUSE ALL HER friends refuse to attend her Christmas party (for reasons which turn out to be beneficial to her), Marie Wilson as C.BS.' "My Friend Irma" finds Yuletide guidance in a kindly policeman's friendship, Monday. KTSA-9 P.M.

A SPECIAL ANNIVERSARY PROGRAM will be broadcast over KMAC at 9 p.m. Monday. KMAC will celebrate its 23rd birthday. Each step of progress will be related and music pretaining to that period will be revived. The program will depict a parade of KMAC progress from the days of carbon microphones and a staff of three people to the



SECOND CHOICE

the Radio Corporation of Amer. II, the program was broadcast Auto-Lite "Suspense" thrillers gie Show," the Yankee Clipper ica will sponsor "Screen Direction Fridays at 9 p.m., continuing frequently continue right up to was asked by a youngster on During the war, he got a job tors' Rlayhouse" on NBC's full on a sustaining basis until air time. "Sometimes it doesn't what team he'd like to play, on the swing shift at Lockheed, network starting Friday, Jan. 6. Jan. 6.

[requently continue right up to was a sustaining time was, he got a joint time. "Sometimes it doesn't what team he'd like to play, on the swing shift at Lockheed, network starting Friday, Jan. 6. Jan. 6. from 9 to 9:30 p.m., EST, Thomas
Outstanding film directors will the rehearsal that a line is not gio's choice was the Boston Red doctor's orders, he was forced continue to select their best exactly right or that it is un-Sox, because he feels that Fen- to quit. This is the third network built films for presentation on this deliver," explains William Spier, run total.

LOUD LAUGHER

Oragnet" and "The Baby lar dramatic programs since its shooks Show."

Start early this year, A distinct "Screen Directors' Playhouse," tive "Playhouse" feature is the Continuous of the Edgar Bergen-Charlie Mc. That character who laughs so of the little owl in Welt Dispute the Edgar Bergen-Charlie Mc. on the Edgar Bergen-Charlie Mc. and he sang many of the parts of the Continuous of the parts of the Edgar Bergen-Charlie Mc. and he sang many of the parts of the Edgar Bergen-Charlie Mc. and he sang many of the parts of the Edgar Bergen-Charlie Mc. which features Hollywood stars appearance on each broadcast Carthy Show, got his start scrib- Carthy Show is Jim Backus, who for Disney's "Melody Time." in adaptations of their film suc- of the director of the original bling comic verses for greeting first gained radio prominence. He is an enthusiastic sportsbert Updyke, the richest man

in the world.

### Ken Carson Got RADIO Early Start as PORTRAYING A CYNICAL DOWN-AND-OUTER TEMPO-Maker of Music

#### C.B.S. Songster Started 6:45 In Early Boyhood With Harmonica

6:00 6:15

6:30

7:00

7:15 7:30 7:45

Arthur Godfrey

Wendy Worren

Movie Time

Helen Trent

Beulah

Edward R. Murrow

Inner Sanctum

Inner Sanctum Arthur Godfrey

Arthur Godfrey

Lux Radio Theater

Lux Radio Theater Lux Radio Theater

My Friend Irma

My Friend Irms

Bob Howk Show

**Curt Massey** 

Nows-H. Vincent

Eddie O'Neal Orch.

Eddie O'Neal Orch.

**Plantation Party** 

Someone gave Ken Carson a 8:00 parmonica when he was a small 8:15 boy, and his desire to make 5:45 music hasn't left him since that 9:00 day. Carson, heard as featured 9-15 inger, along with pretty Hene 9:30 Woods on CBS' full-hour, five- 9:45 a-week "Garry Moore Show," 10:00 (KTSA, 2:30 p.m.) has made a 10:15 name for himself as a singer, a 10:30 song-writer and a guitarist. 10:45 song-writer and a guitarist.

He was born on a small ranch 11:00 near Colgate, Okla., where his 11:15 father was a farmer. The family 11:45 Our Gal Sunday moved to Wichita, Kans, while Ken was in high school, and P.M. then to Los Angeles where Carson completed his education at 12:00 Garfield Hìgh School.

Incidentally, it was at Garfield 12:45 that he learned to speak and 1:00 sing in Spanish. His favorite 1:15 playmates were Mexican boys 1:30 who taught him the language, 1:45 which he has since used to great 2.00

stone to success.

He joined a group known as the Range Boys and taught 3:15 himself to play the guitar so 3:30 that he could accompany as well 3:45 as sing with his two cohorts. 4:00 Together, they traveled to Chi- 4:15 cago. One of the first shows they were signed for was an informal program called "Club Matinee." 5:00 The emcee was a lad called 5:15 Garry Moore.

In 1938, one of the group decided that not only should the three sing Western music-they should also prove their right to 6:05 their spurs and ten-gallon hats. 6:30 The idea, says Carson, was not 5:45 his, but he went along with it.  $\frac{7:00}{7:00}$ 

In order to prove themselves 7:15 cowboys, the trio set out one 7:30 fine day from Los Angeles bound 7:45 for New York-on horseback! 8:00 They made it, cooking their own 8:15 food along the highways and 8:30 pitching camp in real Western 8:45 fashion.

In 1941, the trio broke up and 9:15 Carson began solo work. He had 9:45 his own programs out of Chicago 10:00 when he received an urgent re- 10:15 quest from the Sons of the Pio- 10:30 neers, asking him to join up. 10:45 Carson decided in favor of Hol. 11:00 West Coast. With the Pioneers, 11:35 | Guy Lombardo Orch. | Donce Parad Nest Coast. With the Pioneers, 11:30 | Henry Jerome Orch. | Donce Parad Description | Donce Parad Desc work shows from Hollywood.

Carson's voice has been heard in many motion pictures, as well as on radio. He was the voice

with his characterization of Hu- man. Although a southpaw in every other respect, he has just learned to play golf with righthanded clubs. Since he consistently shot in the 70's with leftbious as to what the change might do to his game.

Marriec în 1939 to Coy Wade, lives in North Hollywood and 1, 1950. spends much of his spare time writing songs. His latest, "My has been handled since Septem outlets. San Fernando Rose," will be re-



Puzzle on Page 9

### Dandruff Stopped After Fifteen Years

SAN ANTONIO, Texas-Mrs. C. W. Gabeheart, 105 Vernon Ave., San Antonio, Texas, says: "For fifteen years my husband and I tried everything that was recommended for dandruff, and at last we found a product that would actually get rid of it. Your Baker's Hair Tonic is wonderful At first, we thought it was just another somethought it was just another some-thing that would do us no good, but we soon learned it was the very thing we had been looking for, for years. Those who are bothered by dandruff or itchy scalp should give Baker's Hair Tonic a trial. It won't let you down." let you down.

let you down."

For dandruff and itchy scalp use
Baker's Hair Tonic, and for clean
scalp and lustrous hair use Baker's
"Lathernist" Shampoo. Get them
both at your drug store, barber
ahop or beauty shop. You'll be
delighted with results, or the
makers of Baker's will refund

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

MONDAY, DECEMBER 26, 1949 KABC---680 KMAC—630 WOAI-1200 KT\$A-550 (MBC) Texas Form and Home RFD Texas (5 a.m.) Facts for Farmers Sang Correl Big Bill Lister Song Corrol
News RFD Texas Rev. Raymond Richey Blueridge Mtn. Boys Fairfield Four Red River Dave Ranching Roundup Dearborn Roundup Sam Morris Wake Up, S.A. Wake Up, S.A. Wake Up, S.A. Wake Up, S.A. Martin Agronsky Hillbilly Hit Parade Newscast-Howell Trading Post Morning Devotional Radio Rodea News Radio Clock Radio Rodeo Coffee Capers Mowscast-Guerro Robert Hurleigh Breakfast Club Coffee Capers Johnny Dugan Time Breakfast Club Tell Your Neighbor Johnny Dugan Time ohony Dugan Time Breakfast Club Johnny Lane Hillbilly House Party Welcome Travelers Dector's Office Hillbilly House Party My True Story Welcome Trovelers Hillbilly House Party My True Story Betty Crocker Victor H. Lindlohr Hillbilly House Party Marriage for Two Rosemary Arthur Godfrey Hillbilly House Party Hillbilly House Party We Lave & Learn Arthur Godfrey Modern Ramance:

Modern Romances

House Party

House Party Texas Ruby

680 Roundup

Heatter's Mail Bag	1680 Rou
	AFTERMOON

Light Crust Daughboys | Crosby & Co.

•	MONDA! F. LEWISSI.						
)	News Chuck Wagon Adolph Hofner Hired Hunds	Cedric Faster Oklahama Playboys Oklahama Playboys Oklahama Playboys	Stamps Quartet Noonday Jamborce Texas Tophands Del Dunbar	Newscast—Guerra Market Reports Smila Program Judy and Jana			
_	Meet the Band Meet the Band Nora Drake Johnny Gart Trio	Ladies Fair Ladies Fair Queen For a Day Queen For a Day	Newscast Monette Shaw Show Bride and Groom Bride and Groom	Double or Nothing Double or Nothing Today's Children Newscost—Guerra			
	David Harum Hilltop House Garry Moore Garry Moore	Today's Youth Today's Youth Spinning the Tops Spinning the Tops	Quick as a Flash Quick as a Flash Ladies Be Seated Ladies Be Seated	Life Can Be Beautif Road of Life Pepper Young's Far Right to Happiness			

Hilibilly House Party

Texas Trade Parade

Kate Smith Speaks

Lanny Ross Bing Sings

which he has since used to great advantages in some of his hit recordings of Spanish-type tunes.

Carson made his radio debut in 1930 over KMTR, Los Angeles, He won a singing audition, les. He won a singing audition are won a singing are and it proved to be his stepping KTSA AM (550 KC) and FM (101.5 MC)... from 3:00 P.M. to 10:30 P.M.

0	Garry Moore	630 Club	Galen Draka	Backstage Wife
	Garry Moore	630 Club	Russ Morgan	Steila Dollas
5	News	630 Club	Money for Music	Lorenzo Jones
5	Bandstand	630 Club	Money for Music	Young Widder Brown
ō-	Entertainment, Inc.	630 Club	Money for Music	When a Girl Marries
	Entertainment, Inc.	630 Club	Market Reports	Portio Faces † ife
5	Entertainment, Inc.	630 Club	Maney for Music	Just Plain "ill
5	Entertainment, Inc.	630 Club	Money for Music	Front Page Farren
xo —	Uncle Don	B-Bar-B Ranch	Challenge of the Yukan	Perry Mason
5	The Stars Sing	B-Bar-B Ranch	Challenge of the Yukon	Light of the World
15 80	N'ws with Neitham's	Tom Mix	Sky King	Guiding Light
iŝ		Tom Mix	Sky King	NewscastWilliams

Tom Mix	Sky King	Newscost-Williams
MONDAY E	/ENING	,
Fulton Lewis	Newscast	Light Up Time
Texas Trade Parade	Elmer Doviz	Screnade
Gobriel Heatter	Lone Ronger	News of the World
I Love a Mystery	Lone Ronger	H. V. Kaltenborn
Straight Arrow	Cisco Kid	Railroad Hour
Straight Arrow	Cisco Kid	Railroad Hour
Peter Salem	Henry J. Taylor	Voice of Firestone
Peter Salem	Buddy Weed Trio	Voice of Firestone
Trinity Forum Trinity Forum Trinity Forum Trinity Forum	Kate Smith Calls Kate Smith Calls Kate Smith Calls Kate Smith Calls	Great Artists Series Great Artists Series Band of America Band of America
KMAC Anniversary	Vaugha Manroe	Houston Symphony
KMAC Anniversary	Vaugha Monroe	Houston Symphony
Texas Trade Parade	ABC Roundup	Dave Garroway Shov
Texas Trade Parade	ABC Roundup	Dave Garroway Shov

Dave Garroway Show Newscast—Williams Newscast Ted Malona News of the World Gems of Thought Dance Music ABC Danceband Dance Music Newscast—Williams News Summary ABC Dance Band Dance Music

has Jambares (2 hants); 19:00, Rill Geret Orch,; 10:20, Ehrthm and Re-mancer 12:00, All Night,

KITE--930

5:00. Sign On: 5:0%.

Farmers' Almanae: 4:00. News: 4:45. Early Bird

News: 7:00, Radio Al-manao: 7:65, Breakfast

Table Newst 2:06. Endle Almanast 2:06. Mawa Headlines and Sixty Silver Minutest 10:06.

wilver Minutent 18:00.

News Headtheau 18:13.

Trafflo Court: 16:36.

Minute Appreciations 11:00. News Headtheau 11:00.

Minute Appreciations 11:00.

Minute Appreciations and Minutent Hall of Fame: 12:00 F.Ms. News Headtheau and Sammy Kayet 12:15. Way to Kinst 12:50. Gay Loundry 12:45. Noontime News 1:00. Pelka Times 12:00. News Headtheau 12:00. News Headtheau 12:00. News Headtheau 12:00. News Headtheau 18:15. Effect of Winardin 12:15. Effect of Minutent 12:15. Effect of Minutent 12:15. If Pays to Remember: 2:45. If Pays to Remember: 2:45.

5:30, Kerbrard | 6:00, Sign Off.

KONO-1400

6:08 A.M., Darbreak-rat 6:55, Newst 7:00,

ospel Music Makers

:15. Radio Gospelt T:30.

Western: 7:45, Naws:

Roundup (# deurs)

0:00, For Members Only

(S hours): 10:18 P.M., Nows: 10:50. For Mem-bers Oply: 1:00. Sadila Pals (2 hours): 3:00. Smiley Whitley: 3:50. On

Young Dr. Malone

The Brighter Day

Imperial Quartet

Can Be Beautiful

Jack Berch

Lora Lowton

Ma Perkins

KCOR--1350

K:BB A.M., Les Reves Del Hogart 7:00. Gas Caballero: 8:00. Sacred React: 8:15. Sagnish News: 8:30. Marchasi 9:00. Clara Menters 9:15. Menalos Blust-calest 10:00. Tropicals 10:30. Argentinas 11:13. Trovadores Perlas II:00 P.M. Troyndotes Ferias 12:20. Una Canclon Fara Ti: 1:25. Handy-Andy News 1:45. Beneficencias 200. Tippin Ins 6:60, Spanish Newn 5:30, Le-cento Caballerol 6:66, KCOR Review: 7:60, Spanish Mwslet 8:60, Theater: 9:15, Boxing Match: 11:30, Spanish: 12:00, Sign-Off.

#### KIWW-1540

d:00 A.M. Amsnecar Ranchero: 6:36, Desper-tador: 7:00, Mananitan; 7:30, Reloi Melod; 8:00, Pensando Ti: 8:15, News; 9:00, Dorantes: 10:00, Modas; 12:30, La Opinios: 12:45, Centeno; 1:00, Flesta Alegre: 2:00, Anshuao; 4:00, Musica y Noticlas; 4:30, Pormas; 5:00, Lone Star: 5:30, Lorense C.;

### KTSA COMPLETE **NEWS COVERAGE**

5:45 P.M.\* Lowell Thomas 6:30 A.M. Blewett Smyth 7:30 A.M. Blewett Smyth 8:30 A.M. Blewett Smyth 12:00 Noon Pat Boyette 12:00 M. 5:30 P.M.\* Bill Niethamer

News-Mutual

Dance Parade

Dance Parade

Dance Parade

6:45 P.M. Edward R. Murrow 10:00 P.M. Heywood Vincent 11:00 P.M. CBS World News CBS World News

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

### handed clubs, he's a little du Agency Named For Stations

Stations WOAI and WOAI-TV ber, 1948, by the Notzon Adver-San Antonio, announce the ap- tising Agency. WOAI-TV went he is the father of two chil- pointment of the William Wyatt on the air Dec. 11, 1949. The appointment was an dren, Coy Brooke Carson, age Advertising Company to handle nounced by Dallas Wyant, pro-4, and Paul Scott, age 6. Carson their advertising, effective Jan. motion manager of Southland 5

Industries, Inc., owners of the 5:45-The Tree House Advertising of the stations jointly operated AM and TV

TRINITY UNIVERSITY RADIO FORUM

"DOES THE FIRST HALF OF THE 20TH CENTURY JUSTIFY THE SECOND HALF?" Speakers Dr. Ciaronce Avres Prof. C. C. Calvers Dr. Harold Vagthors Rabbi David Jacobsen

Moderator: Mr. Marvin Alisky 630 on your dial: TUNE-IN, PHONE-IN, WRITE-IN

TONIGHT

18 POT 8

:30-The Tree House

### TELEVISION WOAI-TV

Channel 4 Monday Evening

6:15-Kuklo, Fron & Ollie :30—Dance Time :45—Telenews

:00-Western Playhouse :15-Western Playhouse 10-Western Playbouse -Western Playhouse M—Lights Dut

30-Report on Television 3:45—Test Pattern Explanation

### AUTHORITY

Hi Brown, producer-director of CBS' "Inner Sanctum," has contributed a chapter on "Mystery, Murder and Crime" to Max Wiley's forthcoming book, "Radio Writing."

## Looking Ahead--as the Year Ends

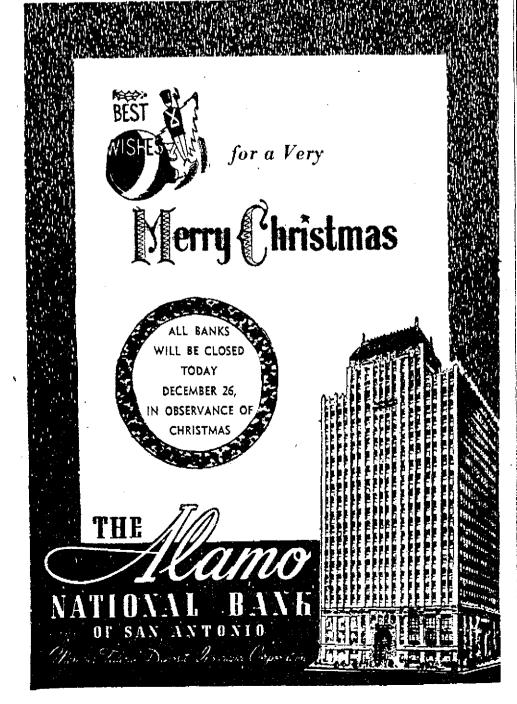
In these last days of the old year, as you tie up loose ends, looking ahead to the New Year—don't forget to include a review of your Will. Be sure it is up to date. Make certain that you have named an Executor who will be available when needed.

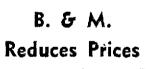
In planning your Estate, we cordially invite you and your attorney to draw on the time-tested experience of our Trust



The GROOS NATIONAL BANK of San Antonio

> Federal Deposit Insurance Corp. \* ISTABLISHED 1854\*







RALEIGH E. PATTERSON, Owner R. A M. MATTRESS CO.

The B. & M. MATTRESS COMPANY is offering reduced prices on many of its products and services, listed herewith are some of the savings offered during the holiday season.

- Cotton mattresses converted into guaranteed innersprings \$13.88, (one year ago this job was priced at \$22.50).
- 2. Cotton mattresses renovated, new ticking \$6.66, cotton fluffed and blown. mattresses substantially roll edged and tufted.
- 3. Hollywood bed complete, \$49.50. This includes a durable box spring on legs and innerspring mattress fully guaranteed three years. (This item is so hot telephone orders are received daily in our plant. Place your order today for free delivery.

B.&M. MATTRESS COMPANY 1312 S. Hackberry Lindell 4-6195