

THE FIRST TRUST COMPANY
in
SOUTHWEST TEXAS
THRIFT

Money at Interest Works for You Every Day In the Year

The thrifty man does not want his money idle. When placed at interest in a Savings Account, it works while you sleep.

The
SAN ANTONIO LOAN & TRUST COMPANY
215 W. Commerce

CHAS. W. SCHNEIDER TRAVIS D. BAILEY
LYTLE W. GOSLING & CO.
GENERAL AGENTS
137 LOSOYA ST. G-6151
BURGLARY INSURANCE

1949 Among Best Years For C.B.S., Official Says

In many respects 1949 was the most successful in the 22-year record of the Columbia Broadcasting System, according to Frank Stanton, president. In program popularity, C.B.S. occupies a position unique in radio history, Stanton said. In nighttime broadcasting, latest Nielsen ratings give Columbia 16 of the top 20 programs, while Hooper credits nine of the top 15 to C.B.S. In daytime radio, Columbia is also far in the lead, Nielsen crediting C.B.S. with 10 of the top 15 programs and Hooper giving Columbia seven of the top 10.

B. & M. Reduces Prices



RALEIGH E. PATTERSON, Owner
B. & 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.

1. Cotton mattresses converted into guaranteed innerspring \$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

TELEVISION
WOAI-TV Channel 4
Tuesday Evening

5:30—The Tree House
5:45—The Tree House
6:00—The Unusual
6:15—To Be Announced
6:30—To Be Announced
6:45—Telenovela
7:00—Mr. Celebrity
7:15—Mr. Celebrity
7:30—Mr. Celebrity
7:45—Mr. Celebrity
8:00—Variety
8:15—Variety
8:30—Trophy Room

Everything You Need for '50!

All the essential supplies you'll need to efficiently organize your office for 1950—transfer binders, inventory blanks, ledger leaves, calendar refills, "Daily Reminders"—are here, ready for delivery.

For EVERY office need—it's Clegg's—first.

Fannin 4141
The Clegg Co.
130 Soledad Street

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

TUESDAY, DECEMBER 27, 1949

A.M.	KTSA—550 (CBS)	KMAC—630 (Mutual)	KABC—680 (ABC)	WOAI—1200 (NBC)	KITE—930
6:00	Song Corral	RFD Texas (5 a.m.)	Facts for Farmers	Texas Farm and Home	5:00 A.M. Sign On
6:15	Song Corral	RFD Texas	Big Bill Lister	Farm News—Shomette	5:05 News: 5:05 Farmer's
6:30	News	Rev. Raymond Richey	Blue Ridge Mt. Boys	Fairfield Four	5:10 News: 5:10 News
6:45	Old Top Rail	Sam Morris	Ranching Roundup	Red River Dove	5:15 News: 5:15 News
7:00	Trading Post	Wake Up, S. A.	Martin Agronomy	News—Howell	5:20 News: 5:20 News
7:15	Johnny Lane	Wake Up, S. A.	Riders Purple Sage	Morning Devotional	5:25 News: 5:25 News
7:30	News	Wake Up, S. A.	News Radio Clock	Radio Rodeo	5:30 News: 5:30 News
7:45	Coffee Capers	Wake Up, S. A.	Breakfast Club	News—Guerra	5:35 News: 5:35 News
8:00	Coffee Capers	Robert Hurligh	Breakfast Club	Johnny Dugan Time	5:40 News: 5:40 News
8:15	Coffee Capers	Tell Your Neighbor	Breakfast Club	Johnny Dugan Time	5:45 News: 5:45 News
8:30	News	Hillbilly House Party	Breakfast Club	Johnny Dugan Time	5:50 News: 5:50 News
8:45	Johnny Lane	Hillbilly House Party	Breakfast Club	Johnny Dugan Time	5:55 News: 5:55 News
9:00	Doctor's Office	Hillbilly House Party	My True Story	Welcome Travelers	6:00 News: 6:00 News
9:15	Arthur Godfrey	Hillbilly House Party	Betty Crocker	Welcome Travelers	6:05 News: 6:05 News
9:30	Arthur Godfrey	Hillbilly House Party	Dick Haymes Show	Modern Romances	6:10 News: 6:10 News
9:45	Arthur Godfrey	Hillbilly House Party	Modern Romances	Dr. Paul Crosby & Company	6:15 News: 6:15 News
10:00	Arthur Godfrey	Hillbilly House Party	Modern Romances	Dr. Paul Crosby & Company	6:20 News: 6:20 News
10:15	Arthur Godfrey	Hillbilly House Party	Modern Romances	Dr. Paul Crosby & Company	6:25 News: 6:25 News
10:30	Deep River Boys	Hillbilly House Party	Modern Romances	Dr. Paul Crosby & Company	6:30 News: 6:30 News
10:45	Movie Time	Hillbilly House Party	Modern Romances	Dr. Paul Crosby & Company	6:35 News: 6:35 News
11:00	Wendy Warren	Kate Smith Sings	House Party	Mc Perkins	6:40 News: 6:40 News
11:15	Aunt Jenny	Lenny Ross	House Party	The Brighter Day	6:45 News: 6:45 News
11:30	Helen Trent	Bing Sings	House Party	Texaco Star Reporter	6:50 News: 6:50 News
11:45	Our Gal Sunday	Heater's Mail Bag	House Party	Texaco Star Reporter	6:55 News: 6:55 News

TUESDAY AFTERNOON

12:00	News	Cadie Foster	Stamps Quartet	News—Guerra
12:15	Chuck Wagon	Oklahoma Playboys	Noonday Jamboree	Market Reports
12:30	Adolph Hofner	Oklahoma Playboys	Texas Tophanda	Roundup Time
12:45	Western Hits	Checkerb'd Jamboree	Del Dumbor	Judy and Jane
1:00	Meet the Band	Ladies Fair	News—Guerra	Double or Nothing
1:15	Meet the Band	Ladies Fair	Manette Show Program	Double or Nothing
1:30	Nora Drake	Queen for a Day	Bride and Groom	Today's Children
1:45	Vernon Geyer	Queen for a Day	Bride and Groom	News—Guerra
2:00	David Harum	Bob Poole Show	Quick as a Flash	Life Can Be Beautiful
2:15	Hilltop House	Bob Poole Show	Ladies Be Seated	Road of Life
2:30	Garry Moore	Spinning the Top	Ladies Be Seated	Pepper Young's Family
2:45	Garry Moore	Spinning the Top	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	Bandstand	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 Sam	Junior Jamboree	Green Hornet	Perry Mason
5:15	The Stars Sing	Junior Jamboree	Green Hornet	Light of the World
5:30	News—Neithamer	B-Bar-B Ranch	Jack Armstrong	Guiding Light
5:45	Lowell Thomas	B-Bar-B Ranch	Jack Armstrong	News—Williams

TUESDAY EVENING

6:00	Baulah	Fulton Lewis, Jr.	News—Guerra	Light Up Time
6:15	Jack Smith Sings	Dinner Date	Elmer Davis	Your Serenade
6:30	Club 15	Gabriel Heatter	Counterspy	News of the World
6:45	Edward R. Murrow	I Love a Mystery	Counterspy	Richard Harless
7:00	Mystery Theater	Count of Monte Cristo	Solo and Silliquay	Cavalcade of Amer.
7:15	Mystery Theater	Count of Monte Cristo	Solo and Silliquay	Cavalcade of Amer.
7:30	Mr. & Mrs. North	Official Detective	Town Meeting	Baby Snooks
7:45	Mr. & Mrs. North	Official Detective	Town Meeting	Baby Snooks
8:00	Life With Luigi	John Steele	Town Meeting	Benny Goodman
8:15	Life With Luigi	John Steele	Town Meeting	Benny Goodman
8:30	Escape	Mysterious Traveler	Time for Defense	Big Town
8:45	Escape	Mysterious Traveler	Time for Defense	Big Town
9:00	Hit the Jackpot	Meet the Band	ABC Roundup	People Are Funny
9:15	Hit the Jackpot	Meet the Band	ABC Roundup	People Are Funny
9:30	Frankie Carle Orch.	Texas Trade Parade	ABC Roundup	People Are Funny
9:45	Frankie Carle Orch.	Texas Trade Parade	ABC Roundup	People Are Funny
10:00	News—H. Vincent	News—Mutual	ABC Dance Band	Dance Music
10:15	Paul Neighbors Or.	Dance Parade	ABC Dance Band	Dance Music
10:30	Paul Neighbors Or.	Dance Parade	ABC Dance Band	Dance Music
10:45	Paul Neighbors Or.	Dance Parade	ABC Dance Band	Dance Music
11:00	World News	Dance Parade	ABC Dance Band	Dance Music
11:15	Guy Lombardo Orch.	Dance Parade	ABC Dance Band	Dance Music
11:30	Larry Fortine Orch.	Dance Parade	ABC Dance Band	Dance Music
11:45	Larry Fortine Orch.	Dance Parade	ABC Dance Band	Dance Music

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 101.5 mc on Your FM Dial

HOW CAN A FELLER TELL?

Bill Baldwin, announcer on the Edgar Bergen-Charlie McCarthy show, played a movie role as a bail bondsman (in "The Iron Cage") so convincingly that when he finished his big scene—City Jail—one of the prisoners sidled up to him and side-mouthed: "Hey, bud, do you think you could spring me outa' here?"

G. Archie HELLAND Agency
CONNECTICUT MUTUAL LIFE INSURANCE COMPANY
GOOD LIFE INSURANCE AND ANNUITIES SINCE 1846
FROST NATIONAL BANK BLDG. ★ FANNIN 8121

SAMSCO will be closed for INVENTORY Thursday, Dec. 29 through Monday, Jan 2.

The plant of the San Antonio Machine & Supply Company in San Antonio will be closed Thursday, December 29th, through Monday, January 2nd, while inventory is being taken. Business as usual beginning Tuesday, January 3rd.

San Antonio Machine & Supply Co.
SAN ANTONIO CORPUS CHRISTI HARLINGEN WACO

RADIO PROGRAMS AND PERSONALITIES

LUIGI BASCO DECIDES TO RING UP HIS MAMA MIA in Italy to wish her a happy New Year, but lacking the funds, he goes to the telephone company to try to make the call on the cuff, during KTSA-CBS' "Life with Luigi," comedy starring J. Carrol Nash, Tuesday at 8 p.m. Alan Reed plays Luigi's countryman friend Pasquale. Others in the cast are Hans Conried, Mary Shipp, Jody Gilbert, Ken Peters and Joe Forte. Mac Benoff directs. Lud Gluskin conducts the music. KTSA—8 P.M.

THERE'S NO ACCOUNTING FOR PAMELA NORTH'S accounting, and shortly after husband Jerry calls in a book-keeper to balance the household ledger. KTSA-CBS' "Mr. and Mrs. North" find themselves trying to figure out a murder, Tuesday at 7:30 p.m. Alice Frost and Joseph Curtin star as the Norths, in this series produced and directed by John Loveton. Charles Paul is music director. KTSA—7:30 P.M.

HER FIANCE IS A KEY SUSPECT in a murder case, and Inspector Heathstone is called in to investigate "The Wedding Eve Murder Case" on CBS' "Mystery Theater" Tuesday at 7 p.m. As clues multiply in this case, Heathstone uncovers a number of other suspects. Alfred Shirley is heard as the sleuth. Frank and Anne Hummert produce the series. KTSA—7 P.M.

DOROTHY DISAPPEARS AND GEORGE'S LIFE DEPENDS on her being found. Don't miss "This Is Nora Drake" Tuesday 1:30 p.m. KTSA—1:30 P.M.

THE SAN ANTONIO QUEEN, WINNER IN THE "QUEEN OF AMERICA" contest, will be announced over KMAC Tuesday on the "Queen For a Day" program at 1:30 p.m. The winner is one of ten finalists recently selected in the nation-wide contest from this district. The San Antonio queen will compete with other national winners, to pick a "Queen of America" who will be brought to the air in all her glory in January. KMAC—1:30 P.M.

WHEN THE STARS SING ON KTSA TUESDAY, AT 5:15 p.m., Jerry Wayne as featured guest will sing, "Send Ten Pretty Flowers to My Girl in Tennessee," "You're So Understanding," "Mary Lou," and "You Say the Nicest Things, Baby." "The Stars Sing" is a regular Monday-through-Friday feature.

LANDS SAFELY
BY UNITED PRESS
with 40 persons aboard made an emergency landing here Monday on route day on three engines. A large plane from New York to Los Angeles holiday airport crowd watched.

PIPE SALE
Must Be Moved Before Jan. 1

12,000 ft. 2" pipe and tubing, plain 11 1/2" thread.
Less than 5,000 ft. 25c per ft.
Over 5,000 ft. 20c per ft.
4,000 ft. 5" pipe 55c per ft.

Riddle Oil Company
Box 942 Seguin, Texas
Telephone: L.D. 1

New TV Station To Go on Air In February

San Antonio's next television station, KEYL, will go on the air with a test pattern Jan. 7 and begin programs the first week in February, it has been announced.

The new station, now in construction, will be affiliated with the Dumont network, New York, and the Paramount network, Hollywood, officials said.

It will be on channel five with a video power of 17.9 kilowatts and an audio power of nine kilowatts. News coverage will include United Press and Acme Wirephoto.

Wednesday through Sunday the station will come on with its test pattern at 10 a.m. and sign off its latest program at 9:30 p.m. On Monday and Tuesday it will broadcast from 10 a.m. until 5 p.m.

CROSSWORD PUZZLE

Answers

1	GAIS	PEAR	NIE
2	ASIA	ORNAMENT	
3	PERTAINS	DATE	
4	EATEN	SEDATE	
5	SAW	RAM	GO
6	AMA	MAY	LEPER
7	GERM	GET	DIRE
8	ADIR	SEC	ES
9	R	NIL	ANA
10	ANIMAL	ISLET	
11	ATOM	POACHERS	
12	CON	SITS	ERIA
13	ERE	SEEN	SEER

Puzzle on Page 8

HANDY-ANDY SUPER MARKETS

IT IS PARTY TIME AT HANDY-ANDY MAY WE SUGGEST . . .

Fritos	Green Olives
Potato Chips	Sour Pickles
Chee-Wees	Sweet Pickles
Planters Cocktail Nuts	Dill Pickles
Anchovy Paste	Cocktail Onions
Anchovies	Imported Norwegian Sardines
Philadelphia Cream Cheese	Canned Cocktail Shrimp
Wine	Deviled Ham
Beer	Vienna Sausage
Ginger Ale	Assorted Cocktail Spreads
Ritz Crackers	Boned Chicken
Stuffed Olives	Boned Turkey
Ripe Olives	Boneless Canned Hams

OUR FINE CHEESES ARE UNSURPASSED IN THE CITY!

Geu Switzerland Swiss	Italian Romano
Geu French Roquefort	New York Sharp Cheddar
Gruyere Portions from Switzerland	Gouda
Danish Bleu	Kaukauna Klub Smoked

ALSO
A Full Line of Fancy Party meats at attractive prices

VALUABLES
for TODAY