TTHE SPAC

WOAI--1200

Texas Form and Home

Red River Dave

Radio Rodes

Radio Rodeo

Newscast—Howell

Morning Devetional

Newscast—Guerre

Johnny Dugan Time

Johnny Dugan Time

Welcome Travelers

Welcoms Trovelers

Marriage for Two

Resembly We Love & Learn Young Dr. Malone

lack Berch

Lora Lawton

Ma Perkins Skitch Henderson Or.

Star Reporter
Imperio! Quartet

Light Up Time

rtists Series

5:45 P.M.* Lowell Thomas

6:45 P.M. Edward R. Murrow

10:00 P.M. Heywood Vincent

Form News—Shomette

KABC---680

Facts for Formers

Ranching Roundup

Martin Agronsky Hillbilly Hit Parade

Breakfast Clab

Breakfast Club

Brenkfast Clab

Victor H. Lindlahi

Modern Romances

Modern Romances

Ladies Bc Seated

Ladies Be Seated

Caso March, Pol.

MONDAY, JANUARY 2, 1950

A.M.	KTSA550	KMAC—630	KABC
6:00	Song Correl	RFD Texas (5 a.m.)	Facts for Form
6:15	Song Cotrel	RFD Texas	Big Bill Lister
6:30	News	Rev. Raymond Rickey	Blueridge Mtr
6:45	Dearborn Roundup	Sam Morris	Ranching Rou
7:00	Trading Post	Wake Up, S.A.	Martin Agron
7:15	Johnny Lane	Wake Up, S.A.	Hillbilly Hit P
7:30	News	Wake Up, S.A.	Newscast
7:45	Coffee Capers	Wake Up, S.A.	Radio Clock
\$:00	Coffee Capers	Robert Harleigh	Breakfast Clai
8:15	Coffee Capers	Tell Your Neighbor	Breakfast Clai
8:30	News	Hillbilly House Party	Breakfast Clai
8:45	Johnny Lane	Hillbilly House Party	Breakfast Clai
9:00	Doctor's Office	Hillbilly House Party	My True Story
9:15	Arthur Godfrey	Hillbilly House Party	My True Story
9:30	Arthur Godfrey	Hillbilly House Party	Betty Crocker
9:65	Arthur Godfrey	Hillbilly House Party	Victor H. Lind
10:00	Arthur Godfrey	Hillbilly House Party	Modern Ruma
10:15	Arthur Godfrey	Hillbilly House Party	Modern Roma
10:30	Plantation Party	Texas Trade Parade	Dr. Paul
10:45	Movie Time	Light Crust Doughboys	Crosby & Co.
11:00	Wendy Warren	Kate Smith Speaks	Ladies Be Sea
11:15	Aunt Jenny	Lanny Ross	Ladies Be Sea
11:30	Tourney of Roses	Bing Sings	Texas Ruby
11:45	Tourney of Roses	Heatter's Mail Bag	Caso March, F

P.M.		,,, <u>,</u>	AFTERNOO
12:00	News	Cedric Foster	Stomp

12:00 12:15 12:30 12:45	News Chuck Wagon Adolph Hofner Orange Bowl Game	Cedric Foster Oklahoma Playboys Oklahoma Playboys Check'bo'rd Jamborea	Stamps Quartet Noonday Jamborse Texas Tophands Del Dunbar	Newscast—Guert Market Reports Smile Program Judy and Jane
1:00	Orange Bowl Game	Gator Bowl Game	Newscast	Catton Bow! Gam
1:15	Orange Bowl Game	Gator Bowl Game	Monette Show Show	Cotton Bow! Gam
1:30	Orange Bowl Game	Gator Bowl Game	Sugar Bowl	Cotton Bow! Gam
1:45	Orange Bowl Game	Gator Bowl Game	L.S.U. vs Okla. U.	Catton Bow! Gam
2:30	Orange Bowl Game	Gator Bowl Game	L.S.U. vs Okla, U.	Cotton Bowl Gam
2:15	Orange Bowl Game		L.S.U. vs Okla, U.	Cotton Bowl Gam
2:30	Orange Bowl Game		L.S.U. vs Okla, U.	Catton Bawl Gam
2:45	Orange Bowl Game		L.S.U. vs Okla, U.	Cotton Bowl Gam

FOLLOWING KTSA PROGRAMS WILL BE BROADCAST ON Jerry O'Dell: 7:30. Les KTSA AM (550 KC) and FM (101.5 MC) ... from 3:00 P.M. to 10:30 P.M. Cowbox Jamborees 10:00.

3:00 3:15 3:30 3:45	Orange Bowl Game Orange Bowl Game Orange Bowl Game Orange Bowl Game	Gator Bowl Game Gator Bowl Game 630 Club 630 Club	L.S.U. vs Okla. U. L.S.U. vs Okla. U. L.S.U. vs Okla. U. L.S.U. vs Okla. U. L.S.U. vs Okla. U.	Cotton Bowl Game Catton Bowl Game Lorenzo Jones Young Widder Brown
4:00	Rose Bowl Game	630 Club	Walter Kiernan Money for Music Money for Music Money for Music	When a Girl Marries
4:15	Rose Bowl Game	630 Club		Portia Faces Life
4:30	Rose Bowl Game	630 Club		Just Plain Bill
4:45	Rose Bowl Game	630 Club		Front Page Farrell
5:00	Rose Bowl Game	B-Bor-B Ranch	Challenge of the Yukon	Perry Mason
5:15	Rose Bowl Game	B-Bor-B Ranch	Challenge of the Yukon	Light of the Warld
5:30	Rose Bowl Game	Tom Mix	Jack Armstrong	Guiding Light
5:45	Rose Bowl Game	Yom Mix	Jack Armstrong	Newscast—Williams

MONDAY EVENING

| Fulton Lewis

6:15	Rose Bowl Game	Texas Trad
6:30	Club 15	Gabriel Hee
6:45	Edward R. Murrow	I Love a My
7:00	Inner Sanctum	Stroight An
7:15	Inner Sanctum	Stroight An
7:30	Arthur Godfrey	Poter Salem
7:45	Arthur Godfrey	Peter Salem
8:00	Lux Radio Theater	Trinity Foru
8:15	Lux Radio Theater	Trinity Foru
8:30	Lux Radio Theater	Trinity Foru
8:45	Lux Radio Theater	Trinity Foru
9:00	My Friend Irma	Meet the Bo
9:15	My Friend Irma	Meet the Bo
9:30	Bab Howk Show	Texas Trad
9:45	Bob Howk Show	Texas Trad
10:00	Naws—H. Vincent	News—Mui
10:15	Curt Massey	Dance Para
10:30	Xavior Cugat Or.	Dance Para
10:45	Xavier Cugat Or.	Dance Para
11:00 11:15 11:30 11:45	News Guy Lombardo Orch. Henry Jerome Orch. Henry Jerome Orch.	Dance Para Dance Para Dance Para Until Jam.

6:00 | Beuloh

otter ystary	Lone Ranger Lone Ranger	News of the World H. V. Kultenborn
stow stow m	Cisco Kid Cisco Kid Henry J. Taylor Buddy Weed Trio	Railroad Hour Railroad Hour Voice of Firestone Voice of Firestone
um um um	Kate Smith Calls Kate Smith Calls Kate Smith Calls Kate Smith Calls	Great Artists Serie Great Artists Serie Band of America Band of America
Sand Sond de Perada de Perada	Vaughn Monroe Vaughn Monroe ABC Roundup ABC Roundup	Hauston Symphony Hauston Symphony Dave Garroway Sho Dove Garroway Sho

rroway Show News of the World Ted Malone Recorded Dance Parad. Dance Music Newscast—Williams Fairfield Four ABC Dancabane

11:00 P.M.

12:00 M.

KTSA COMPLETE

NEWS COVERAGE

KITE-930

5:06, Sign On; 5:57. Farmers' Almanae; 6.08.

News: 6:45, Early Bird News: 7:00, Radio Al-manzot 7:45, Brenkfast Table News: 2:08, Kadio

Almanacı 9:00. Sews Beadlines and Sixty 511 ver Minktes: 15:00,

KONO-1400

6:00 A.M., Daybreakers

7:00. Gospel Music Makers) 7:15, Radio Gospel: 7:30, Music: 7:45, News;

:00, Moralng Roundup:

16, Members Only; 12:15,

News; 12:30, Members

Only; 1:00, Saddle Pals:

:00, Smller Whitler: 3:30.

On the Record; 5:45.

News of the Day: 6:00.

Twilight Time; 6:30. Call

inl; 6:45, News: 7:00

10:39, Rhythm and Re-

mance: 12:90, All Nite.

KCQR-1350

5:00 A.M., Les Bayes Del Hoxar: 7:00, Gar Caballero: 8:00, Sacred

Heart; \$:15, Spanish

News: \$:30, Marchas: 9:00, Clara Montes: 9:15. Mosaicos Musi-

cales: 10:00, Tropicat; 10:20, Arcentins; 11:15, Troradores Peris; 12:00 P.M., Troyadores Peris; 12:30, Una Cancion Para Ti; 1:25, Handy-Andy News; 1:45, Beneficencia; 200, Timin [n; 5:00.

3:00, Tippin In: 5:00, Spanish News: 5:39, Lo-

renzo Caballero; 5:04. KCOR Review: 7:00.

Spanish Music: 8:00.

Theater: 9:15, Boring Match: 11:38, Spacish:

KIWW-1540

12:00, 8lrn-Off.

to:00. Tropical:

0:15.

FOR ITS FIRST PROGRAM OF THE NEW YEAR, LUX Radio Theater presents "To Each His Own." Olivia de Havilland, who won the Academy Award for her role in the picture, and John Lund, will recreate their original

screen roles. The production will be under the direction of William Keighley with an original musical score arranged and conducted by Louis Silvers, KTSA-8 P.M.

MARIE WILSON, AS C.B.S.' "MY Friend Irma," helps her boy friend, Al, played by John Brown, lose his brand new job. Appointed advertising manager of a candy store, Al phones the good news to Irma, whose determination to help him make good spells his doom. Cy Howard produces and directs. KTSA-9 P.M.



PERSONALITIES

"SHOULD WE PROMOTE THE GREAT BOOKS IDEA?" will be debated by Trinity University's Radio Forum Monday. Speakers will be Miss Patricia Payne, Don Thissel, and Wilbur Lee Loessin, affirmative; Mrs. Eula Irvin, Frank Hicks, and I. J. Telotte, negative. All are Trinity students. KMAC-9 P.M .

15 liver Minutes: 16:38.

News Headlines: 10:18.

Traiffic Court: 10:38.

Mraio Apreciation: 10:38.

Mraio Apreciation: 11:39.

Mraio Apreciation: 11:39.

Mraio Apreciation: 11:39.

Mraio Apreciation: 11:39.

Kapre: 12:30 F.M. News

Headlines and Sammy

Kapre: 12:30. Guy Lomburdo: 12:45. Noontime

News: 10:30, Feylks Time: 12:35.

Remnder Time: 12:35.

News Headlines and Today's Hits: 3:30,

News Headlines and Freddy Martin: 21:5.

Eddie Howard: 3:30, Its France Clob: 4:30 News Headlines and 11:35.

Eddie Howard: 3:30, Its France Clob: 4:30 News Headlines and 11:35.

Time: 10:30. News Headlines and 11:35.

Time: 10:30. News Headlines and 11:35.

Time: 10:30. News Headlines and 11:35.

News Headlines and 11:35. A LITTLE FAMILY DIFFERENCE CROPS UP, AND A girl becomes the intended murder victim of her own sister, in "Blood Relative," "Inner Sanctum's" deadly drama. Charlotte Holland stars as Lila, and Paul McGrath as host presides at the creaking door. Lila hasn't heard from her sister Vivian for a long time, when Vivian shows up, a bullet wound in her shoulder. Someone is following her, she says. Lila wants to help, until she finds that the someone is a detective, and that Vivian has killed a man in a holdup. Vivian decides to cash in on the family resemblance. She shoots Lila in the shoulder, and forces her to write a confession to the crime. Lila by this time is beginning to feel that the sister act has gone far enough. But there's more in store, as the depraved Vivian takes her to a deserted spot intending to break up the family permanently. KTSA-7 P.M.

Board: 6:45, Adrian Rol-CARROLL HANSEN, SPORTS DIRECTOR FOR KCBS, C.B.S. station in San Francisco, will do the color commentary for the radio coverage of the Rose Bowl game between California and Ohio State, which will be aired over C.B.S. Monday. C.B.S. Sports Director Red Barber will do the radio play-byplay coverage, KTSA-3:45 P.M.



AMY FREEMAN LEE, IN HER MONDAY "Call Board" program, will discuss the fol-lowing topics: (1) San Antonio Community Film Forum's presentation of "The Edinburg Festival of Drama and Music," one of the world's greatest annual cultural events; "The Way To The West," a British information film travelogue of western England; and "The True Glory," a war documentary film of the World War II Normandy invasion. (2) A critical survey of San Antonio's cultural events from Oct. 1 to Jan. I. KONO-6:30 P.M.

THIS IS NORA DRAKE HAS RELINquished its time to the New Year's Day football broadcasts which are being heard this Monday, Jan. 2, over C.B.S. The program will be heard again on Tuesday afternoon and every weekday. KTSA-1:30 P.M.

IT'S NEW YEAR'S EVE . . . THERE'S SINGING AND laughter, but Wendy is obvious to it all. The observing Rusty notices Wendy's restlessness. Could she be jealous of the attention Kitty Hays is giving Don Smith? Everyone will want to hear today's exciting chapter of "Wendy Warren And The News."KTSA-11 A.M.

MUSIC BY TWO MASTERS-WAGNER AND BEETHOVen-fills the Monday evening radio concert of the Houston Symphony Orchestra, conducted by Efrem Kurtz. The program includes Beethoven's Symphony No. 7 and "A Faust Overture", by Wagner. The program will be heard on Stations KPRC, Houston; WOAI, San Antonio; WFAA-WBAP in Dallas and Fort Worth; Corpus Christi's KRIS, and KGNC, Amarillo.

LILY PONS, A FAVORITE WITH TELEPHONE HOUR listeners, will be guest soloist on the first broadcast of the new

6:00 A.M. Amanecer
Ranchere: 6:30, Despertador; 7:00, Manaulias;
7:30, Relo Melod; 8:08,
Pensaudo Ti 8:15, News;
0:00, Doranin: 10:00, Beleros; 11:00, Medas;
12:00 F.M., Lab. Ravy;
13:30, La Obsinon; 12:45,
Centeno: 1:00, Fleeta
Alegre: 2:00, Anahuac;
4:00, Musica y Naticlas;
4:30, Poemas; 5:00, Lone
Star; 5:30, Lorenze C.;
5:45, Sign Off. year when she appears with the Bell Telephone orchestra. She will feature a varied program that includes a number by Johann Strauss, a Gershwin tune and an aria from a Donizetti opera. WOAI-8

DISTINGUISHED REPREentatives from the House and Senate will be heard in a round table discussion from Washington on a special program over KMAC-Mutual when the coast to-coast network presents "1950 Congressional Preview". KMAC-9:30 P.M.

BY ASSOCIATED PRESS

has announced they will be in-

Wed & Thurs. Nights at 8:15

DONALD COOK GOOD SEATS NOW AT TEXAS THEATRE BOX OFFICE

new line of ten refrigerators stressed.

New Kelvingtor for 1950 Shown Here

NEW KELVINATOR-The 1950 Kelvinator line has been introduced to dealers in San

Antonio and the San Antonio trade area at a sales meeting held at the Plaza Hotel.

Officials of the company who conducted the meeting are shown above. Left to right are:

W. K. McMillon, district manager, Corpus Christi; Jack Loveland, sales promotion man-

ager, Dallas; K. C. Mulkey, branch manager, Houston, and M. J. Abele, district manager,

for 1950, according to C. T. Lawson, vice president in charge of

In introducing the new line, which was shown to San Antonio trade area dealers at the Plaza Hotel, compactness with

Traffic Jam Slows Godfrey

Kelvinator sales.

The "Talent Scouts" produccame and no Godfrey. The CBS star aired by KTSA Monday through Friday showed up at the studio ten minutes late, explaining that he had been caught in a traffic jam driving crosstown from his hotel to the CBS radio - television playhouse at 53rd St. and Broadway. It took about 40 minutes to make the trip, eight blocks crosstown and five blocks uptown. Announcer George Bryan took over God frey's chores for the first two

Beauty Operator Praises Baker's for Dandruff

AUSTIN, Texas—Mrs. Buford H. Jones, 2206 Roundtree Dr., Austin, Texas, says: "Being a beauty operator I have had experience with all kinds of dandruff removers. I have used other products that were good, but I have never found anything that would compare with Baker's Heir Tonic for dandruff and itahy seel."

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

Kelvinator has just announced greater storage space was more convenient features at a lower cost per cubic foot than at

For instance, in one model 12 cubic feet of refrigerator storage | the early 1930s". space now occupies the same floor space of "pre-war sixes".

for storing packaged frozen foods Lawson said prices on the new and ice cubes. A Polystyrene refrigerator, which range from meat tray and a 12 quart sliding \$189.95 to \$449.95—(the manu crisper are other features. facturer's suggested retail prices) [mean that the homemaker can able at local dealers in the near

any time since the depression of

All models provide facilities

The new models will be availget better refrigeration with future, Lawson said.

Railroad Hour

7:00 p.m.

Lights Out

8:00 p.m.

COFFEE SHORTAGE

Even with the coffee shortage. Arthur Godfrey's KTSA Monday through Friday, beginning at tion staff almost went into a 9:15 a.m. favorite story concerns tailspin recently when airtime the girl who soaked her strapless evening gown in coffee-to make it stay up all night.



JANUARY 4, 1950



BIG ACTS ON The SCREEN: FREE FOR ALL' NITES & ALL DAY SAT., SUN & MON. Mate., Tres., Thru Fri. NEW LOW-POPULAR-PRICES INC. TAXES All Bents, Adulta 60c Junior Admissions 40c Junior Admission CHILDREN ANYTIME 25c

Feature starts 12:30, 2:25, 4:15, 6:10, 8:60, 9:55 [rd LARRY PARKS BIG JOLSON

week

John Lund

Diams Lyan

IRMA"

5:50; 2:35:

7:25; \$:38

JANE WYMAN DENNIS MORGAN "The Lady Takes A Sailor

EM PI 2 BIG FEATURES

SINGS

ägain

Return Engagement Barry Sellivan Belita * Jean Lorring THE GANGSTER

2 BIG FEATURES IOHNNY MACK BROWN " WEST OF EL DORNOO" BIG FIGHT

STATE

"DILLINGER" MEGDLAWN BROADWAY LAUREL

SUNSET 3950 NOGALITOS 2308 BROADWAY SAN PEDRO *A Last Day! of Last Day! ATT Last Dar: "F Last Day! John Wayne John Asar John Asar Marie Wilsen

Kepbull Judy Maltidus DOLL" "ADAM'S

RIB"

Jane Haver Mark Stevens "OH, YOU REAUTIFUL

SHE WORE A YELLOW RIBBON" Open 12:56 Feature 1:38: 3:36: 5:30: 7:35: 9:36

TELEVISION

WOAI-TV Channe! 4 Monday Evening

CBS World News

CBS World News

101.5 mc on Your FM Dial

7:30-Western Playhousa 7:45-Western Playhousa

EXPRESS WANT ADS-G-2211

No. of Person Spirit Junes Sanda A Con-Symbolic Group Instructions
510 For Month
Private Instructions

Square Tubes Come in 1950

6:30—Donce Time 6:45—Telenews 7:00-Western Playhouse 15-Western Playhouse

8:00-Lights Out 8:15-Lights Out

> SEAFOODS prepared under my personal direc-tion tasts better.—Jimmis Lampis (Originator of CHRISTIE'S). Laguna Seafood Restaurant 3114 Fredericksburg Rd. Open every day 10:20 a.m.-10:34 p.m.

sole and a table.

I-HO ONCE MORE MY DARLING" Fea: 6:43 ---PLUB-

"LOST PATROL" 2702 N. ST. MRRYS . Phane P-1575

Drive In Theatres

ALAMO HENNAN 5 COLOR CARTOONS 5

KELLY FRECTY IN

3 COLOR CARTOONS 3

MISSION WIN Roseanna McCoy COLOR CARTOONS 3

SAMET HOME STARS JAMES CAGNEY WHITE HEAT

6:45 p.m. "I WAS A MALE WAR

> Red Cameren "STAMPEDE" -- pies --Robt. Preston Susan Rayward "TULSA" Feeling"

Lower FL, \$4.55, \$3.90; Mezz., \$3.90; Balcony, \$3.25, \$2.60; Gol. (unres.) \$1 (Tax Included) TRINITY UNIVERSITY RADIO FORUM BOUNG IDEA IN PATRICIA PAYNE Mrs. Eula Irvin Miss Patricia Payne Mr. Frank Hicks Mr. Don Thissell Mr. Dale Irvin Mr. Wilburn Lee Loessin Moderator: Dr. Charles H. Heimsath 630 on your dial. TUNE-IN, PHONE-IN, WRITE-IN Rectangular television tubes instead of round ones is a de-TONIGHT velopment for the new sets in 8109 PM 1950. Already one manufacturer KMAC corporated in two models, a con-OUTDOOR

SAN ANTONIOS MOST COLOR
CARTOONS

* PLUTO
Odor of the Day
* CAMPUS CAPPERS majestic scale with a cost of thousands! DONALD DUCK J. ARTHUR RANK —Plus— Jeza Crain, Wm. Rolden Edmund Gwenn raband "Apariment for Peggy" SAN PEDRO 3:45; 5:45; 7:45; 9:45 NOW! SOUTHERN THEATRES NOW!

PALACE
2 BIG FEATURES Last Day: ISSOTT - COSTELLO DANON RUNNON'S airit Hay DESERT MYSTERY WEISSMULLER

HIGHLAND HARLANDA Doots Open 1:00 p.m. Today: John Wayne * John Agar Joanne Dru "SHE WORE A YELLOW RIBBON" (in Technicolor) PRINCE UPTOWN Doors Open 1:6 "SAND"

"MY FRIEND Jack Carpon Feature 1:20; "It's a Great

Shell Oil Company Executive Is Dead Gallagher, the last surviving BY ASSOCIATED PRESS REDWOOD CITY, Calif., Jan. charter member of the Ameri-1.—Herbert Gallagher, 66, one of can Petroleum Institute, was dithe original executives of the rector of Petroleum Administra-Shell Oil Company of California, tion of War for the West Coast 6:00—The Tree House died at his home here Saturday, during World War II. CATCHING COLD? MISERIES - IT'S DIFFERENT Even if other medicines have failed you . . . just try 866. Here is a proven formula that has relieved colds' miscries for relief . . . Get 666.

6:30 A.M. Blewett Smyth 7:30 A.M. Blewett Smyth

8:30 A.M. Blewett Smyth

5:30 P.M.* Bill Niethamer

*Carried Also on KTSA-FM

12:00 Noon Pat Boyette

THIS TIME TRY 666 FOR COLDS'

thousands . . . and it will do the same for you! Here's Why . . . 666 contains not one, but 666 IN LIQUID OR TABLETS

multiple active ingredients,

DRIVE-IN THEATRE CULEBRA AT BANDERA RD. P-6207 THREE First Show 6:30 CARY GRANT TIMES A CARTOONS Carney-Virelate Mayo to "WHITE HEAT"

* : DRIVE-IN THEATRES * PH.K-0745 RED RUPH.P-7071 "I WAS A MALE 'ROSEANNA WAR BRIDE" McCOY"

Ferley Granger, Joon Evans NEWS AND NEWS AND THREE CARTOONS THREE CARTOONS

Cary Grant, Ann Sheridas