

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

MONDAY, JANUARY 2, 1950

Table with columns for radio stations: KTSA-550, KMAC-630, KABC-680, WOAI-1200. Lists programs and times for each station.

RADIO PROGRAMS AND PERSONALITIES

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.



De Havilland

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.

"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.

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.

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-by-play coverage. KTSA-3:45 P.M.

AMY FREEMAN LEE, IN HER MONDAY "Call Board" program, will discuss the following 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 traveltogue 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. 1. KONO-8:30 P.M.

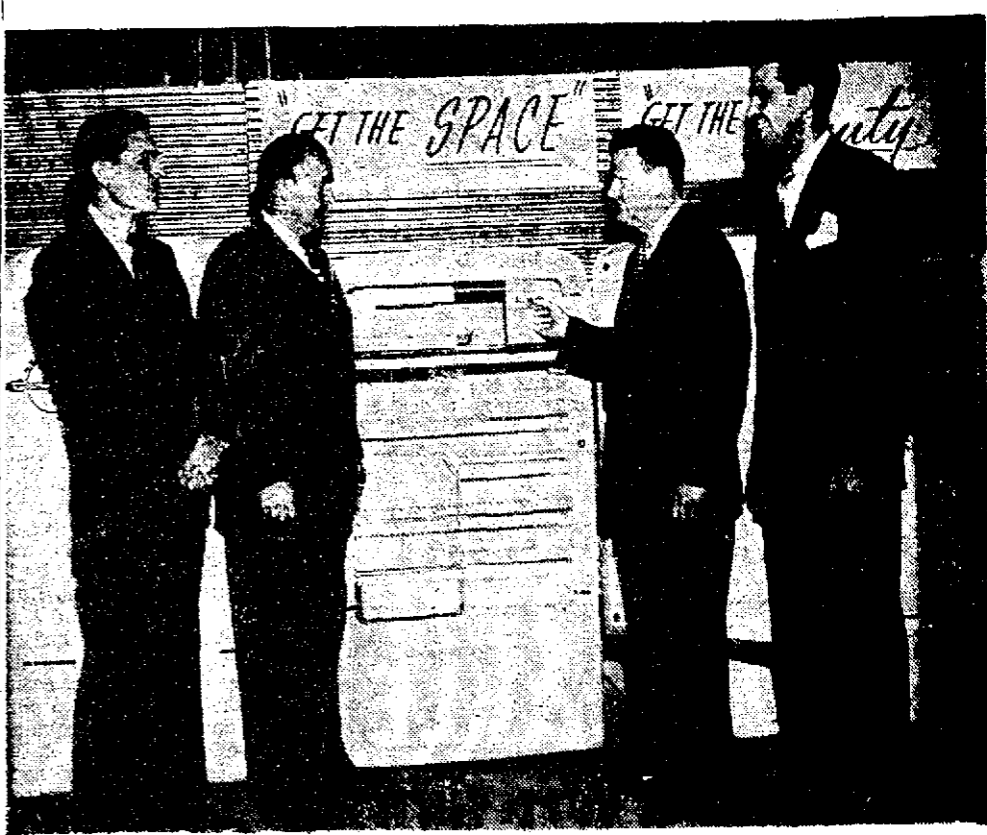
THIS IS NORA DRAKE HAS RELINQUISHED its time to the New Year's Day football broadcasts which are being heard this Monday, Jan. 2, over C.B.S. The program will be heard again on Tuesday afternoon and every weekday. KTSA-1:30 P.M.

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 Ehem 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. WOAI-9 P.M.

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

DISTINGUISHED REPRESENTATIVES 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-8:30 P.M.



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

New Kelvinator for 1950 Shown Here

Kelvinator has just announced a new line of ten refrigerators for 1950, according to C. T. Lawson, vice president in charge of Kelvinator sales. In introducing the new line, which was shown to San Antonio trade area dealers at the Plaza Hotel, compactness with greater storage space was stressed. For instance, in one model 12 cubic feet of refrigerator storage space now occupies the same floor space of "pre-war sixes." Lawson said prices on the new refrigerator, which range from \$189.95 to \$449.95—(the manufacturer's suggested retail prices)—"mean that the homemaker can get better refrigeration with a lower cost per cubic foot than at any time since the depression of the early 1930's." All models provide facilities for storing packaged frozen foods and ice cubes. A Polystyrene meat tray and a 12 quart sliding crisper are other features. The new models will be available at local dealers in the near future, Lawson said.

Traffic Jam Slows Godfrey

The "Talent Scouts" production staff almost went into a tailspin recently when airmail came 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 cross-town 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 cross-town and five blocks uptown. Announcer George Bryan took over Godfrey's chores for the first two acts.

COFFEE SHORTAGE

Even with the coffee shortage, Arthur Godfrey's KTSA Monday through Friday, beginning at 9:15 a.m. favorite story concerns the girl who soaked her strapless evening gown in coffee—to make it stay up all night.

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 Hair Tonic for dandruff and itchy scalp." For dandruff and itchy scalp use Baker's Hair Tonic, and for clean scalp and lustrous hair use Baker's "Latherless" 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.

MONDAY AFTERNOON table with columns for radio stations and program listings.

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.

Table with columns for radio stations and program listings for the afternoon.

MONDAY EVENING

Table with columns for radio stations and program listings for the evening.

KTSA COMPLETE NEWS COVERAGE advertisement listing news programs at various times.

Shell Oil Company Executive Is Dead. By Associated Press. REDWOOD CITY, Calif., Jan. 1.—Herbert Gallagher, 66, one of the original executives of the Shell Oil Company of California, died at his home here Saturday.

CATCHING COLD? THIS TIME TRY 666 FOR COLDS' MISERIES—IT'S DIFFERENT. Advertisement for 666 medicine.

TELEVISION WOAI-TV Channel 4 Monday Evening. Listing of TV programs.

EARLE COBB 20 YEARS IN SAN ANTONIO. Advertisement for Earle Cobb.

Square Tubes Come in 1950

Rectangular television tubes instead of round ones is a development for the new sets in 1950. Already one manufacturer has announced they will be incorporated in two models, a console and a table.

SEAFOODS prepared under my personal direction. Advertisement for seafoods.

HI-HO 4610 So. First St. Advertisement for Hi-Ho.

TALLULAH BANKHEAD Private Lives DONALD COOK. Advertisement for Tallulah Bankhead.

TRINITY UNIVERSITY RADIO FORUM "SHOULD WE PROMOTE THE GREAT BOOKS IDEA IN EDUCATION?"

JOSEPHINE 3774 JOSEPHINE - N. ST. MARYS. Advertisement for Josephine.

OUTDOOR 5 COLOR CARTOONS. Advertisement for outdoor cartoons.

DRIVE-IN THEATRE CULEBRA AT BANDERA RD. P-6207. Advertisement for drive-in theatre.

Drive-In Theatres ALAMO, MISSION, KELLY. Advertisement for drive-in theatres.

NOW! SOUTHERN THEATRES NOW! PALACE, HIGHLAND HARBORDALE. Advertisement for southern theatres.

MAJESTIC INTERSTATE'S SECOND BIG ON THE STAGE 6 BIG ACTS VAUDEVILLE Show. Advertisement for Majestic theatre.

AZTEC Feature starts 12:30, 2:25, 4:15, 6:10, 8:00, 9:55. Advertisement for Aztec theatre.

TEXAS Feature starts 12:15, 2:10, 4:05, 6:10, 7:55, 9:55. Advertisement for Texas theatre.

EMPIRE 2 BIG FEATURES Return Engagement Harry Sullivan. Advertisement for Empire theatre.

STATE 2 BIG FEATURES JOHNNY-MACK BROWN "WEST OF EL DORADO". Advertisement for State theatre.

WOODLAWN 1920 PREDER. RD. Advertisement for Woodlawn theatre.

BROADWAY 4940 BROADWAY Advertisement for Broadway theatre.

LAUREL 2308 SAN PEDRO Advertisement for Laurel theatre.

SUNSET 3950 NOGALITOS Advertisement for Sunset theatre.