

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

WEDNESDAY, JANUARY 4, 1950

Table with columns for radio stations: KTSA-550 (CBS), KMAC-630 (MUTUAL), KABC-680 (ABC), WOAI-1200 (NBC), and KITE-930. Lists programs and times for each station.

Table for WEDNESDAY AFTERNOON programs, including 'Pres. Truman' at 12:00, 'Meet the Band' at 1:00, and 'David Harmer' at 2:00.

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 for programs from 3:00 P.M. to 5:45 P.M., including 'Garry Moore' at 3:00, 'Entertainment, Inc.' at 4:00, and 'Uncle Dan' at 5:00.

Table for WEDNESDAY EVENING programs, including 'Dinah' at 6:00, 'Mr. Chameleon' at 7:00, and 'Groucho Marx' at 8:00.

KTSA COMPLETE NEWS COVERAGE

Table showing news coverage times: 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.

Table for TELEVISION programs on WOAI-TV Channel 4, including 'Kukla, Fran & Ollie' at 6:00 and 'The Clock' at 7:30.

R. B. Green P.T.A. To Meet Thursday. 'Teamwork Between Agencies in the Community' will be discussed at the Robert B. Green School P.T.A. meeting at 2:30 p.m. Thursday.

THIS COULD KEEP COPS, FIREMEN BUSY. Cedric Adams, who Tuesday began his commentary and "cozy chatter" on the national scene for KTSA-CBS, at 2:55 p.m., makes this why-didn't-anybody-think-of-this-before suggestion, quoted by Bennet Cerf in the Saturday Review of Literature: standard telephone numbers for fire and police departments in every city, town and hamlet in the nation.

Advertisement for 'Mr. District Attorney' at 8:30 p.m. and 'The Clock' at 7:30 p.m. on WOAI-TV.

Advertisement for Hopalong Cassidy, 'IS HERE! See page 2A San Antonio Express'.

Advertisement for Bustamante Is Honor Soldier, 'Pfc. Frank J. Bustamante, now serving with the 19th Infantry Regiment on Kyushu, Japan, was recently selected as colonel's orderly.' Also includes 'Zale's repairs your watch' and 'CHICAGO 5 HRS. 5 MIN. DC-4 To Dallas NON-STOP DC-6 DALLAS TO CHICAGO Fly BRANIFF'.

RADIO PROGRAMS AND PERSONALITIES

PRESIDENT TRUMAN WILL ADDRESS THE JOINT session of Congress Wednesday. KTSB-12 NOON. THERE WILL BE PLENTY OF KIDDING BACK AND forth when Al Jolson pays a return visit to KTSA-CBS's "Bing Crosby Show" Wednesday at 8:30 p.m. Says Crosby about Jolson: "Our guest is a young man who with us last week and made good. His singing, bird whistles and magnetic personality seemed to catch on..."



Jolson

MR. AND MRS. LEE DUNCAN, TULSA, OKLA., WILL BE the "wishbone" guests on the radio quiz show, "Break the Bank" Wednesday at 8 p.m. They will visit New York, expenses paid, as guests of the program, and compete for the bank, which now holds \$1,800. Bert Parks is the emcee. WOAI-8 P.M.

"YOU BET YOUR LIFE," CBS COMEDY quiz starring Groucho Marx, will have a new sponsor Wednesday at 8 p.m., when it will be presented by the De Soto-Plymouth Dealers of America. One of the most popular programs on the air, "You Bet Your Life" was originated by Producer John Guedel of "House Party" and "People Are Funny" fame. Last year, "You Bet Your Life" won a George Foster Peabody Award in the comedy classification. George Fenner is announcer and Jerry Fielding is music director. KTSB-8 P.M.

IT'S "THE WIDOW'S RUBY MURDER CASE" FOR CBS' "Mr. Chameleon" Wednesday (KTSA-CBS, 7 p.m.), in place of the previously announced "The Fabulous Ruby Murder Case." Story concerns the death of a woman who earlier had notified police that she feared she was in danger because she owned a valuable ruby. The series was conceived and is produced by Frank and Anne Hummert. KTSB-7 P.M.

AN ADAPTATION OF THE FAMOUS "OLD JUDGE Priest" story will be aired by "The Family Theater" for its Mutual Network broadcast Wednesday. Producer Jaime del Valle will present an all-star Hollywood cast. KMAC-8:30 P.M.

"HOW CAN A WIFE BE SURE HER Husband Loves Her?" One woman attempts this on Wednesday's "Aunt Jenny" show. KTSB-11:15 A.M.

NORA WARNS TOM ABOUT GEORGE... Nora warns Suzanne about Tom... And she has good reason to give advice Wednesday on "This Is Nora Blake." KTSB-1:30 P.M.

A SERIES OF SEEMING ACCIDENTS IN subway stations is investigated by "Mr. District Attorney" in "The Case of the Wheels of Death" Wednesday over WOAI-NBC at 8:30 p.m. It becomes apparent that the victims are not suicides, nor do they fall from the subway platforms by accident. The D.A. (Jay Jostyn) finds an insane killer just in time to prevent panic. WOAI-8:30 P.M.

GRACIE DECIDES SHE IS IN NEED OF A HOBBY, SO she takes up portrait painting, during KTSA-CBS' "Burns and Allen Show" Wednesday at 9 p.m. Gracie feels that like all great artists, she has to suffer, so she takes on a garret suitable for starving, wears shoes too tight for her. Finally, she does a portrait of George, it is exhibited—and then the suffering really starts. Announcer Bill Goodwin is featured in the "Burns and Allen" cast. Music is under Harry Lubin's direction. William Burns is producer and Paul Henning is head writer. KTSB-9 P.M.

THERE'LL BE LAUGHS GALORE—when those four experts, Joe Laurie, Jr., Senator Ford, Harry Hirschfield, and Peter Donald get wound up to see who tops who on the weekly Mutual laugh-rift, "Can You Top This?" KMAC-7 P.M.

RULES FOR THE TENTH ANNUAL SCRIPT-WRITING competition are announced Wednesday by "Dr. Christian." In this week's prize-winning drama, "Clear Conscience," the River's End medico serves as the foreman of a jury in a murder case. KTSB-7:30 P.M.

A HIGH OFFICIAL IN WASHINGTON INFORMS DON that the papers he turned over to them must be treated as top-secret. He is requested to kill any story he intended publishing. What would you do if you were the managing editor of a leading newspaper and had the biggest story of the year at your fingertips? Don't miss Wednesday's thrilling chapter of "Wendy Warren and the News." KTSB-11 A.M.

Linkletter Has Traveled Widely. Art Linkletter, CBS radio star, is probably one of the most traveled personalities in radio. This knowledge of people and places almost all over America may well account for his expert understanding and deft handling of the many varied contestants who have appeared on his famous program. Born in Saskatchewan, Canada in 1912, he had traveled with his family all over the United States and Canada before he was six! The family finally settled in San Diego, Calif. where Art attended high school and college. But before entering college, Art decided to see something of the world, left home with ten dollars in his pocket. Thumbing his way on highways and catching rides on freight trains, Art saw America, practically all of it. He worked as a bus boy in Chicago, a harvest hand in South Dakota, forster in Washington, theatre usher in St. Paul, meat packer in Minneapolis and coupon clerk in Wall Street. As a deck hand, Art worked his way to Buenos Aires and back. In 1933, during his junior year at college, he got a job as an announcer at a San Diego radio station. By the time he graduated, he was the station's chief announcer. Now he is one of CBS's brightest radio stars.

CBS Shows Tops, Hooperatings Find TV to Carry Truman Talk

Offerings Take Four-Fifths Of Top Positions in Study. Columbia Broadcasting System radio program continues to lead all other networks, according to the latest evening Hooperatings, for the week of Dec. 15-21. These ratings give CBS four of the first five positions, eight of the top 10, and 12 of the top 15. Other CBS shows in the top 15 are "Mr. Friend Irma," "Bing Crosby Show," "Edgar Bergen-Charlie McCarthy Show," "You Bet Your Life" (starring Groucho Marx), "Suspense," "Mr. Godfrey's Talent Scouts" and "Amos 'n' Andy."

'State of Union' Message Slated For House Chamber. BY ASSOCIATED PRESS NEW YORK, Jan. 3.—President Truman's "State of the Union" message to the reassembled session of Congress, announced for Wednesday, is to be made both a pool broadcast and telecast. Pickup point will be the House chamber, where House and Senate will be sitting in joint session. The President is expected to begin speaking around 1 p.m. (E.S.T.), with the TV networks coming on earlier than the radio circuits to catch some of the preliminaries. All necessary regular programs will be cancelled for the broadcast, which may run 45 minutes.

MURROW CHOOSES AWARDS FOR 1949

In line with the American custom of issuing awards, citations, and long lists of things that have happened during the preceding 12 months, K.T.S.A.-C.B.S. Reporter Edward R. Murrow reports his own nominations for 1949. "Our nominations, some serious and some not so serious," he said, "would go something like this: 'Most overworked, tired word of the year—which might well be retired'—Unity. 'The broadcaster who has consistently talked as much or more sense than anyone else on the radio'—Elmer Davis. 'Friends of the year'—Harry Truman and Ike Eisenhower. 'Most tolerant radio critic'—my own father, who has never suggested that it's dishonest for a grown man to make his living this way, but who, I am sure, feels that there is something not quite right about getting paid for just talking, particularly when the talk is often no better than what he used to hear around a crossroads store in North Carolina, long before there was any radio. 'Nomination for the job with least security'—Premier of France. Four in the last year. 'Mystery of the year—how much would the Brannan Farm Plan cost and what is it? '1949 award for patience and fortitude—Judge Harold Medina. 'Most sweeping and compre-

CAR FIRM BUYS EIGHT CBS SHOWS

The Ford Dealers of America made broadcasting history at year's end when, in an unprecedented move, they purchased the commercial time on 22 sustaining radio program broadcasts on the CBS and other networks during the two-week period, Jan. 4 through 17, to advertise the new 1950 Ford. In order to reach large established audiences, the Ford dealers have taken the commercial time on the following individual CBS broadcasts: Wednesday, Jan. 4, Lum and Abner; Friday, Jan. 6, Pursuit; Saturday, Jan. 7, Adventures of Phillip Marlowe; Sunday, Jan. 8, CBS Orchestra; Wednesday, Jan. 11, Lum and Abner; Friday, Jan. 13, Young Love; Sunday, Jan. 15, CBS Orchestra; and Tuesday, Jan. 17, Escape. "Question of the year: 'Where is the money coming from?' 'Outstanding judicial question: 'Is Business Bad? And if so, why?' 'The symbolic object of 1949 was, in our opinion, the deep-freeze."

GENTLEMEN FISH PREFER BLONDE WAVES

Alice Faye's hair has solved a fishing problem. Phil Harris' patient wife, who comes up with solutions to his problems on their Sunday evening radio program, has supplied the missing factor in the newest bafflement of his sporting life. In his unique sporting equipment, Phil has a novel collection of fishing flies. Among these is a small fly-plug made from an extracted molar, the gold inlay of which provides just the right lure at certain times. Another creation came in an hour of necessity when a tear band from a cigaret wrapper proved the best color for tempting fish. But the height of improvisation was the newest concoction by Phil and his fishing friends. Lacking the duplicate parts for a fly they wished to copy, they substituted a few strands of Alice Faye's blond hair and solved their problem!

Large advertisement for Country Club Beer featuring a cartoon character holding a bottle. Text includes 'You should KNOW about this "famous-flavor" Beer from Old ST. JOE!', 'Yes, join the happy throng which acclaims Country Club* as the beer they like BEST! After all, Country Club has been "famous for its flavor" since the days of the Pony Express.', 'M. K. GOETZ BREWING COMPANY St. Joseph, Mo. Kansas City, Mo. *A TRUE premium beer.', 'Ask for COUNTRY CLUB every time you ask for BEER!', and 'COUNTRY CLUB BEER... famous for its flavor'.