

FRIDAY, JANUARY 27, 1950

KTSA—530 (CBS)		KMAC—630 (MUTUAL)		KABC—680 (ABC)		WOAI—1200 (NBC)		KITE—930	
6:00 Song Carrol	6:15 Song Carrol	6:30 News	6:45 Dearborn Roundup	7:00 Trading Post	7:15 Johnny Lane	7:30 News	7:45 Coffee Capers	8:00 Coffee Capers	8:15 Coffee Capers
8:30 News	8:45 Johnny Lane	9:00 Inside Doctor Office	9:15 Arthur Godfrey	9:30 Arthur Godfrey	9:45 Arthur Godfrey	10:00 Arthur Godfrey	10:15 Arthur Godfrey	10:30 Plantation Party	10:45 Movie Time
11:00 Wendy Warren	11:15 Aunt Jenny	11:30 Helen Trent	11:45 Our Gal, Sunday	12:00 News	12:15 Chuck Wagon Gang	12:30 Adolph Hofner	12:45 Western Hits	1:00 Grady Cole	1:15 Meet the Band
1:30 Nora Drake	1:45 Vernon Geyer	2:00 Nona from Nowhere	2:15 Hilltop House	2:30 House Party	2:45 House Party	3:00 Garry Moore Show	3:15 Garry Moore Show	3:30 Garry Moore Show	3:45 News
4:00 Blues Bounce Boogie	4:15 Blues Bounce Boogie	4:30 Hill Country Hits	4:45 Hill Country Hits	5:00 Uncle Dan	5:15 The Stars Sing	5:30 News—Nathamer	5:45 L. Thomas, News	6:00 Club	6:15 Club
6:30 Club	6:45 Club	6:50 Club	7:00 Club	7:15 Club	7:30 Club	7:45 Club	8:00 Club	8:15 Club	8:30 Club
8:45 Club	9:00 Club	9:15 Club	9:30 Club	9:45 Club	10:00 Club	10:15 Club	10:30 Club	10:45 Club	11:00 Club
11:15 Club	11:30 Club	11:45 Club	12:00 Club	12:15 Club	12:30 Club	12:45 Club	1:00 Club	1:15 Club	1:30 Club
1:45 Club	2:00 Club	2:15 Club	2:30 Club	2:45 Club	3:00 Club	3:15 Club	3:30 Club	3:45 Club	4:00 Club
4:15 Club	4:30 Club	4:45 Club	5:00 Club	5:15 Club	5:30 Club	5:45 Club	6:00 Club	6:15 Club	6:30 Club
6:45 Club	7:00 Club	7:15 Club	7:30 Club	7:45 Club	8:00 Club	8:15 Club	8:30 Club	8:45 Club	9:00 Club
9:15 Club	9:30 Club	9:45 Club	10:00 Club	10:15 Club	10:30 Club	10:45 Club	11:00 Club	11:15 Club	11:30 Club
11:45 Club	12:00 Club	12:15 Club	12:30 Club	12:45 Club	1:00 Club	1:15 Club	1:30 Club	1:45 Club	2:00 Club

FRIDAY AFTERNOON			
12:00 News	Cedric Foster	Stamps Quartet	News—Guerra
12:15 Chuck Wagon Gang	Oklahoma Playboys	Noonday Jamboree	Market Reports
12:30 Adolph Hofner	Oklahoma Playboys	Texas Tophanes	Judy and Jane
12:45 Western Hits	Checkered Jamboree	Del Dunbar	Double or Nothing
1:00 Grady Cole	Ladies Fair	Monette Show Program	Double or Nothing
1:15 Meet the Band	Ladies Fair	Bride & Groom	Today's Children
1:30 Nora Drake	Queen for a Day	Bride & Groom	News—Guerra
1:45 Vernon Geyer	Queen for a Day	Bride & Groom	Life Can Be Beautiful
2:00 Nona from Nowhere	Bob Poole Show	Quick as a Flash	Road of Life
2:15 Hilltop House	Bob Poole Show	Quick as a Flash	Pepper Young's Family
2:30 House Party	Spinning the Tops	Hannibal Cobb	Right to Happiness
2:45 House Party	Spinning the Tops	Hannibal Cobb	

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.

FRIDAY EVENING			
6:00 Beulah	Fulton Lewis, Jr.	News	Light Up Time
6:15 Jack Smith Sings	McCreeless Speaks	Elmer Davis	Serenade
6:30 Club 15	Gabriel Heatter	Lone Ranger	News of the World
6:45 Edward R. Murrow	I Love a Mystery	Lone Ranger	H. V. Kaltenborn
7:00 The Goldbergs	Bandstand U.S.A.	The Fat Man	Halls of Ivy
7:15 The Goldbergs	Bandstand U.S.A.	The Fat Man	Halls of Ivy
7:30 Favorite Husband	Emil Coleman Orch.	This Is Your FBI	We, the People
7:45 Favorite Husband	Emil Coleman Orch.	This Is Your FBI	We, the People
8:00 Leave It to Joan	Air Force Hour	Ozzie & Harriet	Screen Dir. Playhouse
8:15 Leave It to Joan	Air Force Hour	Ozzie & Harriet	Screen Dir. Playhouse
8:30 The Show Goes On	Meet the Press	The Sheriff	Jimmy Durante
8:45 The Show Goes On	Meet the Press	The Sheriff	Jimmy Durante
9:00 The Show Goes On	Meet the Band	Rocky Castellani vs. Ernie Durando	Life of Riley
9:15 The Show Goes On	Mutual Newsreel	ABC Roundup	Life of Riley
9:30 Capitol Cloakroom	Texas Trade Parade	ABC Roundup	Sports Newsreel
9:45 Capitol Cloakroom	Texas Trade Parade	ABC Roundup	American, Speak Up
10:00 News—H. Vincent	News—Mutual	News—Williams	News of the World
10:15 Curt Massey	Dance Parade	Ted Malone	St. Anthony Orch.
10:30 Ray Pearl Orch.	Dance Parade	Dance Parade	St. Anthony Orchestra
10:45 Ray Pearl Orch.	Dance Parade	Dance Parade	
11:00 News	Dance Parade	News	News—Williams
11:15 Frankie Carle Or.	Dance Parade	ABC Dance Band	Fairfield Four
11:30 Johnny Long Orch.	Dance Parade	ABC Dance Band	Dance Music
11:45 Johnny Long Orch.	Until 1 a.m.	ABC Dance Band	Dance Music

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KTSA COMPLETE NEWS COVERAGE

6:30 A.M. Blewett Smyth	5:45 P.M.* Lowell Thomas
7:30 A.M. Blewett Smyth	6:45 P.M. Edward R. Murrow
8:30 A.M. Blewett Smyth	10:00 P.M. Heywood Vincent
12:00 Noon Pat Boyette	11:00 P.M. CBS World News
5:30 P.M.* Bill Niethamer	12:00 M. CBS World News

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

TELEVISION

WOAI-TV Channel 4
Friday Evening

6:00—Kukla, Fran & Ollie
6:15—Kukla, Fran & Ollie
6:30—Dance Time
6:45—Telenews
7:00—TV Dude Ranch
7:15—TV Dude Ranch
7:30—Hollywood Screen Test
7:45—Hollywood Screen Test
8:00—Hopalong Cassidy
8:15—Hopalong Cassidy
8:30—Hopalong Cassidy
8:45—Hopalong Cassidy

KEYL-TV Channel 5
9:00-5:00—Daily with equipment tests.

SENATE LIQUOR AD BILL RAPPED BY MCGIMSEY

Opposition to a bill which would substantially prohibit the advertising of any beverage containing alcohol has been voiced in testimony before a U. S. Senate committee by E. B. McGimsey, San Antonio, president of the Texas Brewers' Institute.

McGimsey, general manager of the San Antonio Brewing Association, gave three main objections in testimony before the Senate committee on interstate and foreign commerce.

"The so-called Langer Bill (S. 1847) would be a serious interference by the federal government in the control and regulation of alcoholic beverages by the states," McGimsey testified. "Since the adoption of the 21st amendment to the Constitution, it has been the settled policy of this country that such control is left to the separate states."

Citing Texas as an example, McGimsey told the committee that the Texas Liquor Control Act contains more than 1,500 words regulating the advertising of such beverages.

In his second objection, McGimsey said that the Langer Bill, and all bills of a similar nature, have as the final object the diminishment of the sale and consumption of such beverages, which again is contrary to the stated policy of the nation and the several states in ending prohibition.

Finally, McGimsey testified,

Consolidation Back in Court

A retrial of the LaCoste-Idylwild school consolidation case is slated in Dist. Judge P. C. Sanders' court on Monday.

At the first trial, consolidation lost. The Fourth Court of Civil Appeals however reversed the judgment and remanded it to the district court.

More than a year ago, LaCoste (Medina county) and Idylwild (Bexar county) voted on consolidation. Consolidation won in the LaCoste district but it was a 61 to 61 tie in Idylwild. LaCoste citizens went to court where Idylwild won. The case is now back for a second go-round.

TONIGHT AT 8... WOAI

Ginger Rogers

It had to be you

DIRECTED BY DON HARTMAN

SCREEN DIRECTORS' PLAYHOUSE
PRESENTED EVERY FRIDAY BY RCA VICTOR

Spotlighting the Dial

Popular Programs

Margaret Whiting, KTSA, 6:15 p.m., with Jack Smith, in a program of favorite songs.

Curt Massey, KTSA, 10:15 p.m., with Martha Tilton, in solos and a medley of "baby" songs.

Robert Q. Lewis, KTSA, 8:30 p.m., auditions new musical acts for entertainment buyers.

Arthur Godfrey, KTSA, 9:15 a.m., with many stars in a sensational 75-minute program of fun and song.

Dick Haymes, KTSA, 6:30 p.m., blends his singing voice with the Andrews Sisters in "Club 15."

Dramatic Programs

Joan Davis, 8 p.m., KTSA, becomes involved with a store detective in the popular comedy program.

Ginger Rogers, WOAI, 8 p.m., stars in the air-adapted film comedy, "It Had To Be You."

Our Lady Termed One of Best Small Colleges

See Pictures On Page 12

Named one of the 50 best small colleges in an article on the American 'small college' in the February Good Housekeeping magazine is Our Lady of the Lake College. It will be the only Texas college so named for the second time. The magazine carried a similar article in April, 1949.

Selection of the 50 colleges from approximately 700 liberal arts colleges was based on three conditions, according to Author James W. Hampton:

1. Each college operates normally with the optimum small-college enrollment;
2. Each college can be attended for approximately one thousand dollars per year (exclusive of clothing, personal items, and traveling expenses);
3. Each college is fully recognized not only by the proper regional accrediting agency, but also by the Association of American Universities.

Our Lady of the Lake, with accreditation since 1927, is not only approved by the Association of American Universities, but is also a member of the Southern Association of Colleges, Texas Association of Colleges, Southern Association of Women's Colleges, American Association of University Women and American Council on Education.

As the Sisters of Divine Providence teaching in the College contribute their services free of charge, this service endowment adds many thousands of dollars annually to the cash endowment, a vital factor in accreditation.

With a limited enrollment of nearly 500 students, the college has what the author calls "an excellent working ratio of one instructor for every 10 to 20 students."

In discussing the church-related college, Hampton states that the moral influence of these colleges should not be underestimated today more than it was when these institutions were established.

Recently, the Worden School of Social Service, member of the American Association of Schools of Social Service, was expanded at Our Lady of the Lake to a two-year program offering the master of social work degree. This is the only social service school in the state.

TO HOUSTON

Lt. Col. Charles Dewey, Capt. T. E. Alexander, and R. E. Busby, military training representatives from Kelly Air Force Base, are going to Houston Saturday to help organize Air Force reserve units in that city.

Hospital Auxiliary Will Hold First Meeting of Year Friday

First 1950 meeting of the Women's Auxiliary of the San Antonio-Bexar County Hospital System will be held at 2:30 p.m. Friday in the staff dining room of the Robert B. Green Memorial Hospital.

G. S. Drury, hospital administrator, has invited all church and club women in San Antonio and Bexar County to attend the meeting at which new officers for 1950 will be elected.

Present temporary officers are Mrs. Amos Graves, chairman; Mrs. Angus Cockrell, secretary; Mrs. J. H. Gibson, chairman of nominating committee; Mrs. G. S. Drury, chairman of constitution and by-laws committee, and Mrs. Donn Dooley, chairman of the benevolent committee.

All-Church Supper Set at Beacon Hill

The Beacon Hill Presbyterian Church will have an all-church supper at 7 p.m. Friday. The motion picture, "Kenji Comes Home," will be shown in furtherance of the Foreign Mission Season.

Dr. Arthur V. Board, pastor, will speak on "Waste Or Wise Investment?" This is the fourth in a series of talks for the Foreign Mission Season.

January 29 through February 5 will be a week of prayer and self-denial in behalf of Foreign Missions.

Scientific Society Will Meet Tuesday

The Scientific Society of San Antonio will meet at 8 p.m. Tuesday, in the Oriental Room of the Gunter Hotel.

Charles Balleisen, M.S., M.E., Supervisor, engineering Laboratory, Southwest Research Institute, will address the society on "Use of Stroboscopic Light in Scientific Research."

SPECIAL!

Vogue

SAN ANTONIO

GLEAMING SILVER

NUT, MINT, ASH TRAYS

for hostesses!
for brides!
for yourself!

\$1.50

NO TAX

Frankly, it's one of the daintiest, most beautiful pieces of silver you've seen: fine silver-on-copper, 4 1/4-in. across and what a lovely gift at only \$6.00 for four!

MAIL ORDERS FILLED

The Vogue Silver Room • Fifth Floor

a pretty figure of a woman

... it's all in the "know-how" of selecting the dress with beautiful lines!

We love to dress you women who wear larger sizes because the design of your dress is so important and because we are so delighted that our selections please you! We've some truly beautiful new designs, just two of which are shown here, both in fine rayon crepe: the one-piece dress with fagoting, and the bolero dress with contrasting print.

Left, \$49.95 Right, \$35.00

Byron Salon • Second Floor

THE Vogue

SAN ANTONIO

tonight!

"LIFE OF RILEY"

with William Bendix

9:00 p.m.

WOAI

"TV DUDE RANCH"

All Shamette, Curly Williams, Lou Emerson, Pedro Gonzalez and maybe his pet!

7:00 p.m.

WOAI-TV