

PROMOTED

CBS Network Creates New Executive Job

NEW YORK, July 8.—The appointment of Henry S. White as business manager, network programs for CBS radio and television, was announced by James M. Seward, vice president in charge of business affairs, network programs. White, before the promotion, was associate director of CBS-TV programs.

White's appointment creates a new post in the CBS network organization and is in line with the network's expansion plans in radio and television programming.

Since joining CBS Television three months ago, White has worked on the development of several new series, including "Three's Company," "Prize Performance," "Big Top" and "Detective's Wife," starring Lynn Bari and Donald Curtis.

Previously, White was president of World Video Inc., a position he resigned to join CBS. He was born in London, England, in 1908, and attended schools in London and Columbia University, New York City. He was with The New Yorker Magazine from 1929 through 1931, and from 1932 to 1937, he was a stockbroker for E.A. Pierce & Co.

From 1937 to 1939, White was president of Clef Inc., an independent radio packaging firm, where he produced programs for the National Tea Company, Falkstaff Beer, the Great Atlantic and Pacific Tea Co. and the National Broadcasting Company. In 1939-40 he established the radio department for Paramount Pictures in New York and California, and in 1941-42 he headed the radio department of United Artists Corp.

White was with the Public Relations Division of the U.S. 8th Air Force in 1942-46, and in 1946-47 he was director of the North American Service, French Government-owned radio. In 1948 he became president of World Video Inc., television packaging firm.

TAKES ACTIVE DUTY

Lt. Donald H. Gordon, son of Mrs. Robert Ruskin, 144 Pains-ton Place, is currently serving a 60-day active duty tour with the 2305th Air Base Group at Brooks Air Force Base. Lt. Gordon is serving as assistant base adjutant.

Spotlighting the Dial

Morning Programs
Church of the Air, KTSA, 9:30 a.m.—The Rev. George J. Berwanger of St. Gregory's Seminary, Cincinnati, Ohio, speaks on "Stoop to Conquer" on second portion of Church of the Air.
The Newsmakers, KTSA, 10:05 a.m.—A prominent person will be sketched verbally on this program.
Tabernacle Choir, KTSA, 10:30 a.m.—The Salt Lake City Tabernacle Choir and Organ program.

Invitation to Learning, KTSA, 11 a.m.—Plato's "Apology" will be discussed by Chairman Lyman Bryson. Author-lecture-critic Lloyd Morris and James K. Feibleman, professor of philosophy at Tulane University.

Church Services, KTSA, 11:30 a.m.—Sermon by remote control from the Travis Park Methodist Church.

Afternoon

News and News Analysis, KTSA, 12 noon—News commentary by Charles Collingwood of CBS.

"Where the People Stand," KTSA, 12:15 p.m.—Report to the people on the people is given by Elmo Roper.

Main Street Music Hall, KTSA, 1:30 p.m.—Alfredo Antonini's Orchestra and Tenor Jimmy Carroll.
Earn Your Vacation, KTSA, 5 p.m.—Travel-minded quiz emceed by Jay C. Flippen, pays off with paid vacations.

Steve Allen Show, KTSA, 5:30 p.m.—Thirty minutes of informal fun, much of it entirely unrehearsed.

Evening

Guy Lombardo Time, KTSA, 6 p.m.—Features hits of yesterday, today and tomorrow in the "sweetest music this side of heaven."

Pause That Refreshes, KTSA, 7 p.m.—Gisele La Fleche, 21-year-old French-Canadian soprano will be soloist with Percy Faith's orchestra. She will sing both in French and English.
Summer Concert, WOAI, 7:30 p.m.—Guest Conductor Arthur Fiedler will have Benny Goodman, popular band leader, as soloist with the NBC Symphony Orchestra. Goodman will play Weber's "Concerto No. 1 for Clarinet and Orchestra."

We Take Your Word, KTSA, 8 p.m.—Agnes Rogers, author and co-author of nine books, will display her aptitude along with regular panelists Abe Burrows and Lyman Bryson on CBS' lively word quiz.
Horace Heidt Show, KTSA, 8:30 p.m.—The Heidt youth opportunity program offers a new group of promising young musicians.
Contented Hour, KTSA, 9 p.m.—Dick Haymes opens with "Hoop Dee Doo" and Jo Stafford offers a newly revived ballad, "I Hadn't Anyone Till You" on the Contented Hour.

ONE-TIME RADIO USHER IS HORACE HEIDT WINNER

Brad Gordon, who two years ago was an usher at the CBS studios in Hollywood, recently returned to Columbia a champion, when he was acclaimed the winner of the second quarter finals on the "Horace Heidt Show," radio's original youth opportunity program.

Gordon, a baritone, was "discovered" by Lud Gluskin, West Coast music director for CBS, when he heard him singing at an employees' Christmas party. He launched him on his music career by using him as vocalist on several of his Hollywood-originated shows.

Gordon is 27, born in Manchester, England, but a resident of Los Angeles for the past 20 years. He attended Los Angeles City College, then began working at Lockheed until he joined the Army for service in the Philippines and New Guinea.

After his war years, he joined CBS, later going with Lawrence Welk and his orchestra.

Gordon is married and has a son Daniel, 3. He's attending the Sawyer School of Business in Westwood, Calif., but hopes he'll be able to carve out a singing career instead of one as a secretary.

He'll be one of the competitors in December, when Heidt's grand finals and the \$5,000 prize are at stake.

Honor Two Students For Reserve Corps Duty

Two San Antonio students at the University of Texas have been given awards for outstanding service as R.O.T.C. cadets. Leroy Gafford, whose guardian is W. C. Gafford, 354 Lindars St., graduated with a bachelor of business administration degree and was awarded the Travis Post American Legion medal. He was a member of Phi Sigma Kappa social fraternity and Alpha Delta Sigma, organization of students majoring in advertising.

Lane T. Sealy, son of Mrs. George Sealy, 324 W. Magnolia Ave., a junior majoring in business administration, was awarded the intramural rifle team medal and the Travis Post American Legion medal. A member of the Air Force R.O.T.C., he is a member of Sigma Alpha Epsilon social fraternity and Delta Sigma Pi, professional commerce and business administration organization.

Lone Star Benevolent Club in Anniversary

Lone Star Benevolent Club recently celebrated its 11th anniversary with a luncheon at the Manor Tearoom.

Mrs. Grace West was in charge of the program. Entertainers were Miss Beverly Ford, Mrs. H. W. Uecher, Mrs. Diana Belle and Mrs. Maud Huddleston. A corsage was presented to Mrs. Mae Gable, president of the group, in appreciation for her work.

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RADIO

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

SUNDAY, JULY 9, 1950

KTSA—550 (CBS)		KMAC—630 (MUTUAL)		KABC—680 (ABC)		WOAI—1200 (NBC)		KITE—930	
6:00	Songs At Sunrise	6:00	Sunrise Serenade	6:00	Songs of Faith	6:00	Morning Devotional	6:00	5:30 A.M. Old Church
6:15	Songs At Sunrise	6:15	Sunrise Serenade	6:15	Light Gospel Singers	6:15	Morning Devotional	6:15	6:00 News Headlines
6:30	News	6:30	Rev. Raymond Richey Gospel Songs	6:30	The Bible Religious News	6:30	Morning Devotional	6:30	6:15 Music for Sunday
6:45	Music for Sunday	6:45	Bible School	6:45	Chapel by Side of Rd.	6:45	State Health Talk	6:45	6:30 News Headlines
7:00	News	7:00	Em. Pent. Church	7:00	Sunday Morn Concert	7:00	Relig'us News Reporter	7:00	6:45 News Headlines
7:15	Chariot Wheels	7:15	Church of Christ	7:15	Comic Weekly	7:15	Methodist Hour	7:15	6:50 News Headlines
7:30	Carolina Calling	7:30	Radio Bible Class	7:30	Message of Israel	7:30	Eternal Light	7:30	6:55 News Headlines
7:45	Carolina Calling	7:45	Little Church	7:45	Voice of Prophecy	7:45	Eternal Light	7:45	7:00 News Headlines
8:00	Baptist Message	8:00	Taylor Tabernacle	8:00	Chapel by Side of Rd.	8:00	Chapel by Side of Rd.	8:00	7:05 News Headlines
8:15	Baptist Message	8:15	Taylor Tabernacle	8:15	Chapel by Side of Rd.	8:15	Chapel by Side of Rd.	8:15	7:10 News Headlines
8:30	Highland Park Ch.	8:30	Taylor Tabernacle	8:30	Chapel by Side of Rd.	8:30	Chapel by Side of Rd.	8:30	7:15 News Headlines
8:45	Calvary Baptist	8:45	Taylor Tabernacle	8:45	Chapel by Side of Rd.	8:45	Chapel by Side of Rd.	8:45	7:20 News Headlines
9:00	Express Comics	9:00	Raymond Richey	9:00	Chapel by Side of Rd.	9:00	Chapel by Side of Rd.	9:00	7:25 News Headlines
9:15	Express Comics	9:15	Frank & Ernest	9:15	Chapel by Side of Rd.	9:15	Chapel by Side of Rd.	9:15	7:30 News Headlines
9:30	Church of the Air	9:30	South San Baptist	9:30	Chapel by Side of Rd.	9:30	Chapel by Side of Rd.	9:30	7:35 News Headlines
9:45	Church of the Air	9:45	South San Baptist	9:45	Chapel by Side of Rd.	9:45	Chapel by Side of Rd.	9:45	7:40 News Headlines
10:00	News	10:00	South San Baptist	10:00	Chapel by Side of Rd.	10:00	Chapel by Side of Rd.	10:00	7:45 News Headlines
10:15	Babes Talk	10:15	South San Baptist	10:15	Chapel by Side of Rd.	10:15	Chapel by Side of Rd.	10:15	7:50 News Headlines
10:30	Salt Lake City Choir	10:30	South San Baptist	10:30	Chapel by Side of Rd.	10:30	Chapel by Side of Rd.	10:30	7:55 News Headlines
10:45	Salt Lake City Choir	10:45	South San Baptist	10:45	Chapel by Side of Rd.	10:45	Chapel by Side of Rd.	10:45	8:00 News Headlines
11:00	Invitation to Learning	11:00	South San Baptist	11:00	Chapel by Side of Rd.	11:00	Chapel by Side of Rd.	11:00	8:05 News Headlines
11:15	Learning	11:15	South San Baptist	11:15	Chapel by Side of Rd.	11:15	Chapel by Side of Rd.	11:15	8:10 News Headlines
11:30	Travis Park Church	11:30	South San Baptist	11:30	Chapel by Side of Rd.	11:30	Chapel by Side of Rd.	11:30	8:15 News Headlines
11:45	Travis Park Church	11:45	South San Baptist	11:45	Chapel by Side of Rd.	11:45	Chapel by Side of Rd.	11:45	8:20 News Headlines

SUNDAY AFTERNOON			
12:00	Chas. Collingwood	12:00	News—Wm. Hillman
12:15	Where People Stand	12:15	Guy Lombardo Orch.
12:30	News	12:30	Lutheran Hour
12:45	Guest Star	12:45	Lutheran Hour
1:00	Syncopeation Piece	1:00	Citizen Salute
1:15	Syncopeation Piece	1:15	Citizen Salute
1:30	Music Hall	1:30	Bill Cunningham
1:45	Music Hall	1:45	Yet Wants to Know
2:00	Curtain Calls	2:00	1st Church Nazarene
2:15	Curtain Calls	2:15	Guest Star
2:30	News	2:30	To Be Announced
2:45	In the Park	2:45	To Be Announced
3:00	Chas. Collingwood	3:00	Philadelphia Phils vs. Brooklyn Dodgers
3:15	Where People Stand	3:15	Baseball
3:30	News	3:30	Baseball
3:45	Guest Star	3:45	Baseball
4:00	Syncopeation Piece	4:00	Baseball
4:15	Syncopeation Piece	4:15	Baseball
4:30	Music Hall	4:30	Baseball
4:45	Music Hall	4:45	Baseball
5:00	Curtain Calls	5:00	This Week Around the World
5:15	Curtain Calls	5:15	Music of Today
5:30	News	5:30	Music of Today
5:45	In the Park	5:45	Music of Today

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	W. Lee O'Daniel	Hopalong Cassidy	Ray Block	Cloak and Dagger
3:15	W. Lee O'Daniel	Hopalong Cassidy	Ray Block	Cloak and Dagger
3:30	Music for You	Martin Kane	Vaughn Monroe	High Adventure
3:45	Music for You	Private Eye	Vaughn Monroe	High Adventure
4:00	Elliot Lawrence Or.	The Shadow	Catholic Hour	Catholic Hour
4:15	Elliot Lawrence Or.	The Shadow	Catholic Hour	Catholic Hour
4:30	Sun. At the Chase	True Detective Myst.	Judge Hardy's Family	Harvest of Stars
4:45	Sun. At the Chase	True Detective Myst.	Judge Hardy's Family	Harvest of Stars
5:00	Earn Your Vacation	Ray Rogers	Drew Pearson	\$1,000 Reward
5:15	Earn Your Vacation	Ray Rogers	Man. Morn. Headlines	\$1,000 Reward
5:30	Steve Allen Show	Nick Carter	Man. Morn. Headlines	Western Caravan
5:45	Steve Allen Show	Nick Carter	Man. Morn. Headlines	Western Caravan

SUNDAY EVENING			
6:00	Guy Lombardo	Peter Salem	Stop the Music
6:15	Guy Lombardo	Peter Salem	Stop the Music
6:30	Hit The Jackpot	Under Arrest	Stop the Music
6:45	Hit The Jackpot	Under Arrest	Stop the Music
7:00	Pause That Refreshes	A. L. Alexander	Box 13
7:15	Pause That Refreshes	A. L. Alexander	Box 13
7:30	Much Abt' Doolittle	Enchanted Hour	Amazing Mr. Malone
7:45	Much Abt' Doolittle	Enchanted Hour	Amazing Mr. Malone
8:00	We Take Your Word	Opera Concert	Walter Winchell
8:15	We Take Your Word	Opera Concert	Walter Winchell
8:30	Horace Heidt	U.S. Navy Show	Ted Malone
8:45	Horace Heidt	U.S. Navy Show	Ted Malone
9:00	Contented Hour	Taylor Tabernacle	Texas Bill
9:15	Contented Hour	Taylor Tabernacle	Texas Bill
9:30	Bandstand	Gospel Program	Sunday Serenade
9:45	Bandstand	Gospel Program	Sunday Serenade
10:00	Radio Newspaper	News	Haywood Vincent
10:15	Radio Newspaper	News	Haywood Vincent
10:30	Eddie Dunstetter	Dance Band	Thoughts in Passing
10:45	Eddie Dunstetter	Dance Band	Thoughts in Passing
11:00	News	Dance Parade	Concert Time
11:15	Oscar Dumont Orch.	Dance Parade	Concert Time
11:30	Sherman Hayes Or.	Dance Parade	Concert Time
11:45	Sherman Hayes Or.	Dance Parade	Concert Time

TELEVISION

WOAI-TV Channel 4

6:25—Today's Programs
6:30—Vespers
6:45—"Glee Houses"
7:30—"Who? What? Where?"
8:00—TV Playhouse
9:00—Feature Film
10:00—Weathercast

KEYL-TV Channel 5

5:00—Sign On and Recorded Music
5:12—Program Previews
5:15—KEYL TV Chapel
5:30—Children's Theatre
6:00—Teen Canteen
6:30—Television Sports
6:45—Music Makers
7:00—News Remake Korean War
7:30—Film—"Land of the Lorelei"
8:15—Film—"Man Against Nature"
8:30—J. Arthur Rank Theatre of the Air—"Vice Versa"
9:45—Television Digest
10:00—Coming Attractions
10:03—SIGN OFF

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JOINS INFANTRY UNIT

Among those soldiers now assigned to the 24th Infantry Division on Kyushu, Japan, is M/Sgt. Lee O. Hyson, San Antonio, whose wife lives at 1418 Gorman St. Sgt. Hyson entered the Army for the first time in May, 1929, and reenlisted in October, 1948.

Kill Your Piles!

If the misery of piles and rectal itching drive you wild, don't wait, get wonderful CHINAROID from your druggist right now. See how quickly it usually brings wonderful soothing relief for itchy piles, then helps Nature heal irritated membranes and shrink and reduce swellings of tissues, thus eliminating the cause of the trouble. Demand CHINAROID. Instant soothing relief will do. (Adv.)

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PAST PRESIDENT of San Antonio Bar Association.
"VOTE RIGHT FOR ARLEY KNIGHT"

NEWS

All the Important News FIRST on KTSA!
Sunday Schedule
Compiled from the services of
• ASSOCIATED PRESS
• UNITED PRESS
• REUTERS NEWS AGENCY
• EDITORIAL STAFF OF SAN ANTONIO EXPRESS AND SAN ANTONIO EVENING NEWS
That's Why KTSA Is First With ALL the Important News
• • •
6:30 A.M. NEWS
Summary report of overnight news developments
•
7:00 A.M. NEWS
Complete reports from all fronts
•
10:00 A.M. NEWS
Combines CBS-Local and reports from world correspondents
•
12:00 NOON NEWS
CBS correspondent Charles Collingwood with news from CBS
•
12:30 P.M. NEWS
National, international, state and local news

NEWS

2:30 P.M. NEWS
San Antonio and South Texas' ONLY COMPLETE Sunday Mid-afternoon News

NEWS

10:00 P.M. NEWS
Your Radio Newspaper, 30 news-filled minutes
•
11:00 P.M. NEWS
CBS brings last minute reports on new developments
•
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NEWS

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