

George W. Johnson General Manager

W. G. EGERTON

CHIEF ENGINEER.



REX PREIS ASST. MGR. COMMERCIAL MANAGER



MERRILL MYERS PROGRAM MGR.



WASH MASTERSON JR. SALES

FRED TEED

AUDITOR

58

OWEN L. JOHNSON

MERCHANDISING MANAGER

JACK SCHLICHEMAIR SALES



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SUNDAY DAYTIME

Berton analast

KTSA

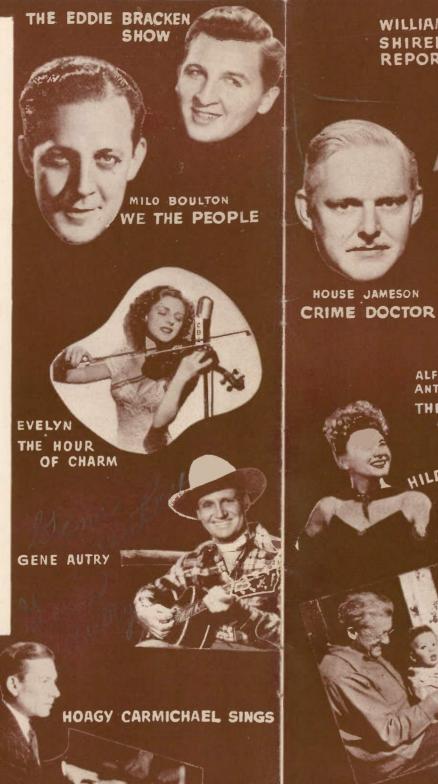
#### A. M.

6:00	KTSA	Music for Sunday
7:00	KTSA	Good News Hour
7:30	KTSA	News by Air
7:45	KTSA	South San Antonio Baptist
8:00	KTSA	Baptist Message
8:30	KTSA	Northside Church
8:45	<b>KTSA</b>	Calvary Church
9:00	LSC	Chuckwagon Gang
9:15	KTSA	Song Silhouettes
9:30	CBS	Church of the Air
10:00	CBS	Warren Sweeney, News
10:05	CBS	Wings Over Jordan
10:30	CBS	Salt Lake City Tabernacle Choir
11:00	CBS	Invitation to Learning
11:30	CBS	Travis Park Church Program

#### P. M.

12:00	KTSA	Song Scrapbook
12:15	KTSA	Symphony Time
12:30	KTSA	News Highlights in
		Review
12:45	LSC	I Give You Texas
1:00	KTSA	Frank Parker
1:15	KSTA	Remember When
1:30	CBS	Once Upon a Tune
2:00	CBS	New York Philhar-
		monic Symphony
3:30	CBS	Hour of Charm
.4:00	CBS	Family Hour
4:30	CBS	Hoagy Carmichael
4:45	CBS	Wm. L. Shirer, New
5:00	CBS	Ozzie and Harriet
5:30	CBS	Kate Smith Sings

OZZIE NELSON AND HARRIET HILLIARD



WILLIAM SHIRER REPORTS

ALFREDO

HILDEGARDE

THE STRADIVARI

ORCHESTRA

THE ADVENTURES SF SAM SPADE

ARTHUR R.A.R. LAKE AND PENNY SINGLETON BLONDIE

#### SUNDAY NIGHT

6:00	CBS	Gene Autry
6:30	CBS	Blondie
7:00	CBS	Adventures of Sam Spade
7:30	CBS	Crime Doctor
7:55	CBS	Ned Calmer, News
8:00	CBS	Hildegarde
8:30	CBS	Eddie Bracken Show
9:00	CBS	Take It or Leave It
9:30	CBS	We, The People
10:00	CBS	News
10:15	CBS	Report from the UN
10:30	KTSA	Report on Sports
10:45	KTSA	Bandstand
11:00	CBS	News
11:05	CBS	Dance Music
11:30	CBS	Dance Music
11:55	CBS	News
2:00		Sign Off

🕼 on your dial

ARTUR RODZINSKI AND SON N.Y. PHILHARMONIC SYMPHONY

alen

#### MONDAY DAYTIME - ---

THE

JOAN

DAVIS

SHOW

JULIE STEVENS

BILL LAWRENCE

SCREEN

GUILD

ROMANCE

HELEN

TRENT

OF

PAUL MCGRATH

INNER

SANCTUM

0 KTSA News 5 KTSA Creek Corner Church 5 KTSA Salute to the Dawn 0 Remote Trading Post 0 KTSA Western Airs 5 KTSA Fun At Breakfast 0 KTSA News—Pace 5 KTSA Good Morning Show 0 KTSA Tex Looney 0 KTSA Time On My Hands 0 KTSA Ladies Relax 5 LSC Grand Prize Show 0 CBS Evelyn Winters 5 CBS David Harum 0 CBS Arthur Godfrey 0 KTSA Tello-Test 5 KTSA Tello-Test 5 KTSA Feminine Fancies 0 CBS Romance of Helen 1 Trent 5 CBS Our Gal, Sunday 1 SC Easy Listening 0 KTSA News—Pace 5 KTSA News—Pace 5 KTSA Sons of the Pioneers 0 KTSA The Four Novelettes 1 SC Easy Listening 5 KTSA The Four Novelettes 1 CBS Time to Remember 5 CBS Man on the Street 5 KTSA The Four Novelettes 1 CBS House Party 5 CBS News 1 KTSA Date With A Lad 1 KTSA Date With A Lad 1 KTSA Rush Hughes 1 KTSA Rush Hughes 1 KTSA Toubadour 1 KTSA News Reporter			A. M.
0 KTSA News 5 KTSA Creek Corner Church 5 KTSA Salute to the Dawn 0 Remote Trading Post 0 KTSA Western Airs 5 KTSA Fun At Breakfast 0 KTSA News—Pace 5 KTSA Good Morning Show 0 KTSA Tex Looney 0 CBS Evelyn Winters 5 CBS David Harum 0 CBS Arthur Godfrey 0 KTSA Tello-Test 5 KTSA Tello-Test 5 KTSA Feminine Fancies 0 CBS Romance of Helen 1 Trent 5 CBS Our Gal, Sunday 1 P. M. 0 KTSA News—Pace 5 LSC Chuckwagon Gang 1 LSC Easy Listening 5 KTSA Sons of the Pioneers 0 KTSA The Four Novelettes 1 CBS Time to Remember 5 CBS Rose of My Dreams 0 CBS House Party 5 CBS News 1 CBS House Party 5 CBS News 1 KTSA Date With A Lad 1 KTSA Date With A Lad 1 KTSA Rush Hughes 1 KTSA The Troubadour 1 KTSA The Troubadour 1 KTSA The Troubadour 1 KTSA News Reporter	6:00	KTSA	Creek Corner Journal
5     KTSA     Creek Corner Church       5     KTSA     Salute to the Dawn       0     Remote     Trading Post       0     KTSA     Western Airs       5     KTSA     Fun At Breakfast       0     KTSA     News—Pace       5     KTSA     Good Morning Show       0     KTSA     News—Pace       5     KTSA     Tex Looney       0     KTSA     News—Pace       5     KTSA     Ladies Relax       5     LSC     Grand Prize Show       0     CBS     Evelyn Winters       5     CBS     David Harum       0     CBS     Arthur Godfrey       0     KTSA     Feminine Fancies       0     CBS     Rotace Smith Speaks       5     KTSA     Feminine Fancies       0     CBS     Romance of Helen       0     Trent     Cuise Massey       0     CBS     Romance of Helen       1     Trent     Sons of the Pioneers       5     KTSA     News—Pace       5     LSC     Chuc	6:30		
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0 KTSA News—Pace 5 KTSA Good Morning Show 0 KTSA Tex Looney 0 KTSA Tex Looney 0 KTSA Tex Looney 0 KTSA News—Pace 5 KTSA Time On My Hands 0 KTSA Ladies Relax 5 LSC Grand Prize Show 0 CBS Evelyn Winters 5 CBS David Harum 0 CBS Arthur Godfrey 0 KTSA Tello-Test 5 KTSA Tello-Test 5 KTSA Feminine Fancies 0 CBS Kate Smith Speaks 5 KTSA Louise Massey 0 CBS Romance of Helen Trent 5 CBS Our Gal, Sunday P. M. 0 KTSA News—Pace 5 LSC Chuckwagon Gang 1 LSC Easy Listening 5 KTSA Sons of the Pioneers 6 KTSA The Four Novelettes 1 KTSA The Four Novelettes 1 CBS Time to Remember 5 CBS Cinderella, Inc. 1 CBS House Party 5 CBS News 1 KTSA Date With A Lad 1 KTSA The Troubadour KTSA The Troubadour KTSA The Troubadour KTSA News Reporter	7:20		Western Airs
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5     KTSA     Time On My Hands       0     KTSA     Ladies Relax       5     LSC     Grand Prize Show       0     CBS     Evelyn Winters       5     CBS     David Harum       0     CBS     Arthur Godfrey       0     KTSA     Tello-Test       5     KTSA     Feminine Fancies       0     CBS     Kate Smith Speaks       5     KTSA     Feminine Fancies       0     CBS     Rate Smith Speaks       5     KTSA     Louise Massey       0     CBS     Romance of Helen       Trent     Trent     CBS       5     CBS     Our Gal, Sunday       9     M.     CBS       0     KTSA     News—Pace       5     LSC     Chuckwagon Gang       1     LSC     Easy Listening       5     KTSA     News—Pace       6     LSC     Chuckwagon Gang       1     LSC     Easy Listening       5     KTSA     Man on the Street       6     KTSA     The Four Novelettes	8:00	KTSA	Tex Looney
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5     LSC     Grand Prize Show       0     CBS     Evelyn Winters       5     CBS     David Harum       6     CBS     Arthur Godfrey       0     KTSA     Tello-Test       5     KTSA     Feminine Fancies       6     KTSA     Feminine Fancies       7     CBS     Kate Smith Speaks       8     KTSA     Louise Massey       0     CBS     Kance of Helen       Trent     Trent     S       5     CBS     Our Gal. Sunday       9     M.     S       0     KTSA     News—Pace       5     LSC     Chuckwagon Gang       1     LSC     Easy Listening       5     KTSA     Non on the Street       6     KTSA     Man on the Street       7     CBS     Time to Remember       6     CBS     Rose of My Dreams <td>8:45</td> <td>KTSA</td> <td></td>	8:45	KTSA	
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5     CBS     David Harum       0     CBS     Arthur Godfrey       0     KTSA     Tello-Test       5     KTSA     Feminine Fancies       0     CBS     Kate Smith Speaks       5     KTSA     Louise Massey       0     CBS     Romance of Helen Trent       5     CBS     Our Gal, Sunday       9     M.     News—Pace       5     LSC     Chuckwagon Gang       0     LSC     Easy Listening       5     KTSA     News—Pace       6     LSC     Chuckwagon Gang       0     LSC     Easy Listening       5     KTSA     Sons of the Pioneers       6     LSC     Chuckwagon Gang       1     LSC     Easy Listening       5     KTSA     Man on the Street       6     KTSA     The Four Novelettes       1     CBS     Time to Remember       5     CBS     Rose of My Dreams       1     CBS     House Party       5     CBS     News       1     CBS     News	9:15		
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5     KTSA     Louise Massey       6     CBS     Romance of Helen Trent       5     CBS     Our Gal, Sunday       9     N.     News—Pace       5     LSC     Chuckwagon Gang       6     LSC     Easy Listening       5     KTSA     News—Pace       6     LSC     Easy Listening       5     KTSA     Sons of the Pioneers       6     KTSA     Man on the Street       6     KTSA     The Four Novelettes       7     CBS     Time to Remember       6     CBS     Cinderella, Inc.       7     CBS     House Party       6     CBS     News       8     KTSA     Date With Betty       9     KTSA     Date With A Lad       9     KTSA     Date With Novelty       KTSA     Date With Novelty       KTSA     Hometown Editor       KTSA     The Troubadour       KTSA     News Reporter	10:45		
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CBS     Winner Take All       CBS     House Party       CBS     News       KTSA     Date With Betty       KTSA     Date With A Lad       KTSA     Date With A Lad       KTSA     Date With A Lad       KTSA     Date With Novelty       KTSA     Hughes       KTSA     Hometown Editor       KTSA     The Troubadour       KTSA     News Reporter	1:45		Rose of My Dreams
CBS     House Party       CBS     News       KTSA     Date With Betty       KTSA     Date With A Lad       KTSA     Date With A Lad       KTSA     Date With A Lad       KTSA     Date With A Lass       KTSA     Date With Novelty       KTSA     Rush Hughes       KTSA     Hometown Editor       KTSA     The Troubadour       KTSA     News Reporter	2:00		
CBS News KTSA Date With Betty KTSA Date With A Lad KTSA Date With A Lass KTSA Date With Novelty KTSA Rush Hughes KTSA Hometown Editor KTSA The Troubadour KTSA News Reporter	2:30		
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KTSA News Reporter			
KTSA Linger Awhile			
ALSA Linger Awhile			
	5:45	AISA	Linger Awhile
	4:30 5:00 5:15 5:30 5:45	KTSA KTSA KTSA	Hometown Editor The Troubadour News Reporter

BILL HENRY CBS NEWS WILLIAM KEIGHLEY LUX RADIO THEATRE

# ART LINKLETTER

HOUSE PARTY

### BILL CULLEN WINNER TAKE ALL

# MYSTERY OF

THE WEEK

VIVIEN SMOLEN OUR GAL SUNDAY

Mo	NDAY	NIG	нт
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6:00	CBS	Mystery of the Week
6:15	CBS	Jack Smith Show
6:30	KTSA	Music Box Theater
7:00	CBS	Inner Sanctum
7:30	CBS	Joan Davis
7:55	CBS	News-Bill Henry
8:00	CBS	Radio Theatre
9:00	CBS	Screen Guild Players
9:30	CBS	Bob Hawk Show
10:00	CBS	<b>CBS</b> World News
10:15	CBS	Joseph C. Harsch
10:25	CBS	Footnote
10:30	KTSA	Report on Sports
10:45	KTSA	Bandstand
11:00	CBS	World News
11:05	CBS	Dance Music
11:30	CBS	Dance Music
12:00	CBS	News
12:05		Sign Off

3:45

4:00

4:15

4:30

5:00

5:15

+ 5:30

5:45

**K**TSA

**KTSA** 

KTSA

**K**TSA

KTSA

**KTSA** 

**KTSA** 

KTSA

Date With A Lad

Date With A Lass

Date With Novelty Rush Hughes Hometown Editor

The Troubadour

**News Reporter** 

Linger Awhile

#### TUESDAY DAYTIME

TOLODAT DATTIME		
		A. M.
6:00	KTSA	Creek Corner Journal
6:30	KTSA	News by Air
6:35	KTSA	Creek Corner Church
6:45	KTSA	Salute to the Dawn
7:00	Remote	Trading Post
7:20	KTSA	Western Airs
7:25	KTSA	Fun At Breakfast
7:30	KTSA	News-Pace
7:45	KTSA	Good Morning Show
8:00	KTSA	Tex Looney
8:30	KTSA	News-Pace
8:45	KTSA	Time On My Hands
9:00	KTSA	Ladies Relax
9:30	CBS	Evelyn Winters
9:45	CBS	David Harum
10:00	CBS	Arthur Godfrey
10:30	KTSA	Tello-Test
10:45	KTSA	Feminine Fancies
11:00	CBS	Kate Smith Speaks
11:15	KTSA	Dari-Ann
11:30	CBS	Romance of Helen
		Trent
11:45	CBS	Our Gal, Sunday
		-
		P. M.
12:00	KTSA	News-Pace
12:15	LSC	Chuckwagon Gang
12:30	LSC	Organaires
12:45	KTSA	Sons of the Pioneers
1:00	KTSA	Man on the Street
1:15	KTSA	Music by Morin
1:30	CBS	Time to Remember
1:45	CBS	Rose of My Dreams
2:00	CBS	Cinderella, Inc.
2:30	CBS	Winner Take All
3:00	CBS	House Party
3:25	CBS	News
3:30	KTSA	Date With Betty
2.45	DTC 8	D . IIIIII

THE MEL BLANC SHOW

BETTY BURNS WOMAN'S EDITOR

BOB HANNON AMERICAN MELODY HOUR

THE ARTHUR GODFREX SHOW

> ED PAULEY BIG TOWN

CB5 NEWS FEATURE

DON HOLLENBECK

Vox PARKS JOHNSON

WARREN HULL

# HOLLYWOOD PLAYERS

CBS

KATE SMITH SPEAKS

#### TUESDAY NIGHT

6:00	CBS	Mystery of the Week
G:15	CBS	Jack Smith Show
6:30	CBS	American Melody Hour
7:00	CBS	Big Town
7:30	CBS	Mel Blanc Show
7:55	CBS	News-Bill Henry
8:00	CBS	Vox Pop
8:30	CBS	Arthur Godfrey's Talent Scouts
9:00	CBS	CBS Presents
9:30	KTSA	Keeping Up With Wigglesworths
9:45	KTSA	Here's To Vets
10:00	CBS	CBS World News
10:15	CBS	Joseph C. Harsch
10:25	CBS	Footnote
10:30	KTSA	Report on Sports
10:45	KTSA	Bandstand
11:00	CBS	News
11:05	CBS	Dance Music
11:30	CBS	Dance Music
12:00	CBS	News
12:05		Sign Off

#### WEDNESDAY DAYTIME

		A. M.
6:00	KTSA	Creek Corner Journal
6:30	KTSA	News by Air
6:35	KTSA	Creek Corner Church
6:45	KTSA	Salute to the Dawn
7:00	Remote	Trading Post
7:20	KTSA	Western Airs
7:25	KTSA	Fun At Breakfast
7:30	KTSA	News-Pace
7:45	KTSA	Good Morning Show
8:00	KTSA	Tex Looney
8:30	KTSA	News-Pace
8:45	KTSA	Time On My Hands
9:00	KTSA	Ladies Relax
9:15	LSC	Grand Prize Show
9:30	CBS	Evelyn Winters
9:45	CBS	David Harum
10:00	CBS	Arthur Godfrey
10:00	KTSA	Tello-Test
	KTSA	Feminine Fancies
10:45	CBS	Kate Smith Speaks
11:00	KTSA	Louise Massey
11:15	CBS	Romance of Helen
11:30	CDS	Trent
11.45	CBS	Our Gal, Sunday
11:45		
		P. M.
12:00	KTSA	News-Pace
12:15	LSC	Chuckwagon Gang
12:30	LSC	Easy Listening
12:45	KTSA	Sons of the Pioneers
1:00	KTSA	Man on the Street
1:15	KTSA	The Four Novelettes
1:30	KTSA	Time to Remember
1:45	CBS	Rose of My Dreams
2:00	CBS	Cinderella, Inc.
2:30	CBS	Winner Take All
3:00	CBS	House Party
3:25	CBS	News
3:30	KTSA	Date With Betty
3:45	KTSA	Date With A Lad
4:00	KTSA	Date With A Lass
4:15	KTSA	Date With Novelty
4:30	KTSA	Rush Hughes
5:00	KTSA	Hometown Editor
5:15	KTSA	The Troubadour
5:30	KTSA	News Reporter
5:45	KTSA	Linger Awhile

BOB DIXON CINDERELLA INC. JEAN HERSHOLT ADVENTURES OF DR. CHRISTIAN



THE JACK CARSON SHOW



THE DINAH SHORE SHOW



SONGS BY SINATRA

ROMANCE OF EVELYN WINTERS

MUSIC BY MORIN

HARRY CLARK

CLIFTON

JOHN KIERAN FADIMAN FRANKLIN P. ADAMS

# INFORMATION PLEASE

#### WEDNESDAY NIGHT

6:00	CBS	Mystery of the Wee
6:15	CBS	Jack Smith Show
6:30	CBS	That's Life
7:00	CBS	Jack Carson
7:30	CBS	Doctor Christian
7:55	CBS	News-Bill Henry
8:00	CBS	Songs by Sinatra
8:30	CBS	Dinah Shore Show
9:00	CBS	Hollywood Players
9:30	CBS	Information Please
10:00	CBS	CBS World News
10:15	CBS	Joseph C. Harsch
10:25	CBS	Footnote
10:30	KTSA	Report on Sports
10:45	KTSA	Bandstand
11:00	CBS	News
11:05	CBS	Dance Music
11:30	CBS	Dance Music
12:00	CBS	News
12:05		Sign Off



#### THURSDAY DAYTIME AM

		A. M.
6:00 6:30 6:35 6:45 7:00 7:20 7:25 7:30 7:45 8:00 8:30 8:30 8:45 9:00 9:30 9:45 10:00 10:30 10:30 10:45	KTSA KTSA KTSA Remote KTSA KTSA KTSA KTSA KTSA CBS CBS CBS KTSA CBS KTSA CBS	Creek Corner Journa News by Air Creek Corner Church Salute to the Dawn Trading Post Western Airs Fun At Breakfast News—Pace Good Morning Show Tex Looney News—Pace Time On My Hands Ladies Relax Evelyn Winters David Harum Arthur Godfrey Tello-Test Feminine Fancies Kate Smith Speaks Dari-Ann Romance of Helen Trent
11:45	CBS	Our Gal, Sunday
		P. M.
12:00 12:15 12:15 12:45 1:00 1:15 1:30 1:45 2:00 2:30 3:00 3:25 3:30 3:45 4:00 4:15 4:30 5:00 5:15 5:30 5:45	KTSA LSC LSC KTSA KTSA KTSA CBS CBS CBS CBS CBS CBS KTSA KTSA KTSA KTSA KTSA KTSA KTSA	News—Pace Chuckwagon Gang Organaires Sons of the Pioneers Man on the Street Music by Morin Time to Remember Rose of My Dreams Cinderella, Inc. Winner Take All House Party News Date With Betty Date With A Lad Date With A Lads Date With A Lass Date With Novelty Rush Hughes Hometown Editor The Troubadour News Reporter Linger Awhile

SO YOU THINK YOU KNOW SPORTS THE DICK HAYMES SHOW

TEX

LOONEY

STU WILSON SURPRISE PARTY

LINDA JOHNSON WILLIAM SPIER

SUSPENSE

#### MAN ON THE STREET

STAATS COTTSWORTH CASEY CRIME PHOTOGRAPHER

> GREGORY PECK

THEATRE OF ROMANCE

#### THURSDAY NIGHT

6:00	CBS	Mystery of the Week
6:15	CBS	Jack Smith Show
6:30	KTSA	So You Think You Know Sports
7:00	CBS	Suspense
7:30	CBS	FBI in Peace & War
7:55	CBS	Bill Henry—News
8:00	CBS	Dick Haymes Show
8:30	CBS	Crime Photographer
9:00	CBS	<b>Radio Reader's</b> Digest
9:30	CBS	Columbia Workshop
10:00	CBS	CBS World News
10:15	CBS	Joseph C. Harsch
10:25	CBS	Footnote
10:30	KTSA	Report on Sports
10:45	KTSA	Bandstand
11:00	CBS	News of the World
11:05	CBS	Dance Music
11:30	CBS	Dance Music
12:00	CBS	News
12:05		Sign Oh



#### FRIDAY DAYTIME A. M.

Creek Corner Journal **KTSA** 6:00 News by Air **KTSA** 6:30 Creek Corner Church Salute to the Dawn 6:35 KTSA **KTSA** 6:45 Trading Post 7:00 Remote Western Airs 7:20 **KTSA** Fun At Breakfast **KTSA** 7:25 News-Pace 7:30 **KTSA** Good Morning Show 7:45 **KTSA** Tex Looney 8:00 **KTSA** News-Pace 8:30 **KTSA** Time On My Hands Ladies Relax **KTSA** 8:45 9:00 **KTSA** Grand Prize Show 9:15 LSC **Evelyn** Winters 9:30 CBS David Harum 9:45 CBS Arthur Godfrey CBS 10:00 Louise Massey KTSA 10:15 **Tello-Test** 10:30 **KTSA** 10:45 KTSA **Feminine Fancies** Kate Smith Speaks 11:00 CBS Louise Massey KTSA 11:15 Romance of Helen CBS 11:30 Trent Our Gal, Sunday 11:45 CBS P. M. **KTSA** News-Pace 12:00 LSC Chuckwagon Gang 12:15 Easy Listening 12:30 LSC Sons of the Pioneers 12:45 **KTSA** Man on the Street 1:00 **KTSA** 1:15 **KTSA** The Four Novelettes **KTSA** Time to Remember 1:30 Rose of My Dreams Cinderella, Inc. Winner Take All 1:45 CBS 2:00 CBS 2:30 CBS House Party 3:00 CBS 3:25 CBS News 3:30 Date With Betty KTSA Date With A Lad 3:45 **KTSA** Date With A Lass 4:00 **KTSA** Date With Novelty 4:15 **KTSA** Rush Hughes Hometown Editor 4:30 **KTSA** 5:00 **KTSA** The Troubadour 5:15 **KTSA News Reporter** . 5:30 **KTSA** 5:45 KTSA Linger Awhile

### THE DURANTE MOORE SHOW

THE GINNY SIMMS SHOW

THE JACK SMITH SHOW

> SPECIAL EVENTS

RAMSEY YELVINGTON CREEK CORNER JOURNAL

LES DAMON CLAUDIA MORGAN

THE ADVENTURES OF THE THIN MAN

MILTON BACON TIME TO REMEMBER

THE FANNIE BRICE SHOW

#### FRIDAY NIGHT

<b>6:</b> 00	CBS	Mystery of the Week
6:15	CBS	Jack Smith Show
6:30	CBS	Sparkle Time with
		Meredith Willson
7:00	CBS	Fanny Brice Show
7:30	CBS	Adventures of the
		Thin Man
7:55	CBS	Bill Henry-News
8:00	CBS	Ginny Simms Show
8:30	CBS	Durante-Moore Show
<b>9:</b> 00	CBS	It Pays to Be
		Ignorant
9:30	CBS	Ann Sothern in
		"Maisie"
10:00	CBS	CBS World News
10:15	CBS	Joseph C. Harsch
10:25	CBS	Footnote
10:30	KTSA	Report on Sports
10:45	KTSA	Bandstand
11:00	CBS	News of the World
11:05	CBS	Dance Music
11:30	CBS	Dance Music
12:00	CBS	News
12:05		Sign Off

550 on your dial



IT PAYS TO BE IGNORANT

ANN SOTHERN MAISIE

#### SATURDAY DAYTIME

#### A. M.

6:00	KTSA	Creek Corner Journal
6:30	KTSA	News by Air
6:35	KTSA	Creek Corner Church
6:45	KTSA	Salute to the Dawn
7:00	Remote	Trading Post
7:20	KTSA	Pop Tunes
7:30	KTSA	News-Pace
7:45	KTSA	Good Morning Show
8:00	KTSA	Tex Looney
8:15	CBS	Garden Gate
8:30	KTSA	News-Pace
8:45	KTSA	Kid Reporter
9:00	KTSA	Columbia Record
		Shop
9:30	CBS	Mary Lee Taylor
10:00	CBS	News-Warren
		Sweeney
10:05	CBS	Let's Pretend
10:30	CBS	Adventurer's Club
11:00	CBS	Theatre of Today
11:30	KTSA	Musical Program
11:45	KTSA	News-Pace

#### P. M.

12:00	CBS	Grand Central
		Station
12:30	CBS	County Fair
1:00	CBS	Give and Take
1:30	KTSA	Ben Adams
1:45	KTSA	Bobby Sox Brigade
2:00	CBS	Treasury Bandstand
2:30	CBS	Dance Music
3:00	CBS	Matinee at
		Meadowbrook
3:30	CBS	The Chicagoans
4:00	CBS	Philadelphia
		Symphony
5:00	KTSA	Just Music
5:30	KTSA	Sportlights
5:45	KTSA	News by Air

KID REPORTER



SATURDAY NIGHT SERENADE

WIN ELLIOT COUNTY FAIR

CONRAD AGNES BINYON LIONEL

BARRYMORE

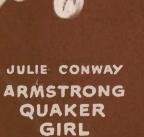


HERBERT MARSHALL HOLLYWOOD STAR TIME

MARY LEE TAYLOR SHOW

> JOHN REED KING GIVE AND TAKE

### HEDDA HOPPER



#### SATURDAY NIGHT

6:00	CBS	Waitin' for Clayton
6:15	CBS	Jean Sablon Show
6:30	CBS	Vaughn Monroe
7:00	CBS	Hollywood Star Time
7:30	CBS	Mayor of the Town
7:55	CBS	Ned Calmer, News
8:00	CBS	Your Hit Parade
8:45	CBS	Saturday Night Serenade
9:15	CBS	This Is Hollywood
9:45	KTSA	Navy Recruiting
10:00	CBS	CBS World News
10:15	CBS	Eric Sevareid
10:25	CBS	Footnote
10:30	KTSA	Report on Sports
10:45	KTSA	Bandstand
11:00	CBS	News of the World
11:05	KTSA	Dance Parade
12:00	CBS	News
12:05		Sign Off

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Perhaps You Didn't Know

It's a fact . . . Hedda Hopper (This Is Hollywood, Sat. 9:15 PM) is one of Hollywood's most ardent badminton, riding, and swimming devotees . . . owns two dachshund . . . admits an unquenchable passion for "dizzy" hats, and calls her small Hollywood bungalow "Nick Nack Hall" because it's furnished with items from all over the world.

It's a fact... Vaughn Monroe (The Vaughn Monroe Show, Sat., 6:30 PM) won first place as trumpeter in the Atwatter Kent National Music Contest; but, he enrolled at Carnegie Tech to study to become an engineer. And he almost became one, instead of leader of the "most-talked-of band in the land."

It's a fact . . . The greatest interest of Meredith Willson (Sparkle Time with Meredith Willson, Fri., 6:30 PM) is in music based upon American traditions and history. He has written two symphonies around this idea, as well as scores of lighter works, such as "America Calling," "Song of Steel," "Yankee Doodle Girl" and others.

It's a fact . . . Information Please (Wed., 9:30 PM) went on the air for the first time on May 17, 1938. Since that day more than \$80,000 has been paid out to senders of questions which were used on the show, and 1.765 sets of the Encyclopedia Britannica have gone to questioners who succeeded in stumping the experts.

\* \* \* \*

It's a fact . . . He's Mel Blanc (Tues., 7:30 PM). But, the whole world has heard his versatile voice as Bugs Bunny and Porky the Pig in animated cartoons; as the lugubrious postman with Burns and Allen; as the French violin teacher, the parrot and the train-caller with Jack Benny; as Pedro, the friendly gardener, and Roscoe Wortle, the traveling salesman, with Judy Canova; as one or another of an endless gallery of comic characters, on any number of radio programs.

It's a fact. . . Hoagy Carmichael's (Sun., 4:30 PM) "Stardust" came to him one night as he was whistling on the campus at Indiana University. "Stardust" is generally regarded as his greatest hit, but Hoagy had less trouble "plugging" two earlier songs, "Riverboat Shuffle" and "Washboard Blues." They earned fair recognition immediately, but he carried "Stardust" around for two years before Isham Jones took it and made it a sensation. It's a fact . . . Eddie Bracken (Sun., 8:30 PM) at sixteen, with \$4.20 as his total capital, hitch-hiked to Hollywood, arriving broke. His first night there was spent sleeping under a tree on the corner of Sunset Blvd. and Vermont Ave. Finding all studio doors closed to him, he at length returned home on the \$52.00 that his folks had sent him for return fare.

It's a fact ... Hildegarde (Sun., 8:00 PM) became a sudden sensation in Europe when she caught the fancy of King Gustav of Sweden. The Duke of Kent insisted she sing at his wedding reception. She also sang at King George V's jubilee and King George VI's coronation. She was the first foreign star to appear in French television, the first foreign singer to get a British Broadcasting Corporation contract. Her European recordings became best sellers.

It's a fact . . . Dick Haymes (Thurs., 8:00 PM) went to school in three foreign countries . . . His talented mother hoped he'd have a career in the U. S. diplomatic service. He once rode ponies in western pictures . . . now never uses a double for riding shots in his pictures. First recording he ever made sold 1,600,000 platters! His Thursday night CBS show has more people in it than any other network production--seventy!

It's a fact . . . Ginny Simms (Fri., 8:00 PM) was born in San Antonio.

It's a fact . . . Curt Massey, now giving Sinatra and Crosby a close run as "swoon" king, started his professional career singing cowboy jingles with sister Louise Massey and the Westerners (Mon - Wed - Fri, 11:15 AM).

It's a fact . . . Lionel Barrymore (Mayor of the Town, Sat., 7:30 PM) is an accomplished musician and artist. He studied painting in Paris and, friends say, he can identify the painter of any canvas by the kind of brush-strokes used.

It's a fact . . . Jean Hersholt (Dr. Christian, Wed., 7:30 PM) began his tenth year as "Dr. Christian" in November of this year. With him were two of the original group, Rosemary De Camp, who plays Nurse Judy, and Art Gilmore, now one of the best known Hollywood announcers.

It's a fact . . . Kate Smith (Kate Smith Sings, Sun., 5:30 PM) is now in her 16th year of broadcasting.

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