	KTSA—550	1 KMAC-630	KABC-680	WOA!-1200
6:00 6:15 6:30 6:45	Song Cerral Song Cerral Song Cerral News Old Top Rail	RFD Texas (5 a.m.) RFD Texas (5 a.m.) RFD Texas Rev. Raymond Richey Sam Morris	Facts for Farmers Big Bill Lister Blue Ridge Mt. Boys Ranching Roundap	Texas Farm and House Farm News—Shomette Fairfield Four Red River Dave
7:00	Trading Post	Wake Up, S. A.	Martin Agronsky	Newscast—Howell
7:15	Johnny Lane	Wake Up, S. A.	Riders Purple Sage	Moraing Devotional
7:30	Naws	Wake Up, S. A.	News	Radio Rodeo
7:45	Coffee Capers	Wake Up, S. A.	Radio Clack	Radio Rodeo
8:00	Coffee Capers Caffee Capers News Johnny Lane	Robert Hurleigh	Brackfost Club	Newscast—Guerra
8:15		Tell Your Neighbor	Breckfost Club	Johnny Dugan Time
3:30		Hillbilly House Party	Breckfost Club	Johnny Dugan Time
8:45		Hillbilly House Party	Breckfost Club	Johnny Dugan Time
9:00 9:15 9:30 9:45	Doctor's Office Arthur Godfrey Arthur Godfrey Arthur Godfrey	Hillbilly House Party Hillbilly House Party Hillbilly House Party Hillbilly House Party	My True Story My True Story Betty Crocker Dick Haymes Show	Welcome Travelers Welcome Travelers Marriage for Two Rosemary
10:00	Arthur Godfrey	Hillbilly House Party	Modern Romances	We Love and Learn
10:15	Arthur Godfrey	Hillbilly House Party	Modern Romances	Young Dr. Malone
10:30	Deep River Boys	Texas Trade Parade	Dr. Paul	Jack Berch
0:45	Movie Time	Texas Trade Parade	Crosby & Company	Loro Lawton
11:00	Wendy Warren	Kate Smith Sings	Ladies Be Scated	Ma Perkins
11:15	Aunt Jenny	Lanny Ross	Ted Molone	The Brighter Day
11:30	Helen Trent	Bing Sings	Texas Ruby	Texaco Star Reporter
11:45	Our Gel Sunday	Heatter's Mail Bag	680 Roundup	Rhythm Ranch

12:00 12:15 12:30 12:45	News Chuck Wagon Adolph Hofner Western Hits	Cedric Foster Oklahoma Playboys Oklahoma Playboys Checkerb'd Jambores		Newscast—Guerra Market Reports Roundup Time Judy and Jane
1:00 1:15 1:30 1:45	Meet the Band Meet the Band Nora Drake Vernon Geyer	Ladies Fair Ladies Fair Queen for a Day Queen for a Day	Bride and Groom	Double or Nothing Double or Nothing Today's Children Newscast—Guerra
2:00	David Harum	Bob Poole Show	Quick as a Flash	Life Can Be Beautiful

FOLLOWING KTSA PROGRAMS WILL BE BROADCAST ON 8:00. Cowboy Jambaree KTSA AM (550 KC) and FM (101.5 MC) ... from 3:00 P.M. to 10:30 P.M.

Hannibal Cobb Hannibal Cobb

3:00	Garry Moore	630 Club	Carter Family Russ Morgan Money for Music Maney for Music	Backstage W
3:15	Garry Moore	630 Club		Stella Dallas
3:30	Garry Moore	630 Club		Lorenzo Jone
3:45	News	630 Club		Young Widde
4:00	Entertainment, Inc.	630 Club	Money for Music	When a Girl
4:15	Entertainment, Inc.	630 Club	Livestock Reports	Portio Faces
4:30	Entertainment, Inc.	630 Club	Money for Music	Just Plain Bil
4:45	Entertainment, Inc.	630 Club	Money for Music	Front Page F
5:00	Uncle Pan	Junior Jamboree	Graen Hornet	Perry Mason
5:15	The Starx Sing	Mustang Time	Graen Hornet	Light of the
5:30	News—Neithamer	B-Bar-B Ranch	Sky King	Guiding Ligh
5:45	Lowell Thomas	B-Bar-B Ranch	Sky King	Newscast—\

UESDAY	EVENING
	UESDAY

-		
		TUESDA
6:00	Beulah	Fulton Lewis, Jr.
6:15	Jack Smith Sings	Dinner Date
6:30	Club 15	Gabriel Heatter
6:45	Edward R. Murrow	I Love a Mystery
7:00	Mystery Theater	Count of Monte
7:15	Mystery Theater	Count of Monte
7:30	Mr. & Mrs. North	Official Detective
7:45	Mr. & Mrs. North	Official Detective
8:00	Life With Luigi	John Steele
8:15	Life With Luigi	John Steele
8:30	Escape	Mysterious Trave
8:45	Escape	Mysterious Trave
9:00	Pursuit	Meet the Band
9:15	Pursuit	Meet the Band
9:30	Frankie Carle Orch.	Texas Trade Para
9:45	Frankie Carle Orch.	Texas Trade Para
10:00	News—H. Vincent	News—Mutual
10:15	Curt Massey	Dance Parade
10:30	Paul Neighbors Or.	Dance Parade
10:45	Paul Neighbors Or.	Dance Parade
11:00	World News	Dance Parade
11:15	Guy Lombardo Orch.	Dance Parade
11:30	Hugo Malan Orch.	Dance Parade
11:45	Hugo Mulan Orch.	Until I A.M.
7		

House Party

Count of Monte Cristo Official Detective Official Detective John Stecla Mysterious Traveler Aysterious Traveler Meet the Bond Texas Trade Parade News-Mutual Dance Parade Jance Parade ance Parade

Newscost Elmer Davis Counterspy Counterspy ount of Monte Cristo Solo and Sililoguy Town Meeting Town Meeting Town Meeting Benny Goodman

Texas Trade Patade

Solo and Sililoguy Benny Goodman Time for Defense ime for Defense ABC Roundup ABC Roundup Newscost

ed Malone Gems Thought
ASC Danceband News Summary ABC Dance Bane ABC Dance Band ABC Dance Band n News—Shomette Field Four 6:45, Early Bird News 7:00, Radio almanac 6:45. Early Hird News:
7:50. Radio almanac;
7:55. Brenkfast Table
News: 8:56. Radio almanac; 2:68. News Headlines and Sixty Silrer M; in at ext 16:58.
News Headlines: 10:15.
News Headlines: 10:15.
H us i c Appreciation:
11:00. News Headlines
and Sindell Hall Se
Fame: 12:00 P.M. News
Essilian: 12:00 P.M. News
Essilian: 12:05.
News Headlines
Essilian: 12:05.
News London Time;
10:06. News Headlines
and Today's Histlines and Today's Headlines and Ebeny Interline; 4:30. Teen Show:
5:00. News Headline; 5:20. Kerburd
Holiday: 6:00. Sirn Off. KONO-1400 6:06 A.M., Daybreakers

KITE-930

7:00, Gorbel Music Makers: 7:15, Eadlo Gospel 7:30. Music: 7:45. News: 8:00. Morning Rounday 10. Members Only; 12:15, P.M., News; 12:30, Mem bers Only; 1:00, Saddle Pals: 3:00, Smiley Whitley: 3:30. On the Record; 5:45, News of the Day; 6:00. Twilight Time: 6:55. Pepper Young's Family News: 7:00, Texas Hill-:30, Les Paul; 7:45, News; 10:00, Bill Geyer Orchestra; 10:30, Rhythm and

KCOR-1350 Marries Life Konrts 5:15. Spanish News: 8:30, Marchas 9:15, Mosalcos Musicales 11:00, Cultural Y Educa tional: 11:15. Jorc'e'a: 11:45, Troyadores Peria: 11:40. Troyadores Perial 12:00. P.M., Troyadores Perial 12:30. Uns Can-cien Para Til 1:00. Royes: 1:25. Bandy Williams Light Up Time

Right to Hoppiness

Boby Snooks

Boby Snooks

Bob Hope

Andy News: 1:45, Bens ficencia; 3:00, Tippin' In: 4:30, Spanish: 6:00, Your Screnade News of the World Richard Harkness English Hour: 6:15. World News: 6:30. Mu-sic: 6:45. Sporting News: 7:00. Spanish Music: Cavalcade of Amer. Cavalcade of Amer. KIWW--1540

Bob Hope Fibber McGee & Mally 6:00 A.M., Amanece Fibber McGee & Molly Ranchero; 6:30, Desper lador: 7:00, Mananitas Big Town Big Town People Are Funny Poemas; 5:15, News; 9:00, Dorantes: 10:00, Espir-itual: 11:00, Club Fa-People Are Funny millar: 12:00 P.M., Lab Newscast—Williams Ravy: 12:30, La Oninion Morton Downey 12:45, Centeno: 1:00, Fi-St. Anthony Orch. esta Alegre: 2:00, Ans-St. Anthony Orchestro uag: 2:00, Suldata Newscast—Williams Fairfield Faur Garza; 4:00, Musica 1 Noticias; 4:30, Poemas 5:00. Lone Siar: 5:30.

> Edward R. Murrow Heywood Vincent CBS World News **CBS World News**

KTSA COMPLETE NEWS COVERAGE Lowell Thomas

6:30	A.M.	Blewett Smyth	5:45 P.M.*
7:30	A.M.	Blewett Smyth	6:45 P.M.
8:30	A.M.	Blewett Smyth	10:00 P.M.
12:00	Noon	Pat Boyett e	11:00 F.M.
		Bill Niethamer	12:00 M.

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

GOOD EATING PLACE IF YOU LIKE POISON

Next day, House Jameson | serve food just like your mother "The Aldrich Family" the other ("Mr. Aldrich") asked the duo makes. That is, of course, if day, Bob Casey and Jackic Kelk, "Henry" and Homer," decided to what they thought. your mother happens to be Kelk quipped: "Well, they Lucrezia Borgia." try a new restaurant.

CHANGE of NAME

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UNUSUAL PAIR—Art Linkletter (left) and Cedric Adams, shown here in coricuture, distinguish KTSA-CBS' newest program of fun and frolic, along with some seriousness. It is "House Party," and is the only hour on the air that includes a columnist-commentator (Adams) along with comedy, contests, games and what not by the star (Link-

Linkletter 'House Party' News: 7:00, Texas Hill-billes: 7:15, Jerry O'Dell: Features Commentator

Beginning Tuesday, Art Linkletter, starring in his ra: 10:30, Rhythm and well-known program, "House Party," and unique columnist-commentator, Cedric Adams, will be heard over KTSA-C.B.S. at 2:30 p.m. Monday through Friday.

TELEVISION

WOAI-TV Channel 4 Tuesday Evening 6:00-The Tree House

:15—The Tree House :30—The Unusual 6:45-Telenews 7:15—Gallant Lady

7:30—Gallant Lady 7:45—Gallant Lady 7:00. Spanish Music: 8:00—Who? What? 8:06, Theater: 12:00. Sign 8:15—Who? What? 8:30—Trophy Room 8:45—Report on Television

6:00 A.M., Los Rayes
Del Borari 7:00. Gay
Caballero: 8:00. Sacrés
Caballero: 8:00. Sacrés air in January, 1945. Linkletter has become one of the country's favorite day-time entertainers with the blend of ingenious contests, games, and surprises which he presents on the program.

In the five-minute period at the end of the half-hour, KTSA will present Cedric Adams, radio and newspaper columnist Adams has the unusual distinct tion of reaching such extraordinary local popularity (in Min-neapolis-St. Paul) that he has been written about in national magazines.

WHEN ART LINKLETTER BRINGS HIS "HOUSE PARTY" to KTSA-CBS Tuesday at 2:30 he will be seeking the newest first-time father of 1950. After a week's search, the winner will be announced on the program Friday. His first week's guests are Wednesday, Tex Ritter, cowboy star, Thursday, Edith Head, Paramount Studios fashion designer; and Friday, a film studio school-teacher. In addition to daily contests, Linkletter will interview five youngsters between five and 12 in the daily children's section of the program. KTSA-2:30 P.M.

LUIGI BASCO TRIES TO BORROW MONEY FROM PASquale to buy an overcoat for Uncle Pietro in Italy and runs into comic complications, during KTSA-CBS' "Life with Luigi,". starring J. Carrol Naish, Tuesday at 8 p.m. Alan Reed plays Pasquale, with Hans Conried, Mary Shipp, Joe Forte, Jody Gilbert and Ken Peters in the supporting cast, KTSA-8 P.M.

BEULAH AND HER BOSS, ALICE HENDERSON, STUDYing French secretly to impress Bill and Harry, find their men

suspicious of the gigolo-type salesman who sold them the language lessons, as KTSA-CBS' "Beulah" show launches a week of fun Tuesday at 6 p.m. The series, stars Hattie Mc-Daniel. KTSA-6 P.M.

CHARLES LAUGHTON, NOTED FOR his portrayals of scoundrels, will be on the side of the people as Benjamin Franklin in "The Incomparable Doctor" on the WOAI-NBC "Cavalcade of America" Tuesday at 7 p.m. The screen star will be heard as Franklin at 70, ailing, careworn, but still wittily philo-

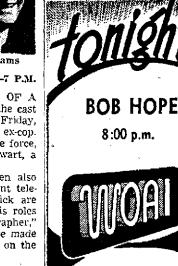
sophic and still profoundly, creatively curious. WOA1-7 P.M. BOB DRYDEN, KNOWN FOR HIS PORTRAYAL OF A police officer on many of radio's top shows, steps into the cast of "This Is Nora Drake," (KTSA-CBS, Monday through Friday, 1:30 p.m.) this week as McClure-fittingly enough, an ex-cop-Motivated by greed and a desire to be reinstated on the force, McClure attempts to exploit the plight of George Stewart, a fugitive from the law on a forgery charge.

A veteran of ten years in dramatic radio, Dryden also carries experience in legitimate theater work and recent television roles. Microphone and nightstick are

practically synonomous to Bob, for his roles as a policeman on "Crime Photographer," "Call The Police" and "Big Story" have made him one of the best-known gendarmes on the air. KTSA--1:30 P.M. THE "GARRY MOORE SHOW" (KTSA-

CBS, Monday through Friday) will lose five minutes in the shift to its new time, beginning Tuesday. KTSA-3 P.M. McDaniel BE ON HAND TUESDAY TO TAKE

another trip with the dark-cloaked "Traveler" when he relates another mystery-adventure tale. Maurice Tarplin is starred as the "Mysterious Traveler." KMAC—8:30 P.M. THE VICTIM'S RECENT PURCHASE OF A SECONDhand brass bed provides a major clue for Inspector Hearthstone



6:00 p.m.



series. KTSA-7 P.M.

To be a part of Spring 1950, your wardrobe must include the sharply defined beauty of checks: tiny checks in fine wool, as a suit or a dress. From our new showing, this checked wool costume with rounded hips. \$125.00 The hat is Sally Victor's design in white rough straw topped with navy faille and two curled, impish feathers. \$59.95

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selves. Of the 10,000,000 or more sets of all types they turned out, approximately 2,750,000 were for television.

TV Set Makers

BY ASSOCIATED PRESE

NEW YORK, Jan. 2.-Another

television year at an end, manu-

facturers of broadcast receivers

feel well satisfied with them-

That means better than onefourth of the production was in behalf of the new entertainment-communications medium.

From the standpoint of actual cash, results were even more impressive. Manufacturers estimated that of the \$1,250,000,000 retail value of all sets, twothirds, or \$825,000,000, was represented by television. This is because of the higher cost per television uni**t.**

