

RADIO

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

TUESDAY, JANUARY 3, 1950

Table with columns for radio stations: KTSA-550, KMAC-630, KABC-680, WOAI-1200. Lists programs and times for each station.



ART LINKLETTER UNUSUAL PAIR—Art Linkletter (left) and Cedric Adams, shown here in caricature, distinguish KTSA-CBS' newest program of fun and frolic, along with some seriousness.

Linkletter 'House Party' Features Commentator

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

TELEVISION

Table listing television programs and times for stations: WOAI-TV Channel 4, KQOR-1350, KIWV-1540.

RADIO PROGRAMS AND PERSONALITIES

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.

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.

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.

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.

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.

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

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.

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 SECOND-hand brass bed provides a major clue for Inspector Hearststone in his investigation of "The Brass Bed Murder Case" on KTSA-CBS' "Mystery Theater" Tuesday at 7 p.m.

TV Set Makers Like '49 Sales

BY ASSOCIATED PRESS NEW YORK, Jan. 2.—Another television year at an end, manufacturers of broadcast receivers feel well satisfied with themselves. Of the 10,000,000 or more sets of all types they turned out, approximately 2,750,000 were for television.

That means better than one-fourth 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, two-thirds, or \$825,000,000, was represented by television. This is because of the higher cost per television unit.



Adams



Advertisement for Bob Hope and Johnny's Tree House. Includes text: 'BOB HOPE 8:00 p.m.', 'Johnny's Tree House 6:00 p.m.', and 'WOAI-TV' logos.

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 listing radio programs and times for stations: KTSA-AM, KTSA-FM, KMAC-630, KABC-680, WOAI-1200, KQOR-1350, KIWV-1540.

KTSA COMPLETE NEWS COVERAGE. Lists news programs: 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.

GOOD EATING PLACE IF YOU LIKE POISON. After rehearsals of NBC-TV's "The Aldrich Family" the other day, Bob Casey and Jackie Kerk, "Henry" and Homer, decided to try a new restaurant.

CHANGE of NAME but still the same progressive organization. Our Friends and Customers are advised that, effective at once, the wholesale grocers formerly known as the BIRD-SHANKLE CORP. will be known as the BIRD-THOMAS Corp. Wholesale Grocers. 931 SOUTH FLORES ST. SAN ANTONIO, TEXAS.

Advertisement for The Vogue clothing store. Features a large illustration of a woman in a suit and hat. Text: '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. THE Vogue SAN ANTONIO. Byron Salon • Second Floor.