

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

THURSDAY, JANUARY 5, 1950

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

THURSDAY AFTERNOON table listing programs for KTSA-550, KMAC-630, KABC-680, WOAI-1200.

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 programs for KTSA AM and FM from 3:00 PM to 10:30 PM.

THURSDAY EVENING table listing programs for KTSA-550, KMAC-630, KABC-680, WOAI-1200.

RADIO PROGRAMS AND PERSONALITIES

DANNY KAYE, WHO PROVED ONCE BEFORE ON "SUSPENSE" that he could induce goose-pimples as well as laughter in a radio audience, returns to Auto-Lite's "theater of thrills" Thursday to play another straight dramatic role in a high-tension drama titled, "I Never Met the Dead Man." Kaye is simply walking along the street minding his own business when suddenly shots ring out and a car careens over the sidewalk in front of him and into a plate glass window. The driver has been murdered, and to the cop who comes running up, Danny is the only suspect in sight. Evidence piles up swiftly against him. A gun is found—and other clues linking him with a notorious underworld figure. He is frightened and confused—but finally summons the strength to take a desperate chance in an effort to ferret out the person who is framing him. There is an electrifying climax, with a "twist" ending which will come as a shock to the audience. KTSA-8 P.M.



Kaye

THE EXCITEMENT OF THE GOLD RUSH DAYS IN California will be vividly dramatized for listeners when Larry Hay's story of "Mrs. Wimmer's Soap Kettle" is presented by Mutual's "California Caravan" program Thursday. The drama deals with incidents in the lives of James Marshall and Capt. Sutter. Virginia Gregg and Michael Hayes are co-stars. KMAC-7:00 P.M.

ANY FREEMAN LEE ON THE "CALL BOARD" PROGRAM Thursday will discuss: The San Antonio Art League's lecture, "Ballads and Their Source," by Brownie McNeil, a member of the Trinity University faculty; and the John C. Wilson production of Noel Coward's comedy, "Private Lives," starring Tallulah Bankhead and Donald Cook KONO-6:30 P.M.

IN HER FIRST NETWORK RADIO APPEARANCE IN 12 years, Mae West, star of stage and screen, will be the guest of Perry Como on NBC's Chesterfield "Supper Club," Thursday. Miss West will join Como in a duet of "I Wanna Go Home with You." Perry will reveal his ambition to play a part in Mae's Broadway production of "Diamond Lil." His audition for the part will consist of a modern version of a Shakespearean classic, titled "Come and Juliet," in which he and Mae will play the lead roles. WOAI-9 P.M.

DOROTHY HAS FALLEN IN LOVE WITH PETE WOTTON. Would you say it was June in January? You'll want to hear Thursday's delightful chapter in the life of a glamorous girl reporter on "Wendy Warren and the News." KTSA-11 A.M.

HIS ONLY WEAPON IS A CAMERA—BUT A PICTURE always proves his case. He's Casey, crime photographer, and Thursday you'll hear this fearless newspaper photographer in another dangerous assignment titled "Justice." KTSA-8:30 P.M.

ROBERT YOUNG, STAR OF THE NBC "FATHER KNOWS BEST" program, will spearhead the 1950 National Highway Safety campaign with an appeal for safer driving practices among teen-agers during his broadcast Thursday. Joining him in the appeal will be Judge Roger Pfaff of the Los Angeles Traffic Court, whose achievements in behalf of traffic safety have won wide commendation. The story line of the broadcast will follow the same theme, with the Anderson children becoming involved with dangerous new drivers. Young, in private life, has four young daughters of his own, so the campaign has a strong personal meaning for him. The Parents League of America recently named him "Outstanding Father of 1949." WOAI-7:30 P.M.



Young

THE CELEBRATED ABBEY THEATER PLAYERS OF Dublin give their first group air performance in the United States in "The Great Emptiness," a drama written especially for them by Joseph Cochrane, on CBS' "Skippy Hollywood Theater" Thursday. Plot of this tragic love story concerns a girl resolved not to marry any man working in the village quarry, because her father was killed by an avalanche of stones. Unwittingly, she forces the man she loves to take a job at the stone works, with unhappy consequences. The cast includes Maureen Balaney, Dermot Walsh, Sheila Manahan, Joyce Chancellor and Elizabeth Erskine. KTSA-9:30 P.M.

DETECTIVE SGT. JOE FRIDAY (JACK WEBB) AND Ben Romero (Barton Yarborough) discover evidence of a possible murder during a routine probe of a fire in "Arson Investigation," drama on NBC "Dragnet" Thursday. The story, a dramatization of an actual case from the files of the Los Angeles Police Dept., stresses the close cooperation between police and firemen in determining the cause of a suspicious blaze. When Webb and Romero discover the body of a young woman on the stairway of a flame-gutted dwelling, the case assumes new importance. WOAI-9:30 P.M.

THE HIGHLIGHTS OF THE DAY'S EVENTS PRESENTED in capsule form by one of the country's top reporters—Bill Henry. KMAC-7:55 P.M.

AN ESCAPED PATIENT IS THE PRIME SUSPECT when a doctor at a hospital for the insane reports to CBS' "Mr. Keen, Tracer of Lost Persons" that his daughter has been fatally stabbed, in "The Case of the Rushville Murder" Thursday. KTSA-7:30 P.M.

AN ADAPTATION OF "YOU'RE MY EVERYTHING," with Dan Dailey and Anne Baxter back in the roles they played in the film musical, will be the "Screen Guild Theater" offering on NBC Thursday. The film, released in 1949, tells the story of a man who sings and dances, his wife who dances and acts, and their small daughter who does almost everything. All three members of the family get into the movies and each one on his own becomes a star. WOAI-8 P.M.

CLAUDETTE COLBERT RECREATES HER SCREEN role as the city wife who joined her husband in running a chicken farm, when CBS' "Hallmark Playhouse" presents an adaptation of "The Egg and I" Thursday. Authored by Betty MacDonald and made into a movie in 1947, the story concerns the author's endless troubles with an incredibly perverse trick stove and her unusual talent for falling into the pig pen, or dropping into a rain barrel from the barn roof. The story was chosen for "Hallmark Playhouse" presentation by novelist James Hilton, the program's host-narrator. KTSA-9 P.M.



Colbert

CAN A WIFE EVER BE SURE OF HER husband's love? Follow this interesting story of a woman in love, on the "Aunt Jenny" show Thursday. KTSA-11:15 A.M.

A FIGHT FOR THE POSSESSION OF A MURDER weapon is one of many exciting events you'll hear Thursday on "This Is Nora Drake." KTSA-1:30 P.M.

A PANEL OF SPORTS EXPERTS ANSWER LISTENER-submitted sportsmen's problems on Mutual's "Fishing & Hunting Club of the Air," Thursday. KMAC-7:30 P.M.

HALF CENTURY SEES RADIO DEVELOPMENT

Engineers Probing Deeper Mysteries of Sound, Sight

NEW YORK, Jan. 4.—Half way through the Twentieth Century on the road to the year 2000, the radio science feels it has built a real foundation. From this base, it already has begun to radiate in many directions, with possibilities for the future almost unlimited.

It was in the era introduced by the 1900's that radio—then wireless—became more than a laboratory plaything. Since those faint beginnings it has grown from a simple dot and dash device through the process of learning to talk and into the more complicated field of sight. At the same time it has been developing a new related science of electronics.

The century's opening radio milestone bears the date of Dec. 11, 1901. That was when Guglielmo Marconi heard the first letter "S" ever to be transmitted across the Atlantic.

Thereafter progress became faster and faster. Vacuum tubes appeared, their development being responsible for a practical method of radio telephony. By 1920 that had branched out into a new medium of broadcast entertainment.

Then scientists began looking into television. Their efforts were climaxed in 1939 with the opening of a regular visual program service, which, after a lapse due to the war, has extended into a network category and has 98 stations in 53 cities.

In the electronic field, accomplishments have included such items as the war-developed radar, a detecting and gun ranging system; facsimile or transmission of printed and other visual matter, microwave relay systems for all forms of communication and numerous other developments.

Wireless started out on the "long waves," 2,000 meters or so; now radio goes so far down the scale that waves are measured in centimeters, and the system of station channel identification has been changed from wavelength to frequency.

As to the future, radio's prospects are so numerous it is difficult to foresee them all. Already its television branch has begun to delve into color with indications that some practical system may be evolved within years, if not months.

Also there's the matter, not too remote, of third dimensional T.V. pictures. They've been demonstrated at least once. Some forecasters even have gone so far as to anticipate "smellovision," by which a rose could be smelled as it flashed on the screen.

The electronics science constantly is giving man new tools both for everyday use and for investigation of the unknown. Apparently only the surface has been touched in this respect.

Father ahead in the picture is the problem of electric power transmission by radio. Engineers have declared it is possible, citing the broadcast station as one means of sending power, even though the amount is small. How it can be made to replace gasoline in automobiles or airplanes and perform other miracles is something for the future, maybe the year 2000.

ROBERT YOUNG TOPS DRIVER SAFETY PLAN

Robert Young, star of the "Father Knows Best" radio program, will step out of character for the first time to launch a new national campaign for safe driving among teen-agers youngsters, announcing an unusual "Man-to-Man" and "Dad-to-Daughter" good driver agreement plan on his program Thursday, heard over WOAI at 7:30 p.m.

Responding to an urgent appeal from J. J. Newman, chairman of the Inter-Industry Highway Safety Committee, which was organized at the request of President Truman, Young has agreed to spearhead the committee's 1950 campaign for safe driving in the 15 and 24 age group

of automobile drivers. According to the latest National Safety Council report, this group was responsible for one third of the nation's highway casualties.

The "Good Driver" program takes the form of written agreements between parents and children between the ages of 15 and 24. The agreements are printed cards bearing eight good driving tenets which the son or daughter agrees to abide by, signing his or her name. In return, the parent co-signer agrees to allow his offspring occasional use of the family car.

Signers of the agreements then become members of the "Man-to-Man" and "Dad-to-Daughter" good drivers' clubs.



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KTSA COMPLETE NEWS COVERAGE

Table listing news coverage times and anchors: 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.

Fire Escape Set For County Home

The county commissioners court has authorized the county auditor to budget \$2,000 for the installation of a fire escape at the County's Home for the Aged. This action was taken following a report from Fire Marshal Marvin Uecker who had made the survey at the request of the management.

The marshal also called attention to the open stairway that should be closed to decrease the fire hazard.

Movie Stars On 'Suspense'

Robert Taylor, William Powell, Ozzie Nelson and Harriet Hilliard are January "Suspense" stars, cast in unusual roles of original dramas on CBS' prize-winning suspenseful series broadcast each Thursday from Hollywood.

The "Suspense" schedule for the rest of January follows: On Jan. 12, Robert Taylor does a "Slow Burn," by Fred Freiberger.

On Jan. 19, William Powell figures in "The Escape of Lacey Abbott," by Gilbert Thomas.

On Jan. 26, Ozzie Nelson and Harriet Hilliard pledge to "Love, Honor and Murder," by Larry Marcus.

William Spier is editor-producer of "Suspense." Norman Macdonnell is director. Lud Gluskin directs the music.

TELEVISION

Table listing TV programs: WOAI-TV Channel 4 Thursday Evening. 6:00-The Tree House, 6:15-The Tree House, 6:30-Travel Time, 6:45-Telenews, 7:00-Cotton Bowl Game, 7:15-Cotton Bowl Game, 7:30-Cotton Bowl Game, 7:45-Cotton Bowl Game, 8:00-Boxing, 8:15-Boxing, 8:30-Boxing, 8:45-Boxing.

Secret Saying Brings Reward

"Never darken my door again," Mrs. J. Mark Boler told eneece Bill Cullen one night, and as a result, her door will be darkened by delivery men with such assorted gifts as a De Soto sedan, jewelry, furniture, clothing and household appliances. The five-word sentence spoken by the housewife, who lives at 315 Avenue C, New York, was the correct answer to the quiz show's "Secret Saying."

ANYBODY GOT A SPARE SKULL OF NAPOLEON?

Jeff Clark, who shares vocal duties with Shereen Wilson on NBC's "Your Hit Parade" (Saturdays, 8 p.m.) says he is engrossed these days in a fascinating hobby. "I collect skulls of Napoleon," he says. "I've got one of Napoleon when he was six years old, another when he was 18 and another when he was 35."

tonight! "DUFFY'S TAVERN" 8:30 P.M. "COTTON BOWL GAME" Rice vs North Carolina 7:00 P.M. WOAI-TV

Relieve Constipation Pleasantly! MOTHER! Don't dose your child with harsh laxatives! Why punish your child with a strong nasty-tasting laxative? Next time he needs relief, give him pleasant, dependable Ex-Lax! Ex-Lax tastes like delicious chocolate. It gets results gently, thoroughly, without force. Ex-Lax is the children's friend and the grown-ups' standby. Still only 10¢. When Nature "forgets"-remember EX-LAX THE CHOCOLATED LAXATIVE

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