

C B S A F F I L I A T E

*Yours Country Pal  
Tex Society*

*6:35 AM  
Daily*



SAN ANTONIO TEXAS



ON YOUR DIAL

**The BIGGEST Show**  
**In Town!**

**1947 RADIO ALBUM**  
**AND PROGRAM SCHEDULE**





We sincerely hope this booklet will greatly add to your enjoyment of the many excellent local and Columbia Broadcasting System programs which reach your home daily through KTSA.

**George W. Johnson**  
General Manager



**REX PREIS** ASST. MGR.  
COMMERCIAL MANAGER



**W. G. EGERTON**  
CHIEF ENGINEER



**WASH MASTERSON JR.**  
SALES



**MERRILL MYERS**  
PROGRAM MGR.



**FRED TEED**  
AUDITOR



**OWEN L. JOHNSON**  
MERCHANDISING  
MANAGER



**JACK SCHLICHEMAIR**  
SALES

**PRODUCTION**  
ESTON PACE BILL NIETHAMER  
**MANAGER**  
PAT WHITE

**ANNOUNCERS**  
DON EMMICK GLEN HUNT BLEWETT SMYTHE

**NEWS EDITORS**  
BOB HOLLERON  
BETTY JANE McHUGH

**TRAFFIC**  
SPECIAL EVENTS

**RECEPTIONIST**  
DOVIE BURTON

**OFFICE BOY**  
CHARLES MACATEE

GLORIA O'BRIEN OLIVE HUMBLE LUCILLE PETERS CLYDE WENDT

**SECRETARIES**  
VIOLET SHORT BETTY RUTH LINDSEY

**ACCOUNTING**  
BILLY WHITAKER MARY JAYNE SPEARS

**ENGINEERS**  
MIRIAM RUTH BECK F.W. McFARREN ERNEST L. HOEFAR JAMES GALLAGHER

**CONTINUITY**  
ELIZABETH TROUTMAN

JOHN MENY BOB HOPPER



# KTSA

## SUNDAY DAYTIME

### 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 KTSA 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 Philharmonic Symphony
- 3:30 CBS Hour of Charm
- 4:00 CBS Family Hour
- 4:30 CBS Hoagy Carmichael
- 4:45 CBS Wm. L. Shirer, News
- 5:00 CBS Ozzie and Harriet
- 5:30 CBS Kate Smith Sings

## THE EDDIE BRACKEN SHOW



MILO BOULTON  
WE THE PEOPLE



EVELYN  
THE HOUR  
OF CHARM



GENE AUTRY

## WILLIAM SHIRER REPORTS



HOUSE JAMESON  
CRIME DOCTOR



ALFREDO ANTONINI  
THE STRADIVARI  
ORCHESTRA



HILDEGARDE



ARTUR RODZINSKI AND SON  
N.Y. PHILHARMONIC SYMPHONY

## THE ADVENTURES OF SAM SPADE



ARTHUR 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 Hildegard
- 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
- 12:00 Sign Off

## OZZIE NELSON AND HARRIET HILLIARD



## HOAGY CARMICHAEL SINGS



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# KTSA

## MONDAY DAYTIME

### A. M.

- 6:00 KTSA Creek Corner Journal
- 6:30 KTSA News
- 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
- 10:30 KTSA Tello-Test
- 10:45 KTSA Feminine Fancies
- 11:00 CBS Kate Smith Speaks
- 11:15 KTSA Louise Massey
- 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 Easy Listening
- 12:45 KTSA Sons of the Pioneers
- 1:00 KTSA Man on the Street
- 1:15 KTSA The Four Novelettes
- 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
- 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

## THE JOAN DAVIS SHOW



## PAUL McGRATH INNER SANCTUM

## JULIE STEVENS

## ROMANCE OF HELEN TRENT

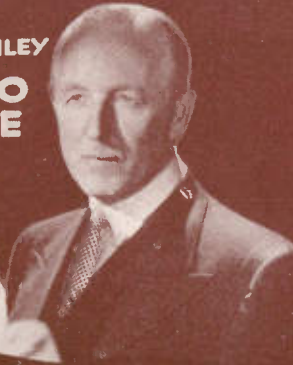


## BILL LAWRENCE SCREEN GUILD



## WILLIAM KEIGHLEY

## LUX RADIO THEATRE



## BILL CULLEN WINNER TAKE ALL

## MYSTERY OF THE WEEK



## VIVIEN SMOLEN

## OUR GAL SUNDAY



## ART LINKLETTER

## HOUSE PARTY



## MONDAY NIGHT

- 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 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 World News
- 11:05 CBS Dance Music
- 11:30 CBS Dance Music
- 12:00 CBS News
- 12:05 Sign Off

## BILL HENRY CBS NEWS



550 on your dial



## TUESDAY 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           |
| 9:30  | 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      |
| 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  
HANNON

## AMERICAN MELODY HOUR

## THE ARTHUR GODFREY SHOW



ED PAULEY  
BIG TOWN

## THE MEL BLANC SHOW



BETTY BURNS  
WOMAN'S EDITOR

## HOLLYWOOD PLAYERS



## KATE SMITH SPEAKS



DON HOLLENBECK

## NEWS FEATURE



## Vox POP

PARKS JOHNSON

WARREN HULL

## TUESDAY NIGHT

|       |      |                                |
|-------|------|--------------------------------|
| 6:00  | CBS  | Mystery of the Week            |
| 6:15  | 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                       |

550 on your dial



# KTSA

## 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
- 10:30 KTSA Tello-Test
- 10:45 KTSA Feminine Fancies
- 11:00 CBS Kate Smith Speaks
- 11:15 KTSA Louise Massey
- 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 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



JEAN HERSHOLT  
ADVENTURES  
OF  
DR. CHRISTIAN



THE JACK CARSON SHOW



THE DINAH SHORE SHOW



BOB DIXON  
CINDERELLA  
INC.



HARRY CLARK  
CBS NEWS



CLIFTON FADIMAN

JOHN KIERAN

FRANKLIN P. ADAMS



SONGS BY SINATRA

## INFORMATION PLEASE



ROMANCE OF  
EVELYN  
WINTERS



MUSIC BY MORIN

## WEDNESDAY NIGHT

- 6:00 CBS Mystery of the Week
- 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

550 on your dial



# KTSA

## THURSDAY 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
- 9:30 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.

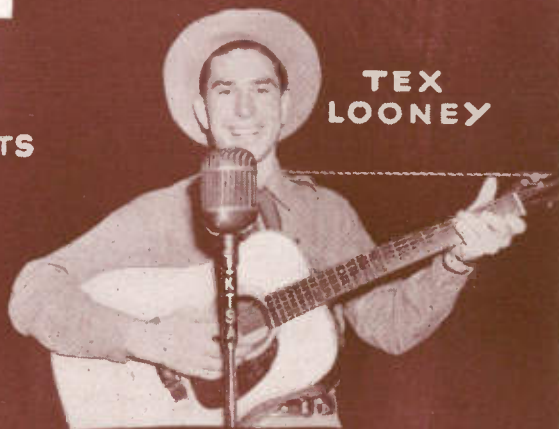
- 12:00 KTSA News—Pace
- 12:15 LSC Chuckwagon Gang
- 12:15 LSC Organaires
- 12:45 KTSA Sons of the Pioneers
- 1:00 KTSA Man on the Street
- 1:15 KTSA Music by Morin
- 1:30 KTSA Time to Remember
- 1:45 CBS Rose of My Dreams
- 2:00 CBS Cinderella, Inc.
- 2:30 CBS Winner Take All
- 3:00 CBS House Party
- 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



**THE  
DICK  
HAYMES  
SHOW**



**STU WILSON  
SURPRISE  
PARTY**



**TEX  
LOONEY**

**SO YOU THINK  
YOU KNOW SPORTS**



**STAATS COTTSWORTH  
CASEY  
CRIME PHOTOGRAPHER**



**GREGORY  
PECK**

**THEATRE OF ROMANCE**



**LINDA  
JOHNSON  
WILLIAM  
SPIER**

**SUSPENSE**

**MAN ON THE STREET**



## 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 Radio Reader's 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

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# KTSA

## FRIDAY 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            |
| 10:15 | KTSA   | Louise Massey             |
| 10:30 | KTSA   | Tello-Test                |
| 10:45 | KTSA   | Feminine Fancies          |
| 11:00 | CBS    | Kate Smith Speaks         |
| 11:15 | KTSA   | Louise Massey             |
| 11:30 | CBS    | Romance of Helen<br>Trent |
| 11:45 | CBS    | Our Gal. Sunday           |

## 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        |

## THE DURANTE MOORE SHOW



## THE GINNY SIMMS SHOW



## THE JACK SMITH SHOW



## SPECIAL EVENTS



LES DAMON  
CLAUDIA MORGAN

## THE ADVENTURES OF THE THIN MAN



## MILTON BACON TIME TO REMEMBER

## THE FANNIE BRICE SHOW



## IT PAYS TO BE IGNORANT

## ANN SOTHERN MAISIE



## FRIDAY NIGHT

|       |      |                                       |
|-------|------|---------------------------------------|
| 6:00  | CBS  | Mystery of the Week                   |
| 6:15  | CBS  | Jack Smith Show                       |
| 6:30  | CBS  | Sparkle Time with<br>Meredith Willson |
| 7:00  | CBS  | Fannie Brice Show                     |
| 7:30  | CBS  | Adventures of the<br>Thin Man         |
| 7:55  | CBS  | Bill Henry—News                       |
| 8:00  | CBS  | Ginny Simms Show                      |
| 8:30  | CBS  | Durante-Moore Show                    |
| 9:00  | CBS  | It Pays to Be<br>Ignorant             |
| 9:30  | CBS  | Ann Sothorn in<br>"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                              |



RAMSEY YELVINGTON



CREEK CORNER  
JOURNAL

550 on your dial



# KTSA

## 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

## WIN ELLIOT COUNTY FAIR



## THE MAYOR OF THE TOWN

CONRAD BINYON      AGNES MOOREHEAD



LIONEL BARRYMORE

## KID REPORTER



## SATURDAY NIGHT SERENADE

## HERBERT MARSHALL HOLLYWOOD STAR TIME



## MARY LEE TAYLOR SHOW

## JOHN REED KING GIVE AND TAKE



## HEDDA HOPPER



## JULIE CONWAY ARMSTRONG QUAKER GIRL

## 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

## THE VAUGHN MONROE SHOW



# 550 on your dial



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 ALAMO LIVESTOCK  
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 ARRID  
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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 Atwater 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 . . . Hildegard (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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To Vera Ann Gustafson  
with best wishes  
Ted Looney

