

CBS AFFILIATE

*Your Country Pal  
Tex Laddie*

*6:35 AM  
Daily*



**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



MERRILL MYERS  
PROGRAM MGR.



WASH MASTERSON JR.  
SALES



FRED TEED  
AUDITOR



OWEN L. JOHNSON  
MERCHANDISING  
MANAGER



JACK SCHLICHEMAIR  
SALES

ESTON PACE BILL NIETHAMER



NEWS EDITORS

PRODUCTION

MANAGER  
PAT WHITE



ANNOUNCERS

DON EMMICK GLEN HUNT  
BLEWETT SMYTHE



BOB HOLLERON

BETTY JANE M' HUGH



TRAFFIC

SPECIAL EVENTS



RECEPTIONIST



DOVIE BURTON

CHARLES MACATEE

OFFICE BOY



GLORIA O'BRIEN

OLIVE HUMBLE

LUCILLE PETERS

CLYDE WENDT



SECRETARIES

VIOLET SHORT

BETTY RUTH  
LINDSEY



ACCOUNTING

BILLY WHITAKER

MARY JAYNE SPEARS



MIRIAM  
RUTH  
BECK

F.W.  
M'FARREN

ERNEST L.  
HOEFAR

JAMES  
GALLAGHER



ENGINEERS

ELIZABETH  
TROUTMAN

JOHN MENY

BOB  
HOPPER



CONTINUITY

# 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

## OZZIE NELSON AND HARRIET HILLIARD



HOAGY CARMICHAEL SINGS

**WILLIAM  
SHIRER  
REPORTS**



**THE  
ADVENTURES  
OF SAM SPADE**



**HOUSE JAMESON  
CRIME DOCTOR**



**ARTHUR  
LAKE AND  
PENNY SINGLETON**

**BLONDIE**



**ALFREDO  
ANTONINI  
THE STRADIVARI  
ORCHESTRA**



**HILDEGARDE**



**ARTUR RODZINSKI AND SON  
N.Y. PHILHARMONIC SYMPHONY**

**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
12:00		Sign Off

**550 on your dial**

# 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 Airm
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 HENRY  
CBS NEWS



BILL LAWRENCE  
SCREEN  
GUILD



WILLIAM KEIGHLEY

BOX RADIO  
THEATRE



ART LINKLETTER

HOUSE  
PARTY



BILL CULLEN

WINNER TAKE ALL



MYSTERY OF  
THE WEEK



VIVIEN  
SMOLEN

OUR  
GAL  
SUNDAY



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

550 on your dial

# 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 Aairs
- 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 HENRY CBS NEWS



## BILL LAWRENCE SCREEN GUILD





LIAM EIGHLEY  
LUX RADIO  
THEATRE



ART LINKLETTER

HOUSE  
PARTY



BILL CULLEN  
WINNER TAKE ALL



MYSTERY OF  
THE WEEK



VIVIEN  
SMOLEN  
OUR  
GAL  
SUNDAY



### 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

550 on your dial

# KTSA

## 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**



**ON HOLLENBECK**

**NEWS FEATURE**

## 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



**VOX POP**

**PARKS JOHNSON**

**WARREN HULL**

**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**

**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

**MUSIC BY MORIN**



**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 Airm
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



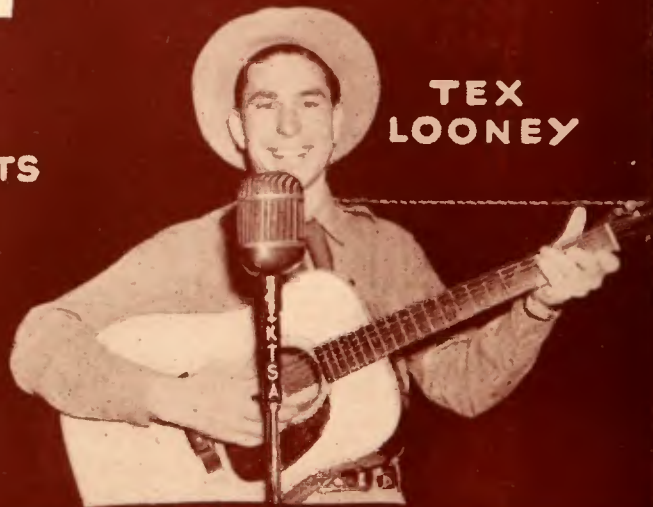
**THE  
DICK  
HAYMES  
SHOW**



**STU WILSON  
SURPRISE  
PARTY**



**SO YOU THINK  
YOU KNOW SPORTS**



**TEX  
LOONEY**

**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

**550 on your dial**

# 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

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



RAMSEY YELVINGTON



### CREEK CORNER JOURNAL



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 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
9:00	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

# 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



## THE VAUGHN MONROE SHOW



## SATURDAY NIGHT SERENADE



**HEDDA  
HOPPER**



**HERBERT MARSHALL  
HOLLYWOOD  
STAR TIME**

**JULIE CONWAY  
ARMSTRONG  
QUAKER  
GIRL**



**MARY LEE TAYLOR  
SHOW**

**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 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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