On the Air Waves

Siragusa, Admiral Head, Turns $3400 Investment Into TV Producing Giant

By WAYNE OLIVER

NEW YORK, Oct. 17. (AP) Every new industry produces its own success stories and here's one in television—Ross David Siragusa.

The 43-year-old president of the Admiral Corp. of Chicago started the firm with $3400 of capital in 1934. Today his company has listed assets of $19,000,000.

Furthermore, Admiral is jockeying with the giant Radio Corp. of America and Philco Corp. for leadership in television set production.

Admiral, in fact, has proclaimed itself the No. 1 video set producer. Its claims have not yet been challenged publicly by competitors, most of whom do no reveal their production figures.

Associates and competitors say one of the chief reasons for the sucess of Siragusa's company is its ability to make quick changes to meet changing situations in the volatile radio and television set business.

New developments, price drops and shifting public preferences make the radio and television set business a constant gamble. A manufacturer can be sitting on top of the world one month and be caught on top of a big stock of unsold sets the next.

"Our ability to meet this ever changing situation fast" is only one of the factors Siragusa credits for Admiral's success, but he says it has been a major one.

MAKE QUICK CHANGES

"Like other companies, we set up production schedules for our various models. But if we find one is going over better than expected and another is backing up on us, we revise our schedules—and fast."

With a small but high-geared executive setup, Admiral can change models or schedules without long inter-departmental huddles or waiting until plans go through channels.

Siragusa can walk up to an assembly line and say: "Okay, boys, shut her down. We're starting as of now on a new model."

But the youthful manufacturer emphasizes that's only part of the picture.

"One of the most important factors has been the tremendous amount of advertising—a good part of it in newspapers."

Admiral keeps very tight control on its inventory and attempts to hold it each month to 60 per cent of that month's sales. Inventory at the end of August was $6,000,000 and sales for the month $9,000,000. And the company tries to keep both its inventory and working capital turning over 10 times a year.

The company has no bonded debt and, consequently, does not have to take part of its earnings to pay interest.

Siragusa, slightly above medium height, dresses in quiet good taste and there is little in his appearance to set him apart from any other young executive.

WENT BROKE ONCE

He was born in Buffalo, N. Y., of parents who had come from Italy two years earlier, in 1904, and become naturalized citizens. When he was 2 years old, the family moved to Chicago where he received his education, got his start in business and still makes his home.

Starting at age 17 from a workshop in the rear of his father's shoe store, young Siragusa in four years had built his Transformer Corp. of America into the biggest of its kind and turned down an offer of over $5,000,000 for the firm, of which he owned half. Five years later, in 1934, he and the company were both broke.

Siragusa sold his car and most of his home furnishings for a new start and he and three employes of the old company scraped together $3400 and set up shop in the corner of a friend's garage.

Siragusa and his associates got their big boost in the electronics business with a $9.95 radio, several dollars below prevailing prices.

When the war ended, Admiral started a massive advertising campaign long before it had reconverted to civilian production, to have a market ready for its products.

Straight Radio Set Sales Show Good Comeback

By WAYNE OLIVER

NEW YORK, Oct. 17. (AP) Radio sets—the kind that will tune in only sound with no pictures—are staging a comeback in public favor.

After slumping to a postwar low during the summer, radio set sales are climbing sharply and manufacturers report shortages or prospective shortages in some models.

The boom isn't as big as the one in television but it makes manufacturers happy because they still produce about three times as many radios as television sets.

A significant angle is that the pickup in radio sales is general over the country, and not confined to areas still without television. It seems that even with a television set in the house, the family still likes to have a good radio around—or several of them.

Production in August, latest month for which the Radio Manufacturers Association has complete figures, ran more than three-quarters of a million sets. That was nearly double the low point reached in July. The figures for September and October are expected to be even higher.

Much of the renewed radio buying is running along the lines of the R. M. A.'s own recent campaign for "a radio in every room—a radio for every member of the family." A lot of folks are buying extra sets for the bedroom and the kitchen, and portables that can be carried around in the hand.

Jack Benny Enters Hospital

HOLLYWOOD, Oct. 17. (AP) Jack Benny finally will part with something.

The radio comedian entered a hospital yesterday after his broadcast to rid himself of a nasal obstruction.

His doctor said the operation will be a simple one and Benny will be home in a few days.

Grid Film

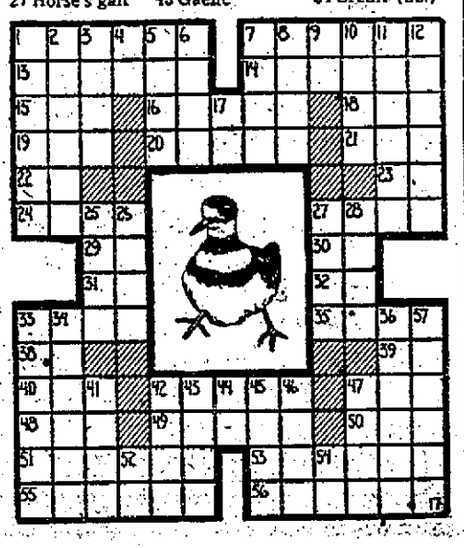
KTTV, Channel 11, on Tuesday at 8 p. m. will show the filmed version of the professional football game between the Los Angeles Dons and the Cleveland Browns. The narration of the game, that was played on Friday, will be by Bob Garred.

Flying Creature

HORIZONTAL
1 Depicted bird
7 Take into custody
13 Each
14 Cleaning cloth
15 Peruse
16 Course
18 Constellation
19 Hail!
20 It breeds in the ——
21 Oriental coin
22 Presiding elder (ab.)
23 North Carolina (ab.)
24 Spoken
27 Woody plant
29 Egyptian sun god
30 Artificial language
31 Preposition
32 Bone
33 Cipher
35 Try
38 Correlative of either
39 Tellurium (symbol)
40 Infant food
42 Cons
47 Bog
48 Adjective suffix
49 Jargon
50 Legal thing
51 Exit
53 Ebb
55 Bench
56 Emphasis

VERTICAL
1 Repeat (music)
2 Above
3 Numeral
4 French article
5 Image
6 Roman emperor
7 Mine entrance
8 Book of Bible
9 Right side (ab.)
10 Greek letters
11 Calm
12 Spell
17 Symbol for bromine
25 Dry
26 Path
27 Horse's gait
28 Flower
33 Imitates
34 Fruit
36 Horses
37 Tightens
41 Impudent
42 Level
43 Gaelic
44 Silver (symbol)
45 Dung beetles
46 Let it stand
47 Release
52 Diminutive suffix
54 Credit (ab.)

Answer to Previous Puzzle



RADIO, TELEVISION AND F. M. PROGRAMS

KLAC	KFI	KMPC	KECA	KHJ	KFWB	KNX	KFOX	KFAC	KGER
570	640	710	790	930	980	1070	1280	1330	1390

The following programs are compiled from reports provided by the broadcasters. No responsibility assumed for last-minute changes which sometimes are made

DIAL LITES — TONIGHT

6:00—KNX—"Radio Theater" has chosen "Mother Is a Freshman," starring Loretta Young and Van Johnson, in the original screen roles, for presentation on its 15th anniversary broadcast tonight.

7:00—KNX—When Irma and Jane decide to invest their savings in a television set many complications ensue, resulting in "My Friend Irma" coming home with a phony set.

8:30—KFI—One of the all-time favorites in musical shows "The Chocolate Soldier," stars Gordon MacRae and Nadine Conner on the "Railroad Hour."

9:00—KFI—"The Telephone Hour" introduces an unusual routine to determine the listeners' choice of two numbers. The winning selection will be sung by this evening's guest, Ezio Pinza.

11:00—KHJ—In a special broadcast featuring the Conference of Businessmen and Educators, the subject under discussion will be "The Outlook for Private Enterprise." Educators and leading businessmen will air their views on this all-important issue.

MONDAY, OCTOBER 17

● TONIGHT

5 P. M.
KLAC—Sports.
KFI—Feature Wire.
KMPC—News, Music
KECA—Yukon Challenge
KHJ-KVOE—B-Bar-B Ranch
KFWB—Stu Hamblen.
KNX—K. Manning.
KFAC—Serenade.
KGER—Sports.
KFOX—Religion.

5:15 P. M.
KLAC—Music.
KFI—News.
KMPC—Virg Pinkley
KNX—Tom Hanlon.
KGER—Rancho 1390.

5:30 P. M.
KFI—Firestone Voice.
KMPC—Hits.
KECA—Sky King.
KHJ, KVOE—Tom Mix.
KNX—News.
KFAC—Whoa Bill Club.
KFOX—News.

5:45 P. M.
KLAC—Sam Balter.
KMPC—Top Tunes.
KNX—Bob Garred, Frank Goss. (5:55 to 6:00)
KGER—World News.
KFOX—Fishcaster.

6 P. M.
KLAC-KFWB—News.
KMPC—News.
KNX—Radio Theater
KFI—Amer. Way.
KECA—News.
KHJ, KVOE—Gabriel Heatter.
KFAC—Twilight Hr.
KGER—Quartet.
KFOX—News, Time Out.

6:15 P. M.
KLAC—Al Jarvis
KMPC—Bob Kelley.
KECA—Elmer Davis.
KHJ—Mutual News reel.
KFWB—Steve Shoemaker.
KGER—Soul Clinic.
KVOE—Local News.

6:30 P. M.
KFI—Martin - Lewis.
KMPC—Bay Mead.
KECA—Kate Smith Calls.
KHJ-KVOE—Tello-Test.
KFWB—Am. Dances.
KFAC—Hour of Mus.
KGER—Back to Bible.
KFOX—Memory Room.

7 P. M.
KLAC—News, Melody Parade.
KFI—Henry Morgan.
KMPC—Words and Music.
KECA—Lone Ranger.
KHJ—Murder by Experts.
KNX—Friend Irma.
KGER—Family Bible Hour.
KFOX—Accordionettes.
KVOE—Candles and Silver.

7:15 P. M.
KMPC—Words and Music.
KFOX—Flightcast.
KVOE—Candles and Silver.

7:30 P. M.
KLAC—Army Voice.
KFI—Community Chest.
KECA—Share the Wealth.
KHJ-KOVE—Cisco Kid.
KFWB—Sid Ziff.
KNX—Bob Hawk.
KFAC—Echoes of Encores.
KGER—Rev. Al Harian.
KFOX—Waltz Time.

7:45 P. M.
KFOX—News.
KFWB—Steve Shoemaker.

8 P. M.
KLAC—News. 570 Club.
KFI—Light Up Time.
KMPC—Parade of Hits.
KECA—Kate Smith.
KHJ-KVOE—Let George Do It.
KFWB—Army Voice.
KNX—Lowell Thomas.
KFAC—Eve. Concert.
KFOX—Business Reporter.
KGER—Bible Treasury.

8:15 P. M.
KFOX—R. Birdwell.
KFI—News.
KGER—Hebrew Christian Hour.
KFWB—Music.
KNX—Jack Smith.

8:30 P. M.
KFOX—Naval Air Reserve.
KFI—Railroad Hour.
KECA—Kate Smith.
KHJ—The Saint.
KFWB—News.
KNX—Talent Scouts.
KGER—Billy Starr.
KVOE—Record Showcase.

8:45 P. M.
KFOX—Fishing Facts.
KLAC—Army Voice.
KECA—H. L. Taylor.
KFWB—Human Touch.

9 P. M.
KLAC—Criminals.
KFI—Telephone Hr.
KMPC—Parade of Hits.
KECA—Art Gaeth.
KHJ-KVOE—News.
KFWB—U. N.
KNX—Inner Sanctum
KFAC—Eve. Concert.
KGER—Voice of China.
KFOX—Remember Stories.

9:15 P. M.
KLAC—Melody Parade.
KHJ-KVOE—Sammy Kaye.
KECA—Kate Smith Calls.
KFOX—News.
KGER—Salon Serenade.

9:30 P. M.
KLAC—Guest Star.
KFI—Orchestra.
KHJ—Eddie Duchin.
KECA—Green Hornet
KFWB—Unity Word.
KNX—Beulah.
KGER—Brown Schools.
KFOX—Music.
KVOE—The Saint.

9:45 P. M.
KLAC—Serenade.
KNX—Club 15.
KFWB—News.
KGER—Music, P. Slack.
KFOX-Songs for Safety.

10 P. M.
KLAC—Don Otis.
KFI—Sam Hayes.
KMPC—Bridge Club.
KECA—Reporter.
KHJ—I Love a Mystery.
KFWB—Gene Norman.
KNX—Chet Huntley.
KFAC—Musical and Roads.
KGER—When Day Is Done.
KFOX—Boxing, 1 hr.
KVOE—Fulton Lewis Jr.

10:15 P. M.
KFI—Johnny Murray
KMPC—Bridge Club.
KHJ—Fulton Lewis Jr.
KECA—Records.
KNX—Bob Elson.
KVOE—1480 Club.

10:30 P. M.
KFI—Carveth Wells.
KMPC—Leisure Time
KHJ—News.
KGER—Nite at Ranch House. (to 12:00).
KECA—Dr. F. Bailes.
KVOE—1480 Club.
KNX—Symphonette.

10:45 P. M.
KLAC—Otis, News.
KECA—One for Book
KFI—Melody Time.
KMPC—Leisure Time
KHJ—Music.

11 P. M.
KLAC—Don Otis.
KFI—News.
KMPC—Leisure Time
KHJ—Private Enterprise.
KECA—News.
KFWB—Gene Norman.
KNX—Nelson Pringle
KFOX—Music.

11:15 P. M.
KLAC—Don Otis.
KFI—Orchestra.
KMPC—Leisure Time
KECA—Music.
KNX—Merry Go Round.

11:30 P. M.
KFI—Melodies.
KLAC, KFWB—Mus.
KFOX—News. Pipes of Melody.
KHJ—Music.
KNX—Merry Go Round.
KVOE—I Love a Mystery.

11:45 P. M.
KFOX—Melodies.
KFI—For You.
KECA—Records.
KMPC, KHJ—News.
KVOE—Varieties.
KNX—You and the World.

12 MIDNIGHT
KLAC—Don Otis.
KFI—Music Menu.
KHJ—Waxody.
KFWB—Army Voice.
KNX—News, Steve Allen.
KFAC—Midnite Serenade.

● TOMORROW
TUESDAY, OCT. 18

DAWN TO 7 A. M.
KFOX—Dawn on Range, 6:30.
KFI—News, Farm Music.
KMPC—Music, Farm.
KHJ—Rise & Shine.
KECA—News, Music.
KFWB—Maurice Hart
KNX—News, Music.
KFAC—Concert.
KGER—John Brown Schools Soul Patrol.
KVOE—Mexican Hr., Rise and Shine.

7 A. M.
KLAC—Haynes.
KFI—News.
KECA—Breakfast in Hollywood.
KMPC, KFWB—Mus.
KHJ, KVOE—News.
KNX—Nelson Pringle
KFAC—Coffee Conc't
KGER—Pentecostal
KFOX—News.

7:15 A. M.
KFI—Fleetwd. Lwtn.
KMPC—News
KHJ-KVOE—Brkfst. Gang
KNX—Morning Stars
KGER—Aubrey Lee
KFOX—Dr. Harrod. Music, News

7:30 A. M.
KFI—Platter Party
KMPC—Say with Music
KECA—Zeke Manners
KNX—Bob Garred
KFOX—Bible Hour

7:45 A. M.
KFI—Sam Hayes
KGER—W. B. Record
KMPC—Good Morn. Time
KHJ—News
KNX—Fred Beck
KVOE—Hot Cake Club

8 A. M.
KLAC—News, Stocks
KMPC—News
KFI—Coffee Time
KECA—Brkfst. Club
KHJ—Cecil Brown
KFWB—Clete Robts.
KNX—Club Time
KFAC—Church
KGER—Mizpah
KFOX—Haven of Rest

8:15 A. M.
KLAC—Haynes
KFI—Marriage for 2
KMPC—Markets, Sports
KHJ—News
KFWB—Melodies
KNX—News
KVOE—Your M'rr'ge.

8:30 A. M.
KFI—Jack Berch
KMPC—Song for You
KHJ-KVOE—Haven of Rest
KNX—Grand Slam
KGER—R. B. Hammond
KFWB—Music
KFOX—Life Words

8:45 A. M.
KLAC—Racing News
KFI—2 Boys, 1 Girl
KMPC—News
KFWB—Science Mind
KNX—Rosemary
KFAC—Unity
KGER—Bible Treas.
KVOE—Radio Tour

9 A. M.
KAC—News, Crosby
KFI—News
KMPC—Band Box
KHJ-KVOE—Kate Smith Speaks
KFWB—Strollin' Tom
KECA—A. Linkletter.
KNX—W. Warren.
KFAC—Concert
KGER—Lutheran Hr.
KFOX—Pentecostal Choir

9:15 A. M.
KLAC—Sing Worries Away
KFI—Ladies' Day
KHJ—Quiz Club
KFWB—Music
KNX—Aunt Jenny
KVOE—Lyrics for Ladies

9:30 A. M.
KECA—Melodies.
KHJ—Women Are Wonderful.
KMPC—Chef Milani.
KECA—Ira Cook.
KFWB—Maurice Hart.
KNX—Helen Trent.
KGER—God's Half Hour.
KFOX—Full Gospel.
KVOE—Tell Neighbor.
KFI—Around Town.
KNX—Gal Sunday.
KLAC—Haynes at Reins.
KVOE—Heatter's Mail Bag.

10 A. M.
KLAC—Al Jarvis.
KMPC—Records.
KNX—Perry Mason.
KHJ-KVOE—News.
KFAC—Morning Concert.
KGER—Headlines, Earl Lee.
KFOX—News.
KFAC—Accent on Strings.

10:15 A. M.
KFI—Are You Listening?
KGER—Oakland Bible Institute.
KHJ-KVOE—Gospel Singer.
KECA—Galen Drake.
KNX—Ma Perkins.
KFOX—Religious.

10:30 A. M.
KLAC—Honest Opinion.
KFI—Lora Lawton.
KMPC—Melody Express.
KHJ—Ladies Fair.
KGER—Helen Markham.
KECA—True Story.
KFWB—Bill Leyden.
KFOX—Religious, Music.
KVOE—Meet the Band.
KFAC—Serenade.

10:45 A. M.
KFI—Life Beautiful.
KMPC—Jeanne Gray.
KGER—Rev. Kopp.
KNX—Guiding Light.
KVOE—Melodies.

11 A. M.
KLAC—Al Jarvis.
KFI—Double or Nothing.
KMPC—Tops in Pops.
KECA—Betty Crocker.
KHJ-KVOE—Ladies First.
KFWB—Peter Potter.
KNX—2nd Mrs. Burton.
KFAC—Piano.
KGER—Biblical Research.
KFOX—Music.

11:15 A. M.
KMPC—Meet Pharmacist.
KECA—Club Time.
KLAC—Racing News.

11:30 A. M.
KFI—Today's Children.
KMPC—West. Songs.
KECA—Modern Romance.
KHJ-KVOE—Queen for a Day.
KFAC—Keyboard Artistry.
KGER—Brown Schools Ed. Frogr.

11:45 A. M.
KFI—Light of World.
KMPC—For Farmers.
KECA—Felix de Cola.
KNX—Brighter Day.
KGER—Dr. Brown Educational Talk.

12 NOON
KLAC—Al Jarvis.
KFI—Farm Reporter.
KMPC—Music.
KHJ-KVOE—News.
KECA—News.
KFWB—Peter Potter.
KNX—Knox Manning.
KFAC—Concert.
KFOX—Hot Tunes.
KGER—Songs for Luncheon.

TELEVISION SCHEDULE

MONDAY, OCTOBER 17

KECA-TV—Channel 7.
Silent.

KTTV—Channel 11.
6:00—Cowboy Slim.
6:45—Playtime.
7:00—News.
7:15—The Meakins.
7:30—Public Interest.
7:45—Hollyw'd. 3 Dimensions.
8:00—Silver Theater.
8:30—Ben Gage.
9:00—Goldbergs.
9:30—Mystery My Hobby.
10:00—Studio.

KLAC-TV—Channel 13.
6:00—Kemper.
6:25—Sam Balter.
6:30—Monty Montana.
6:45—Western Serial.
7:00—Teen Reporter.
7:30—Reserve.
7:45—Reserve.
8:00—You Be Jury.
8:30—Film—Tower of Terror.
10:00—Piano.

KTSL-TV—Channel 2.
7:00—Telenews.
7:15—Lee's Lair.
7:30—Cavalcade of Stars.
8:30—Wrestling.
10:30—Telenews.

KTLA—Channel 5.
5:30—News, Music.
6:00—Cowboy Thrills.
6:20—Tele Scout.
6:30—Time for Beany.
6:45—Program Review.
6:50—Handy Hints.
7:00—Girls Only.
7:30—News. Contorter.
7:40—Name Star.
7:50—News Reel.
8:00—Film.
9:00—Square Dance.

KNBH—Channel 4.
6:00—Jerry Marlowe.
6:12—Safety Rangers.
6:24—Sign of the Wolf.
6:45—Cyclone Malone.
7:00—Kukla Fran. Ollie.
7:30—News.
7:45—Morton Downey.
8:00—Tele-Theater "Unguarded Moment".
8:30—Varieties.
9:00—Lights, Camera, Action.
9:30—Roundtable.
10:00—News.

TOMORROW (Tuesday), OCTOBER 18

KFI-TV—Channel 9.
12:00—News.
12:10—Ladies' Day.
12:45—Guest Star.
1:00—Shop, Look.
1:15—Meet World.
1:40—Cook's Corner.
2:00—Joy of Living.
2:30—Mitchell Choir.
2:50—Are You Looking?
3:30—Reduced by Rhythm.
3:50—Report.
4:05—Bridge Club.
4:15—Auction Park.
4:30—Child's Film.
4:40—Caroline Leonetti.
5:00—Florabel Muir.
5:10—J. Murray.
5:25—Girl and Boy.
5:45—Sports, Harmon.
5:50—News.

FREQUENCY MODULATION

MONDAY, OCTOBER 17

Following same as daily schedule:
KECA—95.5 Megs.—5:30 to 12:00.
KMPC—100.3 Megs.—3:00 to 12:00.
KNX—93.1 Megs.—3:00 to 9:00.
KHJ—101.1 Megs.—2:30 to 9:00.
KFMV—94.7 Megs.—
5:00—News, Children's Corner.
5:30—Music.
6:00—Robert Nathan.
7:00—F. Devoe.
7:30—Career Girl.
8:00—British Jazz on Parade.
9:00—News. Symphony.
KFI—105.9 Megs.—
3:00—Melodies.
3:30—Classics.
5:00—Music.
6:00—Dinner Hour.
7:00—Music, 2 hours.
KMGM—98.7 Megs.—
5:00—Curtain Time.
5:30—Listeners' Album.
6:00—Music.
7:00—Concert.
7:45—News.
9:00—News. Music.
KKLA—97.1 Megs.—
5:00—In the Groove.
5:30—Sports.
6:00—Music.
6:30—Drama.
8:00—Concert.
KUSC—91.5 Megs.—
5:00—Meet Again.
5:15—Junior Playroom.
6:00—Memory Date.
6:15—Beyond Song.
7:00—Music.
8:00—Nite Extra.
8:15—UNESCO.
8:30—Evening on Roof.
10:45—U. N.
KNOB—103.1 Megs.—
5:00—Palos Verdes Ramblers.
6:00—Dinner Music.
7:00—Music.
7:15—Marine Band.
7:30—Request Theater.
8:00—Popular Music.
8:30—Jazz Show.
9:00—Sports Roundup.
9:55—Sports.
10:00—Dance Orchestra.
10:30—Dance Music.

TUESDAY, OCTOBER 18

KUSC—91.5 Megs.—
9:00—Serenade.
9:30—Story of Music.
10:45—U. N.
11:00—Beyond Song.
11:30—Through Looking Glass.
12:00—News.
1:00—Classics.
3:00—Workshop.
4:00—London Time.
KNOB—103.1 Megs.—
3:00—Music (to 5:00).

TUESDAY, OCTOBER 18

12:15 P. M.
KFI—Road of Life.
KMPC—News.
KHJ—Stu Wilson.
KGER—World News.
KECA—Norwood Smith.
KFOX—News.
KVOE—Farm Forum.

12:30 P. M.
KFI—Pepper Young.
KMPC—California Carousel.
KECA—Fran Scully.
KHJ—Dick Haymes.
KFWB—News, Potter.
KGER—Serenade. (to 1:30)
KFOX—Cowhands.
KVOE—Relax.

12:45 P. M.
KFI—Happiness Right.
KNX—Harry Babbitt.
KHJ—Melody Mat.
KFAC—News.
KFOX—Pac. Breezes.
KVOE—Tell Neighbor.

1 P. M.
KLAC—News, Sport.
KFI—Back Stage Wife.
KECA—Pick a Date.
KHJ—Lynn at at Hollywood.
KFWB—Bill Anson.
KNX—Call for Help.
KFAC—County Rep.
KFOX—Navy Recruiting.
KVOE—Kate Smith Sings.

1:15 P. M.
KLAC—570 Club.
KFI—Stella Dallas.
KHJ—Nancy Dixon.
KFOX—Purple Sage Riders.
KVOE—Harvey Harding.
KFAC—Classroom Radio.

1:30 P. M.
KFI—Lorenzo Jones.
KMPC—Hal Berger.
KECA—Easy Aces.
KHJ—Norma Young.
KFWB—News, Anson.
KNX—Geo. Fisher.
KGER—Sen. Knowland.
KFAC—Classroom Radio.
KFOX—Vets. Admin.
KVOE—Cedric Foster.

1:45 P. M.
KFI—Widder Brown.
KECA—Baukhage Talks.
KFOX—Everybody's Business.
KVOE—Civic.
KNX—Garry Moore.
KGER—Hawaii Music.

2 P. M.
KLAC—News, Sports.
KFI—Girl Marries.
KMPC—Music in Air.
KECA—Surprise Package.
KHJ, KVOE—Against the Storm.
KFWB—Bill Anson.
KFAC—Matinee.
KGER—L. B. Band.
KFOX—Judy Martin.

2:15 P. M.
KLAC—570 Club.
KFI—Portia Faces Life.
KNX—Meet the Missus.
KFOX—Rusty Gill.
KGER—L. B. Band.

2:30 P. M.
KFI—Plain Bill.
KECA—Bride 'n Groom.

2:45 P. M.
KFI—Frnt Pu Farrell
KNX—Art Godfrey.
KGER—L. B Band.
KFOX—Down Homers.

3 P. M.
KLAC—News, Sports
KFI—Welcome Travelers.
KMPC—Serenade.
KECA—Kirkwoods.
KHJ—Hoedown.
KFWB—Bill Anson.
KFAC—Opera.
KGER—Fiesta Grande.
KFOX—News, Social Security.

3:15 P. M.
KFOX—Texas Tiny.
KECA—Vera Vague.
KLAC—Don Otis.
KVOE—Meet Friend.

3:30 P. M.
KFI—Aunt Mary.
KECA—Ladies Be Seated.
KHJ—Music.
KLAC—News.
KFWB—News, Anson
KGER—News. Rancho 1390.
KVOE—Social Security.
KFI—Texas Tiny.

3:45 P. M.
KFI—Love & Learn.
KFWB—Bill Anson.
KHJ-KVOE—David Ross.
KFAC—Shrine Time.
KFOX—Pension.

4 P. M.
KLAC-KMPC—News.
KFI—Woman's Secret
KECA—Art Baker.
KHJ-KVOE—Fulton Lewis Jr.
KFWB—Dave Ormont.
KNX—Curt Massey.
KFAC—Masterpieces.
KGER—News, Rancho 1390 (4:05 to 4:55).
KFOX—News, Dr. Harrod.

4:15 P. M.
KLAC—Melodies.
KFI—Dr. Paul.
KMPC—Twilight Tales.
KHJ-KVOE—Frank Hemingway.
KFWB—Melodies.
KNX—Stand In.
KFOX—Freddie Martin Orchestra.

4:30 P. M.
KFI—B. Wheeler.
KMPC—Roddy MacDowell.
KHJ-KVOE—Stu Wilson.
KECA—Records.
KFWB—Daily Light.
KNX—Dr.'s Office.
KFOX—Name Tune.

4:45 P.M.
KLAC—Race Roundup.
KECA—Happy Theater.
KHJ-KVOE—News.
KFWB—Stu Hamton.
KNX—Ed R. Murrow
KGER—Studio (4:55).

Wealth of Stage Talent Gives New York Edge as Television Capital of U. S.

By WAYNE OLIVER

NEW YORK, Oct. 17. (AP) Hollywood and New York seem likely to share honors as twin television capitals of the nation.

You can find wide ranges of opinion among telecasters, producers and actors. Some emphatically predict New York will be the video mecca. Others hold out as staunchly for Hollywood.

If you average the extremes and mix in the middle ground opinion, it comes out this way:

Because of the wealth of stage and night club talent in New York, it will continue to be a major video production center, particularly for dramatic shows.

Hollywood, with its movie colony and tremendous film production facilities, will originate possibly as many as half the network television shows.

Substantial numbers of programs probably will come from Chicago, Washington and other talent and news centers.

The situation may well parallel that in radio.

The lack of a network connection with the Pacific coast and an early concentration of stations and sets in the eastern half of the country has made New York the unchallenged television capital so far.

Likewise, Broadway's theatrical colony has made a far greater contribution to television's programs than Hollywood. It provided an accessible source of talent readily adaptable to television's requirements for memorizing scripts and giving sustained performances—with no retakes.

To take part in network television, Hollywood's actors would have to move to New York or spend much of their time here. That would eliminate or seriously interfere with their film activities. Yet a few have done that, including William Gargan, Philip Reed, Neil Hamilton and Conrad Nagel.

However, Hollywood's contributions have been by no means negligible. It has produced a number of films especially for television, and released to video many old pictures no longer having theater box office value. And many of television's best known performers from the stage also are movie veterans.

However, Hollywood will become an increasingly important factor well before then. Several independent producers are turning out movies made specifically for television, although the major studios have particularly ignored production for television and concentrated instead on planning the use of television in their own operations.

North's Queen Play Signal Opened Way to Set Bidders

By WILLIAM E. McKENNEY
Written for NEA Service

I HAD luncheon recently with an old friend, H. Huber Boscowitz of New York City, a former president of the bridge league. He was the first recipient of the Edwin A. Wetzlar trophy, given to the person who contributed most to the game of bridge.

Boscowitz is one of the greatest party entertainers in the country. He and Maggi McNellis have written a new book entitled "Party Games," published by Prentice-Hall of New York. There are 31 games for adults and teen-agers in the book. The party host is always looking for games, says Boscowitz. When the bridge game breaks up and the prize is awarded, the crowd enjoys playing a different type of game.

Boscowitz
♠ 9 8 4
♥ K 7 6
♦ Q J 3
♣ 7 6 5 3

♠ A 10 6 ♥ A Q J 9 5 ♦ 8 4 ♣ Q J 10

N W E S Dealer

♠ K Q J 5 3 ♥ 8 2 ♦ 7 6 2 ♣ A 8 2

♠ 7 2 ♥ 10 4 3 ♦ A K 10 9 5 ♣ K 9 4

Tournament—Neither vul.

South	West	North	East
1 ♦	1 ♥	Pass	1 ♠
Pass	2 ♠	Pass	4 ♠

Opening—♦ K 17

He has a variation of "Twenty Questions" that is very interesting, and "Search Me" is a game that will break the ice at any party. It reminds me of today's bridge hand, which Boscowitz once played in a tournament.

Against the four-spade contract, Boscowitz' partner opened with the king of diamonds. What should Boscowitz in the North play, the queen, the jack or the three of diamonds?

Most experts agree that you should seldom signal with the queen when you hold the queen and a small card of a suit. They prefer to reserve the play of the queen to show that you have the jack. Boscowitz also knew that if they were to defeat the contract, they had to get a club trick established quickly; so he played the queen, hoping to shed the light to his partner that he held the jack.

Now South felt safe in leading a small diamond. Boscowitz won this with the jack, returned a club, and now declarer could not establish the heart suit without losing a club trick.