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See the goods you buy. Catalog descriptions are flowery enough, but how about the goods when you get them?

Alvo News

Mr. and Mrs. Ellis Mickle were shopping in Lincoln Monday.

Lewis Herman is able to be up and around at the Bryan Memorial hospital.

Carl D. Ganz was in Omaha last Thursday looking after some matters of business.

Ivan Althouse has been on the sick list for several days. He is suffering from lumbago.

Mr. and Mrs. Glenn Dimmitt and son spent Sunday with Marion Dimmitt and family of Ashland.

Fred Prouty returned home from the Bryan Memorial hospital Friday. His eye is much improved.

Miss Etta Lynch is getting along nicely and is able to be up most of the time at the Bryan Memorial hospital in Lincoln.

Mr. and Mrs. William Kitzel and Darrell Fifer attended the King Korn Carnival at Plattsouth Friday. Mr. Kitzel was assisting with some of the judging.

Mrs. Earl Fairfield is still assisting with the work at the Carl Foreman home. Mrs. Fairfield has been caring for Mrs. Foreman and baby daughter. Mother and daughter are getting along fine.

Ted Stone of Washington, who has been back for a several days' visit with relatives and friends, departed for his home Monday. Mr. Stone tells his many friends that Washington is an ideal place to live.

Mr. and Mrs. Thomas Stout, Mrs. Mabel Winn and Ralph, Charles Stout, Mr. and Mrs. Arthur Klyver and Mr. and Mrs. Jessie Williams

enjoyed a picnic dinner Sunday at the Elmer Klyver home. The occasion was in honor of Mrs. Elmer Klyver's birthday.

Badly Sprained Knee

Mrs. Dan Rueter has been having trouble with her knee, which she bruised and sprained very badly when she stepped into the cellarway two weeks ago.

It will be necessary for Mrs. Rueter to refrain from using it for a couple of weeks longer, as it was badly sprained.

Enjoy Two Weeks' Vacation

Mr. and Mrs. Davis, who have been enjoying a two weeks' visit with relatives and friends in Minneapolis, Minn., will return home early this week. L. J. Frakes has been on duty at the Rock Island depot during the absence of Mrs. Davis.

Faculty Ladies Entertained

Mrs. Frank Cook and Mrs. Frank Edwards were hostesses to the Alvo Woman's Reading club Thursday afternoon at the Cook home. The faculty ladies were guests.

A musical play was given by Mesdames Lee Coatman, Zoz, Roy Coatman, Stroemer and Clarence Coatman.

During the social hour all present enjoyed an autumn tea served by the hostesses. Mrs. Carrie Appleman and granddaughter of Lincoln were present for the afternoon.

Enjoy Picnic Dinner

Relatives enjoyed a picnic dinner at the George Fifer home. Those who were present to partake of the delicious dinner and enjoy the social

gathering were Mr. and Mrs. Berdette Fifer, of Lincoln; Mr. and Mrs. Roger Reaves of Elmwood; Mr. and Mrs. Milton Rodeway and children of Eagle and Mrs. George Fifer's niece and family of Arcadia.

Able to Get Supplies

E. L. Nelson was able to go to Lincoln for supplies for the store Thursday. This was the first time in more than a year that Mr. Nelson had been in Lincoln to get his supplies because of rheumatism.

Visiting Here

Mrs. Edith Kitzel, who has been employed at the Women's Reformatory at York, arrived here Saturday, September 26, for a two weeks' vacation with relatives and friends. Mrs. Kitzel enjoys her work very much at York. She teaches sewing.

Given Birthday Surprise

Thursday evening a group of friends surprised Mrs. Elmer Klyver with a picnic supper on her birthday. Those present were Mr. and Mrs. Wm. Christopherson, Miss Elizabeth Meek, Miss Margaret Christopherson and Mr. and Mrs. Arthur Klyver, all of Lincoln; Mr. and Mrs. Ray Hires, of Murdock; Mr. and Mrs. Jesse Williams; Mrs. Mabel Winn and son and Charles Stout.

Mrs. George Fifer baked the birthday cake, which Mrs. Klyver declares is her first birthday cake.

Fruit Blossoms

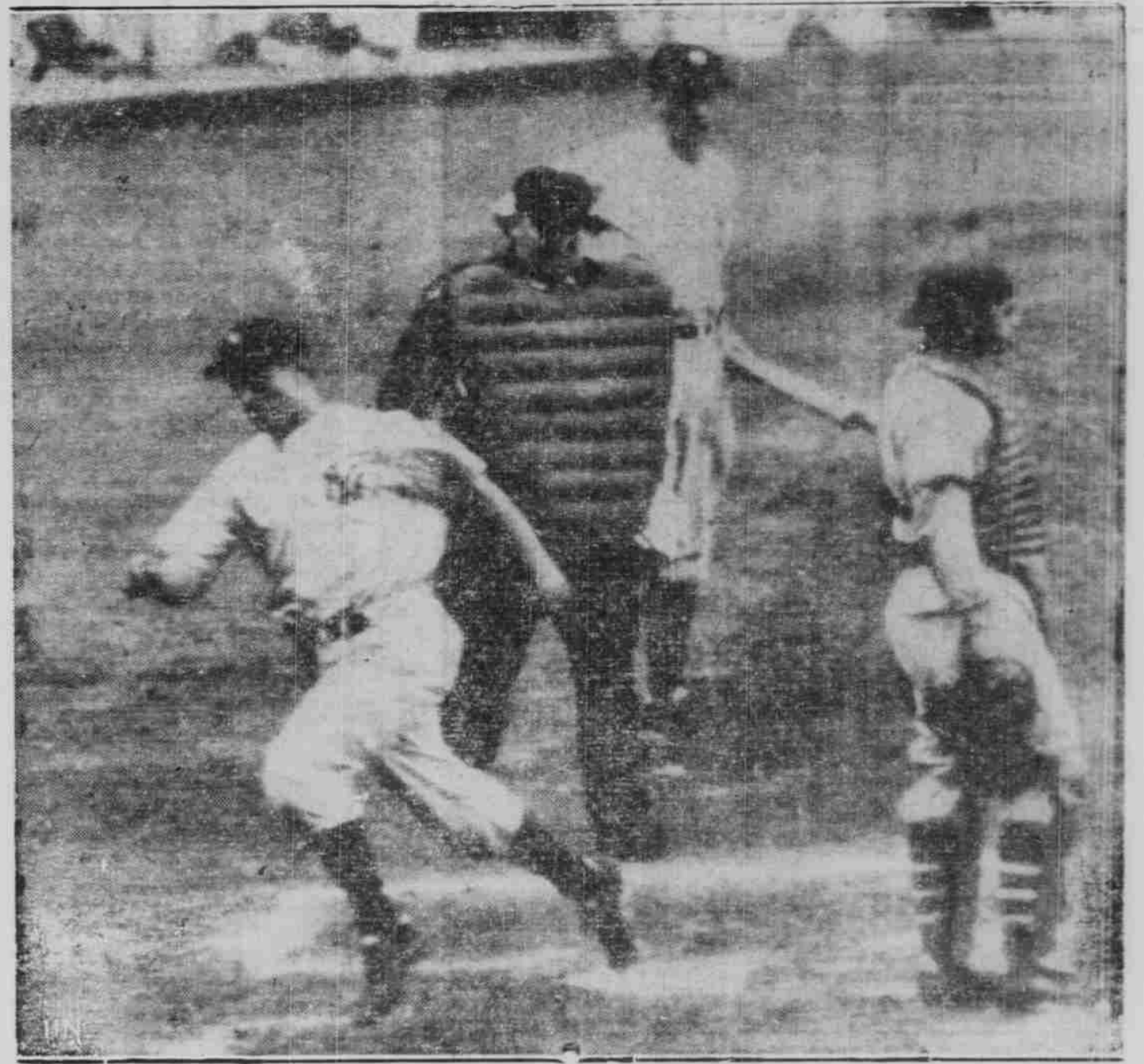
Some have reported blossoms on some of their fruit trees this fall, while others have flowering shrubs that are coming into bloom.

Pete Johnson has some apricot trees that have blooms on them.

Enjoys Birthday Surprise

A group of neighbors went to the William Kitzel home Monday evening with well filled baskets for a delicious picnic supper with George

Yanks Win Fourth Game of World Series, 5-2



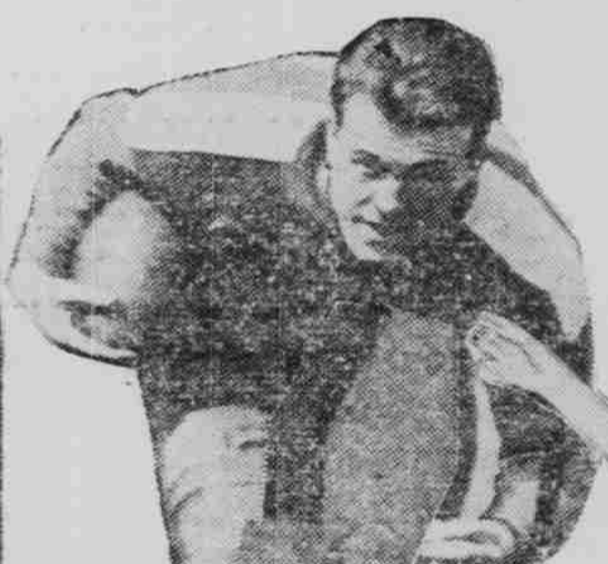
This International Illustrated News Soundphoto shows Jake Powell, New York Yankee left fielder, as he scored on Selkirk's single in the second inning of the fourth game of the world series played at the Yankee stadium in New York Sunday. The Yankees beat the Giants, 5 to 2.

Broadcasting Industry Estimates That 1936 Receipts Will be \$100,000,000

Competition to Obtain Movie Stars for Radio Programs Reflects Unwillingness of Program Directors to Take Chances on New Talent



Bob Burns



Sports events gaining

\$100,000,000
in 1936...



Jeanette MacDonald



Eleanor Powell

BY MAURICE R. MERRYFIELD
International Illustrated News
Feature Writer

New York — Few things more graphically call attention to the growing size of the radio industry than recent estimates that the broadcasting business in the United States this year will gross \$100,000,000.

This figure is approximately \$13,000,000 over the total reached last year. Radio receipts have been on the constant increase even during the depression and those who know their airwaves are convinced that the new peak for 1936 is only the beginning.

Major networks show the greatest gain, the three big chains reporting an increase of \$7,000,000 over their 1935 business on the basis of records thus far and thus estimates for the remainder of the year. Columbia Broadcasting Co. predicts it will gross \$22,024,000 this year. National Broadcasting Co. anticipates pocketing some \$22,000,000, and mutual should show a total of about \$2,000,000 when its ledger for 1936 is totaled.

Radio Now Raiding Movies
On attempting to divide the \$100,

000,000 which radio is expected to gross, the best estimates allot 54 per cent to national network advertising, 26 per cent for national non-network, and the remainder for local and for regionals.

Along with this expansion are noted several interesting trends, one being the rush to obtain movie stars for national network programs. Fred Astaire and Dick Powell are booked for the season and a legion of movie celebrities, including Ginger Rogers, Jeanette MacDonald, Robert Taylor and Myrna Loy, will be heard over the ether at frequent intervals.

This trend reflects to preference of radio program directors and advertisers to be willing to pay out considerable money for the services of an established star rather than taking a chance on a comparative "unknown" with talent and building up a new star. This policy naturally works to the disadvantage of radio in the long run, since the public inevitably tires of familiar personalities and demands new types of entertainment.

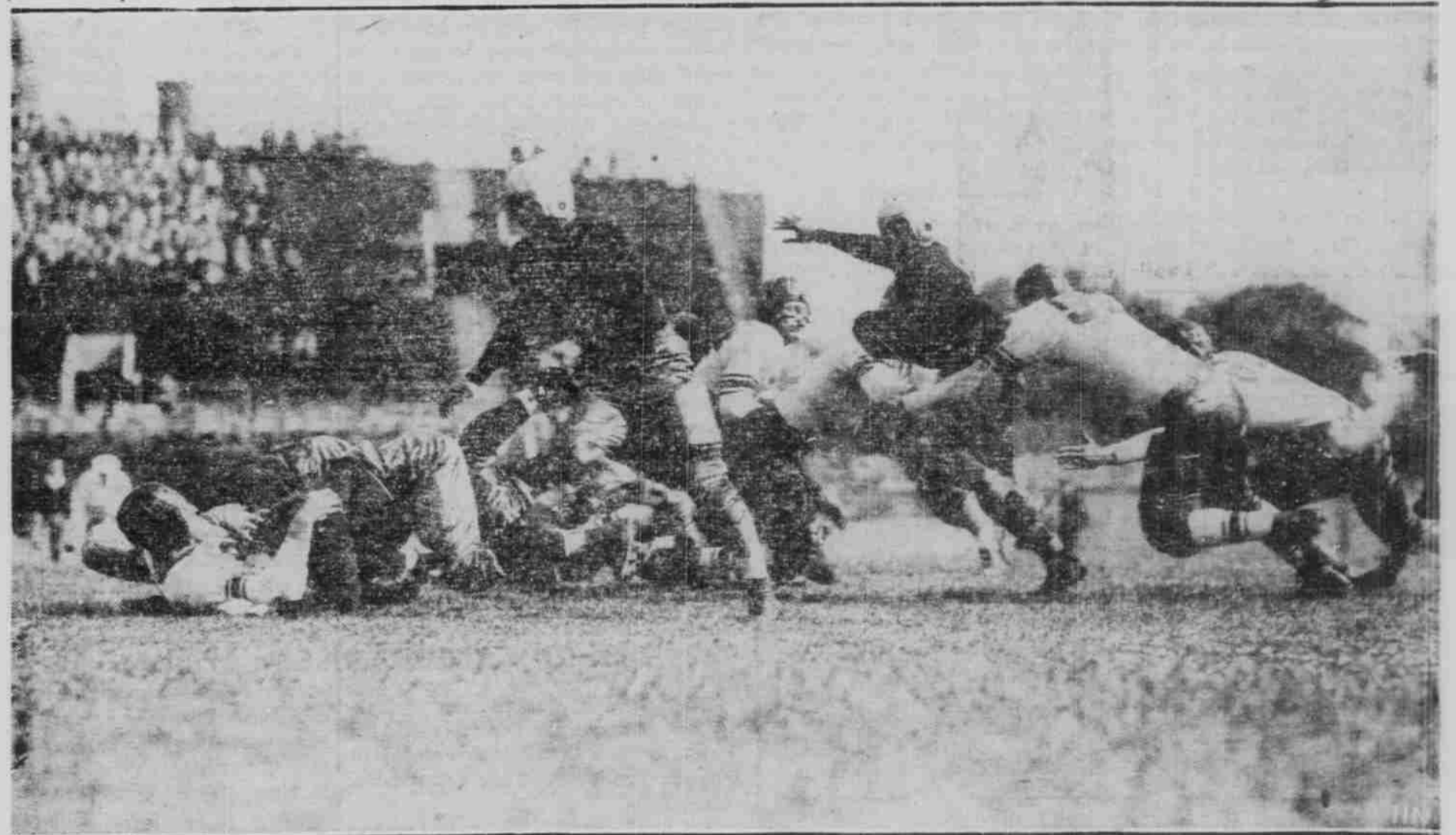
New Talent Languishes

Because of the unwillingness of sponsors and radio officials to take a chance on new talent, many capable entertainers new on the sustaining staffs of studios find little opportunity to break into the big time.

Sports events have proven in considerable demand by advertisers and the current football season is witnessing an increased number of tie-ups between gridiron and commercial. Although many colleges and universities still hesitate to permit commercial broadcasting of their games, it is probable that future football seasons will be covered by radio advertising sponsors as thoroughly as the baseball season is now.

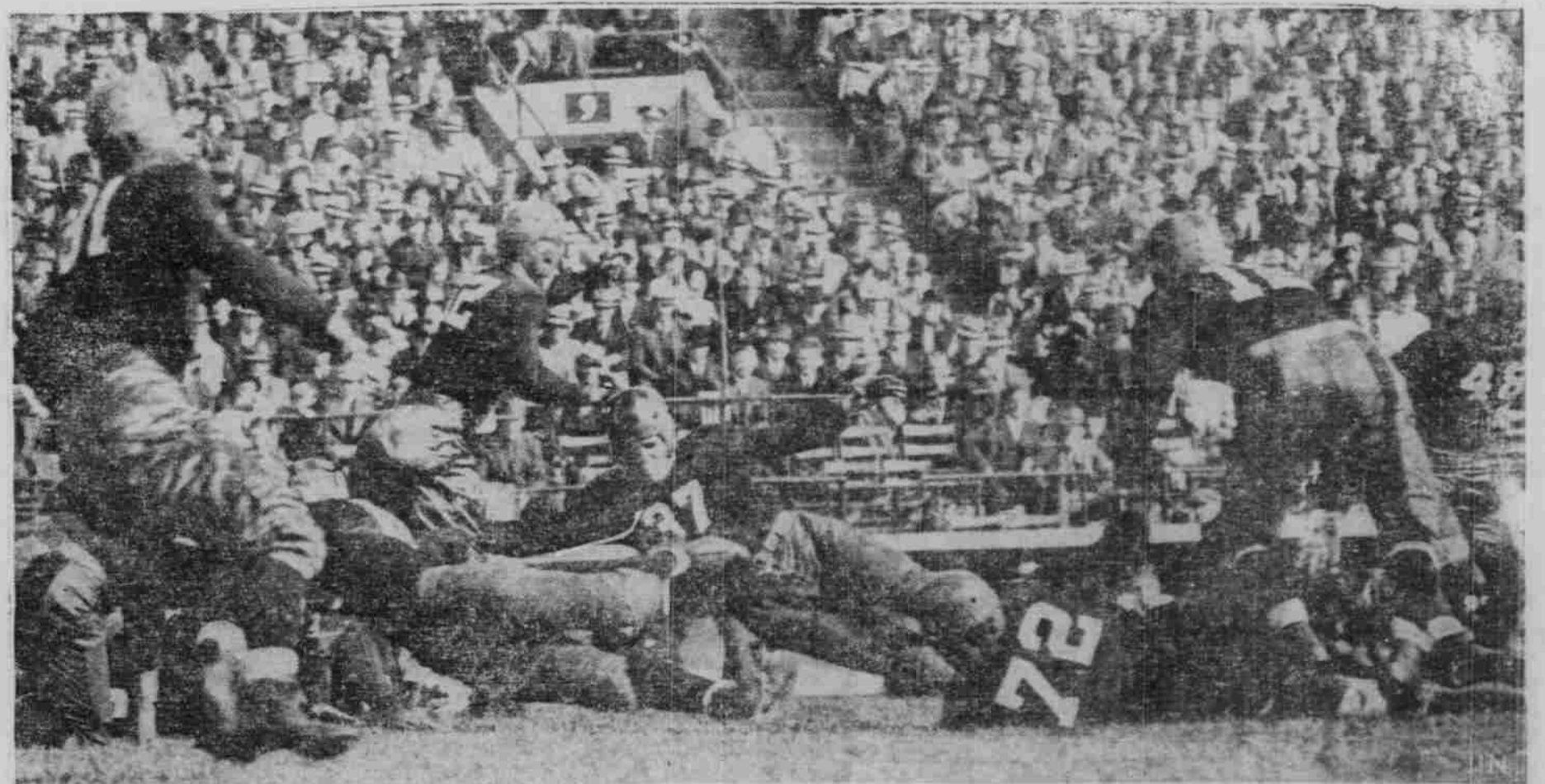
National advertisers, experiencing trouble in scheduling their programs at desired hours on a national network are more, and more frequently resorting to transcriptions. This is being taken advantage of by many stations to build up their libraries and cut in on the revenue now going mostly to the three national networks.

Northwestern Defeats Iowa, 18 - 7



Oze Simmons, star of the Iowa eleven, is pictured being tackled by three Northwestern players in the opening of the western conference football championship game of the 1936 season Saturday at the Dyche stadium in Evanston, Ill. The Northwestern Wildcats won the game, 18 to 7.

Irish Rally to Beat Carnegie Tech, 21 - 7



Notre Dame University's football legions launched their 1936 campaign at the Notre Dame stadium, Notre Dame, Indiana, Saturday in impressive fashion by sweeping over Carnegie Tech, 21 to 7, to gladden the hearts of approximately 25,000 Irish rooters. Wilke of Notre Dame is pictured going through for a nine-yard gain in the early part of the game.