

Bert Lahr And Fred Allen Will Stage Battle Of Wits

"Cowardly Lion" Will Be Guest Star; Ginger Rogers To Be Heard With Herbert Marshall

Bert Lahr, the cowardly lion in the motion picture, "The Wizard of Oz," evidently has tapped unsuspected sources of courage for he will match wits with Fred Allen when he guests on the new "Fred Allen Hour" Wednesday, at 9 p. m. over WEAf.

Lahr is a long-time fellow-performer of Fred Allen's in bygone vaudeville and musical comedy days.

In addition to the guest star, another new feature that will be heard for the second time on the streamlined Allen program is the audience quiz spot to which will be added a "question of the week."

The question will be focussed each week on what seems to be the most completely irrelevant news item of the moment. For example, if a woman should bring suit because she dislocated her vertebrae while slipping on a corset, Fred will ask members of the studio audience for their comments on the case. These collected, he will then, one may safely assume to his own ideas on the matter to the sum total of opinion.

Among the popular personalities to appear are Portland Hoffa, Harry von Zell, the Merry Macs quartet featuring pretty Helen Carroll, Wynn Murray, sensational young songstress, Peter Van Steeden's band and those perennial pillars of the drama, the Mighty Allen Art Players. In their burlesque dramatic offering, Fred will play the title role in a contemporary drama of public opinion entitled "Dr. Scallup Goes to Town," or "Is a Decimal Point a Black-out?"

Ginger Rogers, singing, dancing and more recently dramatic star, will be Herbert Marshall's leading lady in the Hollywood Playhouse Wednesday, at 8 p. m., over WEAf in a radio adaptation of "If You Could Only Cook," comedy motion picture that starred Marshall. In the role of Joan, Miss Rogers cooks her way into the heart of Jim Buchanan, supposedly a butler, actually a young millionaire.

Al Pearce, the genial Californian whose "I hope, I hope, I hope" has long been a national catchphrase, returns to the air in a new series over WABC beginning Wednesday, at 8 p. m.

New members of the Pearce Gang on this series will be Billy House, noted musical comedy and radio comedian, and Don Reid, lyric tenor.

As in the past, Pearce will continue to portray the low-pressure salesman, Elmer Blurt, as well as Eb in the Eb and Zeb sketches, in addition to being master of ceremonies of the program. Carl Hoff will again be musical director for the series.

Grace George, recreating the same role which originally starred her on Broadway, will be co-starred with Claude Rains in "Kind Lady" Wednesday at 9 p. m. when the Star Theatre is broadcast over WABC.

"Kind Lady," adapted by Edward Chodorov from a Hugh Walpole story, is a tightly knit melodrama, dealing with strange happenings that befall a rich old lady who befriends a ragged stranger on Christmas night in London. The stranger, (played by Rains), almost succeeds in convincing the old lady (played by Miss George) that she is insane but before he can mulct her out of her worldly goods, the old lady bucks up and saves herself not only from the crook, but from her own belief that she has lost her mind.

Alice Marble, American tennis queen and currently the country's number one glamour girl, will guest with Ken Murray on the Hollywood originated half-hour of the program which features Frances Langford, Kenny Baker, Irene

BEST BETS WEDNESDAY

- P. M.**
- 8:00 — Hollywood Playhouse, WEAf.
 - 8:00—Al Pearce, WABC.
 - 9:00 — Fred Allen Program, WEAf.
 - 9:00—Theatre of Stars, WABC.
 - 9:30 — G. Jessel Celebrities, WEAf.
 - 10:00—Kay Kyser, WEAf.

Noblette and David Broekman's orchestra.

These Amazing Years, a new weekly half-hour program starring Howard Vincent O'Brien, witty and wise newspaper columnist, will be launched on Wednesday at 8 p. m. over WJZ.

O'Brien, who turned into a sensationally successful radio columnist almost overnight, will act as commentator and fact finder on the program, which will recreate dramatically and musically each of the amazing years thru which the present generation has lived. He will be assisted by a corps of dramatic players and an orchestra under the direction of Rex Maupin.

A native of Chicago, the new radio personality is best known for his daily column, "All Things Considered," which has appeared in the Chicago Daily News since 1932. He also has published 15 books and contributed to many magazines.

America's era of frenzied finance and golden opportunities will be described during Howard Whitman's "If Money Talked," to be heard Wednesday at 9 p. m. over WJZ. The dramatization is based on the origin of merchandising and the founding of firms whose names are famous today. Exciting incidents in the lives of such picturesque characters as Jim Fisk, Marshall Field, Montgomery Ward and Henry Ford will make the program a cavalcade of financial geni.

WEDNESDAY, OCTOBER 11

Eastern Standard—Subtract One Hr. for CST, 2 Hrs. for MT—P. M.

(Changes in programs as listed due to last-minute network corrections)

- 5:45—"Orphan Annie"—nbc-weaf-east Lillian Cornell, Song—nbc-red-west Tom Mix Adventures—nbc-wjz-east The Denning Sisters—nbc-blue-west Scattergood Baines, Serial—nbc-wabc
- 6:00—Art in the News talk—nbc-weaf News; Dance Music Orch.—nbc-wjz News Broadcasting Period—nbc-wabc
- 6:05—Edwin C. Hill—nbc-wabc-basic Ballads by Brooks—nbc-chain-west
- 6:15—Malcolm Claire; News—nbc-weaf "Uncle Jonathan" Comedy—nbc-wabc Dancing Music Orchestra—nbc-chain
- 6:30—"Capt. Healy Stamps"—weaf-only N. Cloutier's Orchest.—nbc-red-chain "Ink Spots" Male Quartet—nbc-wjz H. V. Kaltenborn Com. — nbc-wabc
- 6:45—Bill Stern and Sports—weaf-only Silhouettes by Salon—nbc-red-chain Lowell Thomas, Talk—nbc-wjz-basic Tom Mix Repeat—nbc-blue-midwest European News Broadcast—nbc-wabc The Johnson Family—wor-wol-only
- 7:00—F. Waring Time—nbc-weaf-east Easy Aces, Dramatic Serial—nbc-wjz Amos & Andy, Skit—nbc-wabc-east Rhythm and E. Hendricks—nbc-west Fulton Lewis, Jr., Talks—nbc-net.
- 7:15—"I Love a Mystery"—nbc-weaf Mr. Keen, Dramatic Serial—nbc-wjz Lum & Abner Skit—nbc-wabc-basic The Trail Blazers of 1940—nbc-chain
- 7:30—Revelers — weaf-kyw-wbz-wmal Dancing Music Orch.—nbc-red-chain Dancing Music Orchestra—nbc-wjz Burns & Allen Program—nbc-wabc Lone Ranger Drama—nbc-wor-east
- 7:45—Dancing Music Orch.—nbc-weaf Sun Balter on Sports—wlv-wgn-kwk
- 8:00—Hollywood Playhouse—nbc-weaf Ransom Sherman Presents—nbc-wjz Al Pearce and His Gang—nbc-wabc Name Three Quiz—to wor-wgn-wfl
- 8:30—Red Skelton's Time—nbc-weaf NBC's Concert Orchestra—nbc-wjz Paul Whiteman and Band—nbc-wabc Dancing Music Orchestra—nbc-chain The Lone Ranger repeat—wgn-only

STATIONS THAT MAKE UP THE NETWORKS