

## Hugh Herbert To Pay Visit To Jack Haley's Wonder Show

Old Ranger Will Recite Exciting Story Of Major Powell's Heroic Conquest Of The Colorado River

Hugh Herbert will bring his inimitable sense of humor to Jack Haley's Show Friday at 7:30 p.m. over WABC. Jack has invited this fellow comedian with the lachrymose larvy to come to his aid in the battle of repartee with Haley-hecklers Artie Auerbach and Lucille Ball.

Musical intermissions between rounds will be handled by Virginia Verrell, who directs one of her numbers at Herbert's "Ain't Ya Got No Romance?" Ted Fio-Rito will lead his famous orchestra in popular dance music.

The exciting story of Major John Wesley Powell's heroic conquest of the Colorado River, dubbed by the Indians "The Devil's Highway," will be told by the Old Ranger during the Death Valley Days program Friday at 9:30 p.m. over WEAF. Major Powell, an eminent geologist, already had sailed the length of the Mississippi, Ohio and Illinois Rivers, and in 1869 set out to make geological surveys of the Colorado. After three months of difficult navigation, the party split up, with three of the men starting homeward on foot carrying duplicate sets of records and letters. They were killed by Indians. The rest continued their journey down the rapids and in August 1869 drifted into calm waters at the lower end of Grand Canyon, the first men to conquer Devil's Highway.

Louise Massey and the Westeners, making their second appearance on the Plantation Party program will be heard with the Girls of the Golden West, the Southern Planters Orchestra Tom Dick and Harry vocal trio, and the Duke of Paducah during the broadcast over WJZ Friday at 9:00 p.m. Miss Massey and her group of singers have been frequently featured in guest roles on NBC.

In the exciting dramatic play "The Earth Is Deep" the First Nighter presentation Friday 8:00 p.m. on WABC, Gail Henderson, a socialite played by Barbara Ladd, marries her father's coalmine superintendent Allen Prescott, played by Les Tremayne. Gail's resentment of the squallid mining village to which they move is terminated by a cave-in which brings her face-to-face with duty. She learns her lesson when an invention of Allen's which she has continually belittled saves the lives of the trapped miners.

The return grudge night between two up-and-coming contenders for the world's lightweight title Al Davis and Maxie Farber, at Madison Square Garden will be described blow-by-blow on Friday beginning at 10:00 p.m. over WJZ. Bill Stern and Sam Taub will be at the ringside to describe the bout.

In their first night Davis who is undefeated was awarded a disputed decision over Farber. Both fighters—who hail from the Brownsville section of Brooklyn

**FRIDAY, MARCH 17**  
Eastern Standard Time—Subnet One  
11 for CST 2 Hrs for MT 1 P.M.  
*(Call 5-3400 for stations as listed due to  
last minute network change to 8)*  
6:00—Orchestra & Chorus—of only  
Concert Orchestra—radio chain  
8:00—Dinner Bell—radio chain  
10:00—Death Valley Days—radio  
11:00—News Leader—radio chain  
12:00—S. M. the News—radio chain  
1:00—John Davis' Log Cabin—radio  
1:15—Dixie Lovers—radio chain  
1:30—The Comment—radio  
1:45—P. W.—radio chain  
2:00—Sports Center—radio chain  
2:15—Midwest—radio chain  
3:00—Orchestra—radio chain  
3:15—Music Box—the red-west  
Dinner Orchestra—radio chain  
3:30—Alton Promises—radio chain  
3:45—Death Valley Days—radio  
3:55—Peyotes—radio chain  
4:00—Music Box—radio chain  
4:15—Orchestra—radio chain  
4:30—Midwest—radio chain  
4:45—Music Box—the red-west  
Dinner Orchestra—radio chain  
4:55—Alton Promises—radio chain  
5:00—Death Valley Days—radio  
5:15—Peyotes—radio chain  
5:30—Orchestra—radio chain  
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