

## MARCH OF TIME FEATURE TO BE DAILY SERIES

The "March of Time", famous radio series of weekly news dramatizations first broadcast in March, 1931, will return to the nationwide WABC-Columbia network in August as a five-day-a-week feature. This will be the first time in radio history that daily dramatizations of the news will be presented. The program will be heard every Monday through Friday in a quarter-hour period, the time to be announced later.

As a daily feature the program will dramatize the news in a graphic and dramatic style, a feature of the series since it was first conceived, and the large cast of noted radio actors who have previously been associated with the series will again take part. These actors have won wide favor for their ability to impersonate the leading figures of the day. Two other radio personalities—Arthur Pryor, Jr., director and Howard Barlow, conductor—also will continue in the series. They have been associated with the "March of Time" series since its inception.

The new "March of Time" series as in the past, will be prepared by the editors of Time, the weekly news magazine. The news publication and Remington Rand, Inc. manufacturers of business and office equipment, will act as co-sponsors. They will alternate night by night, in presenting the program.

The "March of Time" won immediate acclaim of both listeners and critics when it was first broadcast more than four years ago and since then has won many honors. Twice it has been made the outstanding dramatic feature of radio broadcasting in the annual poll of all radio editors of the United States, as conducted by the New York World-Telegram, and

# THEATRE OF THE AIR

## STARLINES

Peg La Centra, actress and blues singer, appearing on both the Joe Coker and Max Baer programs on NBC, is credited with having the tiniest feet in radio. Her greatest indulgence is shoes, for apparently she appears in the studios every time with a brand new pair.

Snapshots from NB's family album: Conductor Harold Sanford is a direct descendant of William Cullen Bryant, the poet. One of his ancestors was Captain Samuel Sanford who commanded a company of the Green Mountain Boys in the Revolutionary War. . . . Mario Chamlee is married to Ruth Miller, former soprano of the Metropolitan Opera. They have a son 13 years old.

Bits about NBC broadcasters: At one time in his career Major Edward Bowes was very active in reform politics in his home town of San Francisco, being associated with Hiram Johnson, now United States Senator, then a promising young lawyer. . . . Hendrik Willem van Loon, the noted author, physically big, has a heart in proportion. Admires anything he has or can get and it's yours.

only last April the Women's National Radio Committee selected it as the air's foremost sponsored dramatic program. Its novel technique also has been utilized for the screen, and "March of Time" films now are shown monthly from coast-to-coast.

Columbia stations which will carry the program will be announced later.

Advertise in The Daily Mail. It Pays.

## Radio Readers Go For Werfel And Oppenheim

Oppenheim and Franz Werfel are proving quite as popular summer fare for radio stars as refrigerated movies according to Dorothy Doty, proprietress of the book store in the Columbia Broadcasting System Building on Madison Avenue.

Many of radio's great are listed in Miss Doty's files in her attractive "nook" on the second floor. She indexes each in the same efficient manner in which she might a cloth-bound Sinclair Lewis. When David Ross comes into her shop he is no longer the distinguished winner of diction awards. In Librarian Doty's mind he is listed simply as "essays, non-fiction and poetry" and served just that. Announcer Hal Moore comes under the heading of "light stuff and humor"—he's currently reading "Finley Wren"—while Patti Chapin is a "best seller". The deep divans in the reception room, the fire escape and even, at times, the top of an unused studio grand browsing facilities to Columbia's more avid book worms. Jimmy Briery is never without an armful of Oppenheim, Gardner, King or some other mystery writer, while Connie Gates absorbs the book-of-the-month her noon-day lettuce and tomato sandwiches. Evelyn Ross, the "Do" of the "Do-Re-Mis", is another between-program reader. She is at present engrossed in Jim Tully's roisterous "Ladies in the Parlor" which is also a favorite with the program department.

Miss Doty is proud of the advanced acumen displayed by her younger patrons. Billy Halop, or "Bobby Benson" as he is better known to his fans, lapses completely from character in his literary tastes. He delights in such ponderous tomes as "Oil for the Lamps of China". "Let's Pretenders" and kids from the casts of "Mrs. Wiggs" and other "juveniles" swarm into the shop on program days to pick off such light-some bit as "The Forty Days of Musa Dagh".

## A Radio Birthday

ADELE RONSON—July 18. Born in New York City, her father's oil lust carried her to Tulsa. There imbued with the thespian urge she played local stock. Back in New York she modelled clothes for department stores, studied dramatics at Columbia. Got her professional start in stock in Yonkers at \$10 a week. Was soon dancing at Provincetown's Playhouse, acting in "The Road to Rome", playing the lead in "Mrs. Bumpstead-Leigh". Becoming interested in radio she landed a part on the "Court of Human Relations" program. Now Wilma Deering in "Buck Rogers", she finds relief from her strenuous role in book collecting. Single, easy to look at, Adele weighs 119 pounds, is five feet and four inches tall. Has reddish brown hair and brown eyes.

Specialists in the radio field usually look for literature that will further their specific learning. David Ross, whose "Poet's Gold" is one of Miss Doty's best sellers, is now reading Karl Von Doren's "Anthology of World Poetry". Director Mark Warnow and Sidney Raphael, both good customers, are interested primarily in musical treatise and essay. Librarian Doty finds frequent call for books related to the profession and keeps them stocked. However she finds that for summer reading the two current favorites among radio folk are Humphrey Cobb's "Paths of Glory", and "Green Lights" by Lloyd Douglas.

## A Symphonic Arrangement Weber's "Invitation Dance"

The Portland Symphony Orchestra, under the direction of Willen von Hoogstrater, will complete its distinctive series of concerts in the Ford Bowl at the San Diego Exposition with an important program to be broadcast over the nationwide WABC-Columbia network on Thursday, July 18, from 12:00 Midnight to 12:30 A.M. A. S. T.

On Thursday evening the Portland Symphony will offer a summer program beginning with Weber's delightful Overture to "Oberon" the Good Friday Spell from Wagner's opera, "Parsifal", and, in conclusion, Wein-gartner's setting of Weber's "Invitation to the Dance".

This series is the third group of summer programs presenting the leading orchestras of the West Coast over Columbia's nationwide network. Details concerning forthcoming series by the Seattle Symphony Orchestra, conducted by Basil Cameron, and the San Francisco Symphony, directed by Alfred Hertz will be announced at an early date.

FOR THE DANCERS  
TONIGHT  
11:00 P. M.—Johnny Hamp's Orchestra.  
11:30 P. M.—Bill Hogan and his Orchestra.  
12:30 A. M.—Frankie Masters and his orchestra.

Advertise in The Daily Mail. It Pays.

## SPORT EVENT TO BE HEARD ON C. B. S.

Folks of ancient Greece seemed to think that Pheidippides did a right smart job running from Marathon to Athens, but that noteworthy athletic feat pales into insignificance in the face of a championship Jackass Soft Ball Baseball contest to be broadcast over the Columbia network during Kate Smith's Hour on Thursday, July 18, between 8:00 and 9:00 P. M., A. S. T. The contest will be between the Lions Club and the Kiwanis Club of New Rochelle, New York. This program—tremendous and colossal—will come direct from the playing field in New Rochelle. The Lions, the Kiwanians, the Rotarians and the members of the New Rochelle Exchange Club are fighting this Jackass Soft-Ball business out amongst themselves. It is said that a man named Hugh Cowham has the inside track on jackasses, and expects to overpower—single-handed—the winner of this championship match. Real donkeys are used to run the bases, and in the fielding.

Columbia will send the best announcers available to New Rochelle for this broadcast. Ted Husing will head the list. Thomas Bryan George, the famous CBS turf announcer, will describe the progress of the jackasses as they run the bases. Hugh Conrad one of radio's leading announcers, will have a microphone ready to register the hoof-beats of the jackasses. And Bob Trout will act as master-of-ceremonies. Golly! This is the most fun we've had since the Put-Out-the-Cat Derby.

Almost on the eve of the divorce hearing, Joe Marlin disappears from Cedar Springs, only to turn up later at Mary's New York apartment during the Thursday, July 18, episode of "The Story of Mary Marlin," from 12:30 to 12:45 p.m. EDT, over the WABC-Columbia network.

## THURSDAY'S PROGRAMMES

CFNB, FREDERICTON, 550 K.  
8:10—"The Listening Post."  
8:30—Organ Melodies  
9:00—Birthday Party  
9:30—Maytag Melodies  
11:00—Happy Warrior Hour  
12:00—Purina Program  
12:15—Building Products Program  
12:30—Sherwin-Williams Musicales  
1:00—Waltz Time (Frigidaire)  
1:30—Royal York Concert Orchestra  
2:00—Marconi Hour  
5:00—Music Box Revue  
5:30—Dance Music  
5:45—Concert Songs  
6:00—"Maritime Parade"  
6:15—Canada Cement Program  
6:30—Symphonic Gems  
7:00—News Bulletin  
7:15—Dance Music  
7:30—Chas. Dornberger's Orchestra  
7:45—Canadian Press News Bulletin  
8:00—Harmonies du Soir, Montreal  
8:10—Soirees a Venise, Montreal  
8:15—Les Cavaliers de LaSalle, novelty Orchestra, Montreal.  
9:00—No Mournful Numbers, Winnipeg  
9:30—Goldman Band Concert, N. Y.  
10:00—Up to the Minute, Toronto  
10:30—Nova Scotia on the Air  
11:00—Can. Press News and Dominion Weather Forecast  
11:15—Jesse Crawford, organist  
11:30—Joe DeCourcy Orch. Montreal  
11:45—Across the Border, New York

WABC, NEW YORK, 860 K.  
4:00—Current Questions Before Congress.  
4:15—The Romany Trail  
4:30—Greetings from Old Kentucky  
5:00—Howells and Wright, piano duo  
5:15—The Instrumentalists  
5:30—Jack Armstrong, All American Boy.  
5:45—Men of Manhattan  
6:00—Buck Rogers in the 25th Century.  
6:15—"The Bunkhouse Follies", with Carson Robison  
6:30—Russian Bear Orchestra with Kuban Cossack Choir.  
6:55—Press-Radio News  
7:00—"Just Entertainment," variety program  
7:15—Charles Hanson Towne  
7:30—Jan Savitt's Orchestra  
7:45—Boake Carter.  
8:00—Kate Smith Hour  
9:00—Louis Prima's Orchestra  
9:15—Charles Hanson Towne  
10:00—U. S. Navy Band  
10:30—Heidi's Brigadiers  
11:00—Johnny Hamp's Orchestra  
11:30—Bill Hogan's Orchestra  
12:00—Portland Symphony  
12:30—Frankie Master's Orchestra

CKAC, MONTREAL, 730 K.  
4:00—Symphonette  
4:15—The Romany Trail  
4:30—Greetings from Old Kentucky  
4:45—Syrup Melodies  
5:00—Social Announcements  
5:15—Odette Oligny  
5:30—Fireside Program  
6:15—Musique Classique  
6:25—L'Heure Recreative  
7:00—Langelier Presente: La Voix Musicale  
7:15—Tito Guizar  
7:30—Piano Intime  
7:45—Queens Hotel Concert Trio  
8:00—Kate Smith Hour

8:30—Par Dessus les Toits Presente Par L. N. Messier.  
8:45—La Tribune de l'Air  
9:00—Louis Prima's Orchestra  
9:15—Charles Hanson Towne  
9:30—To Be Announced  
10:00—Neuvaine a Ste. Anne  
10:30—Variety Show  
11:00—Le Reporter Sportif Molson  
11:05—Johnny Hamp's Orchestra  
11:30—Bill Hogan and Orchestra  
12:00—Portland Symphony  
12:30—Frankie Master's Orchestra  
1:00—Sign Off.

WEAF, NEW YORK, 660 K.  
4:00—Woman's Radio Review  
4:30—Girl Alone, drama  
4:45—Adventure in King Arthur Land  
5:00—Meredith Willson's Orchestra  
5:30—Kay Foster, songs  
5:45—Ben Klassen, tenor  
6:00—Flying Time.  
6:15—Lee Gordon's Orchestra  
6:30—Press-Radio News  
6:35—Mary Small, songs  
6:45—Billy and Betty, drama  
7:00—Amos 'n' Andy  
7:30—The Mollie Merry Minstrels with Al Bernard and Emil Casper, end men; Wallace B. Terworth; Mario Cozzi, baritone; the Melodeers Quartet, Orch.  
8:00—Variety Hour—Rudy Vallee's Connecticut Yankees  
9:00—Captain Henry's Show Boat—Frank McIntyre; Lanny Ross, tenor; Muriel Wilson, soprano; Conrad Thibault, baritone; Kathleen Wells, contralto; Molasses 'n' January; Gus Haenschen's Show Boat Band.  
10:00—Paul Whiteman's Music Hall with Lou Holtz, comedian; Helen Jepson, soprano; Ramona the King's Men, John Hauser, Juilliard Chorus, John Mercer and Bob Lawrence  
11:00—Ramon Ramos' Orchestra  
11:15—Jesse Crawford, organist  
11:30—The National Forum  
12:00—Ben Pollack's Orchestra  
12:30—Billy Bissett's Orchestra.

WJZ, NEW YORK, 790 K.  
4:00—Betty and Bob, dramatic sketch  
4:15—Easy Aces  
4:30—A Garden of Melody  
5:00—Teddy Hill's Orchestra  
5:30—The Singing Lady  
5:45—Little Orphan Annie  
6:00—Martha Mears, contralto  
6:15—Winnie the Pooh, children's program  
6:30—Press-Radio News  
6:35—Kurt Brownell, tenor  
6:45—Lowell Thomas  
7:00—Dot and Will, drama  
7:15—Tony and Gus, dramatic sketch  
7:30—To Be Announced  
7:45—"News and Views," Graham McNamee  
8:00—Pastorale, concert orchestra and soloists.  
8:30—Hendrik Willem vanLoon, author, talk.  
8:45—Cyril Pitts, tenor  
9:00—Death Valley Days—dramatic program  
9:30—Goldman Band Concert  
10:00—To Be Announced  
11:00—Harold Stern's Orchestra  
11:30—Howard Lally's Orchestra  
12:00—Shandor, violinist  
12:08—To Be Announced  
12:30—Dancing in the Twin Cities

WTIC, HARTFORD, 1040 K.

## ALL TIMES ANNOUNCED ON THIS PAGE ARE ATLANTIC STANDARD TIME

4:00—Woman's Radio Review  
4:30—Stanley Davis  
4:45—Rhythm of the Day  
5:00—Meredith Willson's Orchestra  
5:30—Kay Foster, songs  
5:45—Ben Klassen, tenor  
6:00—Wrightville Clarion  
6:30—Press-Radio News  
6:35—Baseball Scores  
6:45—The Harmonizers  
7:00—Amos 'n' Andy  
7:15—Studio Program  
7:30—Bernard and Casper, Minstrels  
8:00—Rudy Vallee's Variety Show  
9:00—Captain Henry's Showboat.  
10:00—Paul Whiteman's Music Hall Show  
11:00—News  
11:15—Mrs. Jesse Crawford, organist  
11:30—National Radio Forum

WGYY, NEW YORK, 790 K.  
4:00—Betty and Bob, sketch  
4:15—Woman's Radio Review  
4:30—Limey Bill  
4:45—Stock Reports  
5:00—Meredith Willson's Orchestra  
5:30—Musical Program  
6:00—Flying Time  
6:15—Stubby Gordon's Orchestra  
6:30—Press-Radio News  
6:35—Evening Brevities  
6:45—Roger Sweet, tenor  
6:55—Baseball Scores  
7:00—Amos 'n' Andy  
7:15—Lang Sisters  
7:30—The Mollie Merry Minstrels with Al Bernard and Emil Casper.  
8:00—Rudy Vallee and his Connecticut Yankees  
9:00—Capt. Henry's Show Boat.  
Gus Haenschen's Band  
10:00—Paul Whiteman's Music Hall.  
11:00—Maurice Spitalny's Orchestra  
11:15—Jesse Crawford, organist  
11:30—National Radio Forum  
12:00—Ben Pollack and his Orchestra  
12:30—Billy Bissett's Orchestra  
1:00—WGYY sign off.

## FRIDAY'S PROGRAMMES

CFNB, FREDERICTON, 550 K.  
8:10—"The Listening Post"  
8:30—Organ Melodies  
9:00—Popular Songs  
9:15—Novelty Program  
9:30—Maytag Melodies  
11:00—Happy Warrior Hour  
12:00—Purina Program  
12:15—Building Products Program  
12:30—Sherwin-Williams Musicales  
1:00—Waltz Time (Frigidaire)  
1:30—Royal York Concert Orchestra  
2:00—Marconi Hour  
5:00—Musical Comedy Memories  
5:30—Symphonic Gems  
6:00—Maritime Parade  
6:15—Canada Cement Program  
6:30—Hawaiian Echoes  
6:45—Concert Songs  
7:00—News Bulletins  
7:10—Real Life Dramas  
7:15—Organ Program  
7:30—Jack Crawford's Orchestra, St. Catharines.  
7:45—Canadian Press News, Halifax  
8:00—Campbell Sisters, Toronto

8:15—Rex Battle and his Royal York Hotel Orchestra, Toronto  
8:30—Fundy Fantasy, Saint John  
9:00—While Hearts are Singing  
9:30—Woodhouse and Hawkins in Nitwit Court, Calgary.  
9:45—Wilf Carter, Yodelling Cowboy, Calgary.  
10:00—From a Rose Garden, Halifax  
10:30—Sinfonia, Toronto.  
11:00—Canadian Press News  
11:15—Jesse Crawford, organist, New York  
11:30—Billy Bissett's Orchestra  
11:45—Across the Border

WABC, NEW YORK, 860 K.  
4:00—Grab Bag  
4:30—U. S. Army Band  
5:00—Semmler and Wolman, concert piano team  
5:15—Melodic Moments  
5:30—Jack Armstrong, All American Boy  
5:45—Arlon and Shaw, vocal duo.  
6:00—Loretta Lee, The Clubmen and Orchestra  
6:15—Bobby Benson and Sunny Jim  
6:30—Allan Leaffer's Orchestra  
6:55—Press-Radio News  
7:00—"Just Entertainment" Variety Program  
7:15—Jerry Cooper, songs.  
7:45—Boake Carter  
8:00—Soconyland Sketches  
8:30—True Story Court of Human Relations  
9:00—Hollywood Hotel  
10:00—Richard Himber's Studebaker Champions  
10:30—Andre Kastelanetz presents Lois Ravel, contralto  
11:00—Chas. Dornberger's Orchestra  
11:30—Luigi Romanelli's Orchestra  
12:00—LeRoy Smith's Orchestra  
12:30—Bert Block's Orchestra

CKAC, MONTREAL, 730 K.  
4:00—Grab Bag  
4:30—U. S. Army Band  
5:00—Social Announcements  
5:15—Odette Oligny  
5:30—The Fireside Program  
6:15—Instrumental Novelities  
6:25—L'Heure Recreative  
7:00—Universal Pharmacy Program  
7:15—Real Life Dramas  
7:20—Jerry Cooper with Fray and Braggiotti Orchestra  
7:45—Les Deux Chopines  
8:00—L'Heure Provinciale, Lecture, Musicale  
9:00—Hollywood Hotel  
10:00—Neuvaine a Ste. Anne  
10:30—Variety Show  
11:00—Le Reporter Sportif Molson  
11:05—Chas. Dornberger & Orchestra  
11:30—Luigi Romanelli's Orchestra  
12:00—LeRoy Smith's Orchestra  
12:30—Sign Off.

WEAF, NEW YORK, 660 K.  
4:00—Woman's Radio Review  
4:30—Girl Alone, drama  
4:45—South Sea Islanders  
5:15—Grandpa Burton, humorous sketch


5:30—Nellie Revell, interview  
5:45—Adventure of Sam and Dick  
6:00—Congress Speaks  
6:30—Press-Radio News  
6:35—Leola Turner, soprano.  
6:45—Billy and Betty, dramatic sketch  
7:00—Amos 'n' Andy  
7:15—Uncle Ezra's Radio Station E-Z-R-A  
7:30—Pickens Sisters, vocal trio  
7:45—To Be Announced  
8:00—Cities Service Concert, Jessica Dragonette  
9:00—Waltz Time, Frank Munn, tenor  
9:30—Dorsey Brothers' Orchestra  
10:00—Campana's First Nighter  
10:30—Circus Nights  
11:00—George R. Holmes  
11:15—Jesse Crawford, organist  
11:30—Glenn Lee and his Terrace Gardens Orchestra  
11:45—The Hoofinghams, comedy sketch  
12:00—Henry King's Orchestra  
12:30—Roy Maxon's Orchestra

WJZ, NEW YORK, 790 K.  
4:00—Betty and Bob, dramatic sketch  
4:15—Jackie Heller, tenor  
4:30—Teddy Hill's Orchestra  
4:45—General Federation of Women's Clubs  
5:00—Don Rodolfo's Orchestra  
5:30—The Singing Lady  
5:45—Little Orphan Annie  
6:00—Little Old Man, children's story  
6:15—The Ivory Stamp Club with Capt. Tim Healy  
6:30—Press-Radio News  
6:30—To Be Announced  
6:45—Lowell Thomas  
7:00—Amos 'n' Andy  
7:15—Tony and Gus, dramatic sketch  
7:30—Lum and Abner, comedy.  
7:45—Dangerous Paradise, dramatic sketch  
8:00—Irene Rich, dramatic sketch  
8:15—Lucille Manners, soprano  
8:30—College Prom, Ruth Etting  
9:00—To Be Announced  
9:30—Phil Baker and Leon Belasco's 10:00—Meetin' House  
10:30—Sinfonia, Toronto.  
11:00—Harold Stern's Orchestra  
11:22—Ink Spots, novelty quartet  
11:30—Reggie Child's Orchestra  
12:00—Shandor, violinist  
12:08—Joe Rines' Orchestra  
12:30—Billy Bissett's Orchestra

WTIC, HARTFORD, 1040 K.  
4:00—Woman's Radio Review  
4:30—Madge Marley's songs  
4:45—South Sea Islanders  
5:15—Grandpa Burton  
5:30—Interview by Nellie Revell  
5:45—Adventures of Sam and Dick  
6:00—Wrightville Clarion  
6:30—Press-Radio News  
6:35—Baseball Scores  
6:45—News of the Week  
7:00—Amos 'n' Andy  
7:15—Studio Program  
7:30—John B. Kennedy, current events  
7:45—Studio Program  
8:00—Jessica Dragonette  
9:00—The Travelers Hour  
9:30—Dorsey Bros.' Orchestra  
10:00—First Nighter  
10:30—Joe Cook, B. A. Rolfe's Orch.  
11:00—News  
11:20—Mrs. Jesse Crawford, organist  
11:30—Glen Lee's Orchestra  
11:45—The Hoofinghams  
12:00—Silent

WGY, SCHENECTADY, 790 K.  
4:00—Betty and Bob, sketch  
4:15—Woman's Radio Review  
4:30—South Sea Islanders  
4:45—Stock Reports  
5:00—Lang Sisters  
5:15—Grandpa Burton  
5:30—Musical Program  
5:45—Sam and Dick Adventures  
6:00—Congress Speaks  
6:30—Press-Radio News  
6:35—Evening Brevities  
6:40—Baseball Scores  
6:45—Musical Program  
6:55—Baseball Scores  
7:00—Amos 'n' Andy  
7:15—Uncle Ezra's Riddio Station E-Z-R-A  
7:45—Uncle Ezra's Radio Station E-Z-R-A  
8:00—Cities Services Concert, Jessica Dragonette, Cities Service Quartet, Orchestra  
8:30—WGY Farm Forum  
9:00—Waltz Time, Frank Munn, tenor; Abe Lyman's Orchestra  
9:30—Manny LaPorte's Orchestra  
10:00—The First Nighter, sketch  
10:30—Circus Night  
11:00—Talk—George R. Holmes  
11:15—Jesse Crawford, organist  
11:45—Hoofinghams, sketch  
12:00—Henry King's Orchestra  
12:30—Roy Maxon's Orchestra  
1:00—WGY Sign Off

Chicago NBC studio pickups: Bob Becker, author and outdoors expert, on an exploratory trip to South America in 116 found a new species of humming bird and a burrowing owl. A bat discovered by him there was named after him—the Colin bonar-tensis Becker! . . . Pat Barrett (Uncle Ezra) has played every state in the union and many communities in Canada and Mexico as a stock company and vaudeville actor.



The Bridge of Intelligent Endeavor is the way to the Castle of Achievement.

Though sincerely attentive to the needs of every occasion, our service is within the means of all.

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