

New Publicity Act For Benny To Unfold On Program Sunday

Not satisfied with getting Benny slugged by a gangster for publicity and involving him in a contest in which several hundred thousand people wrote Jack letters to explain why they couldn't stand him, demon press-agent Steve Bradley has a new stunt which will be unfolded on the Benny program at 7 p. m. Sunday over NBC.

"Mr. Bradley has a perfect client in the Boss," says Rochester. "Mr.

Benny is a modest man by nature but under pressure will allow himself to be persuaded that he's news."

The story of the scientific discovery which created a new era is dramatized on the "Exploring The Unknown" broadcast, "What Is An

Atom," at 9 p. m. Sunday over MBS on the "Exploring The Unknown", broadcast.

Baby Snooks starts a neighborhood smear campaign with the printing press she got for Christmas and poor Daddy Higgins pays and pays on "The Baby Snooks Show," heard at 6:30 p. m. Sunday over CBS.

In a fit of paternal indulgence, Daddy proposes to build a statue of snow in the park. Civic pride lifts its head and Daddy has to hire a sculptor in order to keep up with

his publicity. To perpetuate the family in marble, he proposes a statue of Snooks, but the city understandably enough, says, "No, no."

A week-end relaxation trip is interrupted when Barton Drake and Inspector Danton chance upon the body of a man in the midst of lonely wastelands and finds themselves involved with a "Murder In The Desert," during the "Murder Is My Hobby" program at 4 p. m. Sunday over MBS.

From a casual examination the victim appears to have died by snakebite, but it develops that a would-be killer has stabbed the man with a knife to make double certain of his plan to kill.

Gregory Ratoff, motion picture director, actor and comic, drops in for a visit with Phil Baker on "Take It Or Leave It," radio's \$64 quiz in the broadcast over CBS at 10 p. m. Sunday.

State geologists estimate that there are 620,000,000,000 tons of coal in the state of Wyoming. They estimated that such an amount would be enough to run the world for 1,000 years.

LABOR BALLOT ORDERED
WASHINGTON, Jan. 5 —(UP) — The National Labor Relations Board today ordered an election held among employes of the Louisville, Ky., Sanitary Wiper Co. Inc., to determine whether the workers wish to be represented by Gertrude Stivers, employe, or the Amalgamated Clothing Workers of America (CIO.)

QUILNA



She's tough...
She's rough...
She's rugged...
but what a heart!



Radio Guide

SUNDAY, JAN. 6
(Lima Time)

P.M.
1:00—Fifteen minutes newscast—nbc
Singing Canaries Program—mbs
1:15—America United-A. F. I.—nbc
Ilka Chase—mbs