

# March of Dimes Due To Open With Broadcast from Texas

The March of Dimes campaign will be opened officially by Basil O'Connor, president of the National Foundation for Infantile Paralysis, over the American Broadcasting Co. facilities at 3:45 p. m. Sunday.

The program will originate from the school house in Dime Box, Texas, with O'Connor being introduced by Gov. Coke R. Stevenson of Texas.

Tips on tipsiness form part of an unusual dramatization about "Alcohol," on the "Exploring the Unknown" series at 9 p. m. Sunday over MBS. The story will explore the history of alcohol as well as its uses and abuses. Sherman H. Dryer produces and directs the series.

Harold Peary, as "The Great Gildersleeve," goes hunting for a job for a gob, in his comedy broadcast over NBC at 6:30 p. m. Sunday.

Ben Waterford, back from the

Navy, is in the market for civilian employment, and Gildy's efforts to help him bring on a series of laugh-provoking incidents.

Jack Benny's contact with Joe Louis and Bill Stern on recent radio shows has given him ideas. For his broadcast at 7 p. m. Sunday over NBC, Jack will engage in a special match with the winner of the Los Angeles Open Golf tournament now in progress.

Rain on the roof, plus the story of Noah and the Ark told a la Snooks, leads Daddy to prepare for disaster on "The Baby Snooks Show" at 6:30 p. m. Sunday over CBS.

The terrible tot insinuates that the dam is breaking and trouble is imminent, whereupon Daddy

## Radio Guide

SUNDAY, JAN. 13

(Linn Time)

P.M.

1:00—Fifteen minutes newscast—nbc

Leo Cherneo—mbs

1:15—American United-A. F. A.—nbc