

New Milton Berle Program Will Make Debut Saturday

Gag Master To Emcee New Type Show Over WEAf AT 8:30 P. M.; Col. Stoopnagel Is First Guest

Col. Lemuel Q. Stoopnagel is picked to be the first guest-gagbuster on Milton Berle's new weekly program, "Stop Me If You've Heard This One" which makes its debut Saturday at 8:30 p. m. over WEAf.

Deviating from the usual quiz type of program, "Stop Me If You've Heard This One" is concerned primarily with gags. Berle, as emcee, will read various gags and a Board of Gagbusters, composed of Col. Jay C. Flippen, Harry Hershfield and a guest gagbuster, will attempt to stop Berle with the gag payoff before he finishes telling it.

The radio audience participation angle enters the Berle show with listeners contributing the jokes. Those contributing jokes used on the show will receive a cash award. If the Board of Gagbusters misses the payoff, the cash award is doubled to the originator of the gag.

A different guest band will be used each week, with Joe Rinos and his orchestra set for the initial program.

Instituting a new guest star policy with a swing twist, Benny Goodman will start playing host to the instrumental and vocal swing specialists of America, commencing Saturday, 10:00 p. m. over WEAf, when he introduces Mildred Bailey, "Queen of the Blues," as his first visitor.

The wife of Red Norvo, the band-leader, with whose musicians she has made many appearances in cabarets and on the stages of the country's leading motion picture theatres, Mildred Bailey is related to music on her brother's side, too. The brother is Al Rinker, originator of "Saturday Night Swing Parties" over the air, and active in musical circles.

Mildred is known as the "Rocking Chair Lady" because of her popularizing of that tune, but also has put over such other songs as "Week End of a Private Secretary," and assorted blues numbers. She is 5 feet 2 inches tall, "weighs plenty," and has black hair and brownish eyes. She is a direct descendant to General Robert E. Lee. Though she sings, her hobby remains the piano of her girlhood days.

Winsome Betty Winkler will be starred for the third time in Arch Oboler's current series of dramas when she appears in "Happy Year" over WEAf, Saturday, at 10:30 p. m.

Miss Winkler, who is heard regularly from NBC's Chicago studios in Girl Alone and other popular productions, is considered by Oboler to be one of the most talented young actresses in radio.

He cast her frequently when he was writing the Lights Out thrillers. Last April, just after he started his present series, he induced her to make a special trip to New York to star in his "The Last Man." When he visited Chicago in May, Betty was his choice for an equally important role in "The Word." And now he is stopping off there on a trip to Hollywood in order to use her in his latest play.

Art For Your Sake, a new public service program designed to accomplish for the graphic arts what the NBC Music Appreciation Hour has done for music, will be introduced as a SATURDAY night feature of WEAf from 7:30 to 8 p. m.

This new series, presented in cooperation with the National Art society, is intended to acquaint Americans better with the great masterworks of painting, to interpret their less obvious messages and show how these works contribute to the enrichment of life in our day.

Each broadcast will present a dramatization concerning the life and work of some great artist with discussion of one of his canvasses by Dr. Bernard Myers, of

BEST BETS SATURDAY

- 8:30—Milton Berle's Program, WEAf.
- 9:00—Your Hit Parade, WARC.
- 10:00—Camel Caravan, WLW.
- 10:30—Death Valley Days, WLW.

the Fine Arts Department of New York university. These dramatizations will be written by expert script writers, each selected for his knowledge of the artist and personal enthusiasm for his paintings.

A legendary "woman in blue" who spread Christianity among the American Indian tribes of the southwest and yet apparently never left her native Spain, was Maria Coronel. Born in Agreda, Spain, in 1602, she wrote detailed accounts of her work among tribes of unexplored America. Altho records show that Maria Coronel never left Spain, missionaries years later confirmed her reports and found that practically every Indian tribe had a legend about the "woman in blue" who visited, nursed and taught them.

SATURDAY, OCTOBER 7

- Eastern Standard—Subtract One Hr. for CST, 2 Hrs. for MT—P. M.
- (Changes in programs as listed due to last-minute network corrections)
- 1:15—World Series Game — mbs-wor
- 3:00—Matinee in Rhythm — nbc-weaf
- To Be Announced (30 m.)—nbc-wjz
- The Merry Makers Orch.—cbs-wabc
- 3:30—Dancing Music Orch.—nbc-weaf
- Rhythmic Moods, Dancing—nbc-wjz
- Charles Paul and Organ—cbs-wabc
- 4:00—Dancing Music Orch.—nbc-weaf
- Club Matinee on the Radio—nbc-wjz
- The Dancepioneers Orchest.—cbs-chain
- Songs Sweethearts Sing—mbs-chain
- 4:30—Dance Music Orchest.—nbc-weaf
- To Be Announced (30 m.)—cbs-chain
- The Hitmakers Orchest.—mbs-chain
- 5:00—Canon of Melody—nbc-weaf
- Dance Music from the Fall—nbc-wjz
- St. Louis Sereade, Orch.—cbs-wabc
- Dancing Music Orchestra—mbs-chain
- 5:15—Europe Broadcast — nbc-chain
- 5:30—In Hollywood Today—nbc-weaf
- Dancing Music Orchestra — nbc-wjz
- Dancing Music Orchestra—cbs-wabc
- Music for the Dance—mbs-network
- 5:45—E. Thorgersen, Sports—mbs-wor
- 6:00—Kallo's Kindergarten—nbc-weaf
- News Spanish Review—nbc-wjz
- News Broadcasting Period—cbs-chain
- Dancing Music Orchest.—mbs-chain
- 6:05—The Instrumentalists—cbs-wabc
- 6:15—Sports, Dance Music—cbs-wabc
- 6:25—News Broadcast—nbc-weaf-wjz
- 6:30—Religion in the News—nbc-weaf
- "Bonfire of the Mounted"—nbc-wjz
- Albert Warner's Comment—cbs-wabc
- Dancing Music Orchest.—mbs-chain
- 6:45—Bill Stern on Sports—weaf-only
- Norsemen's Quartet—nbc-red-chain
- Edith Sisters in Songs—cbs-wabc
- Eli Thorgersen repeat—mbs-west
- 7:00—Dek Tracy Detective—nbc-weaf
- Radio's Message of Israel—nbc-wjz
- To Be Announced (30 m.)—cbs-wabc
- Chicago Concert Orchest.—mbs-chain
- 7:15—E. Roosevelt—war-east & Texas
- 7:30—War News & Dance—nbc-weaf
- "Quiz"—wjz-wjz-tdka-wlam-wmaq
- Dance Music Orch.—nbc-blue-chain
- Saturday Scene Concert — cbs-wabc
- Swing Session Orchestra — mbs-wor
- 7:45—Dance Music Orchest.—nbc-weaf
- Sam Ratter on Sports—mbs-wor-east
- 8:00—"To Be Announced"—nbc-weaf
- Dancing Music Orchestra — nbc-wjz
- "County Seat," Dramatic—cbs-wabc
- The Tropical Sereade, Or.—mbs-wor
- 8:25—NBC Concert Orchest.—nbc-weaf
- Brent House, Serial Series—nbc-wjz
- Let's Join the Band, Or.—cbs-wabc
- Hawaii Songs a Program—mbs-wor
- 9:00—Dance Music Orchest.—nbc-weaf
- Radio National Barn Dance—nbc-wjz
- The Saturday Hit Parade—cbs-wabc
- Geo Fisher, Pioneers' Song—mbs-wor
- 9:30—Death Valley Days — nbc-chain
- San Francisco Fair Con.—mbs-wjz
- 9:45—Music via the Air—to wabc-only
- Saturday Night Serenade—cbs-chain
- 10:00—Benny Goodman Orchest.—nbc-weaf
- News & Dancing Music — nbc-wjz
- Symphony Stairs Orchest.—mbs-wor

STATIONS THAT MAKE UP