

EDDIE'S TOOTHPASTE!

Ernie Takes a Peek at Mr. Cantor's Show—Here's What He Found—

BY ERNIE PYLE

NEW YORK, Feb. 1.—Going to see radio programs broadcast has come to be a big thing in New York. More than 50,000 people a week are seeing broadcasts, and it doesn't cost them a dime.

Sponsors figure it is good business to let people see their radio shows, so they print tickets and give them to favored customers and friends.

The movies and vaudeville houses didn't like it at first, and probably don't like it any better even now, but they've stopped squawking. The radio companies say it doesn't hurt the theaters. A fellow who sees a radio show for nothing, they say, "still has the money left to see a regular show at a theater." They're assuming, of course, that he had some money in the first place.

They also say that 50,000 a week isn't much. They point out that one movie theater in New York seats 6,000, and fills up five times a day. That's 30,000 movie customers in one theater in one day.

COLUMBIA, which is the smaller chain, outpicks NBC in number of free spectators. That's because Columbia, in addition to its regular studios (which are quite small) broadcasts from three theaters it has taken over around Times Square.

I went to one of these free shows the other day. It was Eddie Cantor's rehearsal. Cantor is the only one, I believe, who puts on a public preview.

He gets his program all ready, rehearses it a number of times. Then at 1:30 on Sunday afternoon he puts it on in the 44th St. Theater before an audience of 1,000.

It's just a final rehearsal, but it's put on as though it were really going on the air. Even the engineers are there, to see how it sounds over the loud speakers.

THE theater is just the same as it always was, except that the two lower boxes have been boxed in with glass and made into control rooms. You can see the engineers turning their dials, and see the lights flashing on and off.

There is no scenery. The orchestra is on the stage. Four or five microphones are scattered around the stage. At one side a fellow is stationed before a big stand, turning pages, following the script, watching the time.

The announcer comes out and gives a little speech before they start. He tells what the performance is all about, and tells people to laugh all they want to.

Then the show starts, and goes just the way you hear it on the air. Except that, instead of lasting half an hour, it lasts 40 minutes. Cantor remembers the things that didn't get much of a laugh.

So between then and air time at 7:30 that evening, he cuts out the duller stuff, and edits his show down to 30 minutes. That's why he has this public rehearsal, to get public reaction. "If he'll send me a dime, I'll tell him what my reaction was."

I WAS surprised to see how nearly like a real stage these broadcasts are.

The players all dressed in character. Men representing comic Supreme Court justices had on black gowns and wigs and long beards.

People representing farmers were dressed like real farmers. There was some mention of a cat, and a stage hand came out holding up two real cats by the scruff of the neck. The characters all worked hard and furiously.

After it was over, Cantor came back out for a little speech to the audience.

He said: "You've just heard a lot of mention about this toothpaste we're advertising on this program. Now you don't need to get scared and take this too seriously."

You felt you were being let in on some real inside stuff.

"We don't mean you have to go right out to the first drug store and buy a tube of this toothpaste," continued Eddie. "It's not as serious as that."

"But," he said, rolling his eyes, "if you haven't bought some by Wednesday, we're in plenty of trouble." The audience roared, and went home.

Sponsor Extends Life of Program

CHICAGO, Feb. 1.—Jessica Dragonette, the Revelers, Rosario Bourdon and his orchestra are to be heard on the radio each Friday for at least another year. A vote of confidence from their sponsors in the form of new contracts was sent each member of the group this week.

Mr. Bourdon, conductor, has been a leading member of the cast since June 10, 1927. Miss Dragonette joined the program Jan. 3, 1930, and the Revelers were added in November, 1933.

The 500th broadcast of the series is to be Friday, Feb. 28.

Song Is Composed During Radio Delay

CHICAGO, Feb. 1.—When Jack Owens sang "Cathedral Hymn," a memorial song to the late King George V, Breakfast Club radio listeners did not know it had been written only a few minutes before going on the air.

The Breakfast Club program was delayed from 8 to 8:30 in the morning while funeral services for the king were broadcast. In this interval, Walter Blaufuss, conductor, and Don McNeill, master of ceremonies, wrote the music and words of the hymn.

LOCAL AND NETWORK DIALS

Abbreviations: N—National Broadcasting Co.; C—Columbia Broadcasting System; M—Mutual Broadcasting Co.; Or—Orchestra.

Member stations and kilocycles of the network are:
NBC-WJZ-WLW (700), WIRE (1400), WJAZ (1070), WMAQ (670), and WWSM (650).
NBC-WJZ-WLW (700), WIRE (1400), WWSM (650), WLS (870), WMAQ (670), and WWSM (650).
CBS-WABC-WFMB (1230), WOWO (1160), and WBBM (770).

When there is no listing for a station at quarter and half-hours, its preceding listed program is on the air.

TODAY

(Programs subject to station changes.)

4—Metropolitan Opera (N) WJZ-WFMB, WIRE.

Musical Adventures WLW.

Frank Dalrymple's Or. (C) WFMB.

4:15—Jackie Heller WLW.

Tea Time Times WFMB.

4:30—Karlene Larson (N) WFMB, WLW.

Albert Payson Tonno's Or. (N) WJZ.

4:45—Rhythm Boys WIRE.

West-end News (N) WJZ.

4:55—Vincent Lopez's Or. WFMB.

5—Oto Thurn's Or. (N) WFMB, WIRE.

Moods WLW.

5:15—Morton L. Person WLW.

5:30—News (N) WFMB-WJZ, WIRE.

5:45—Madrigals' Or. (N) WFMB, WIRE.

5:55—Aviation Talk WFMB.

6—King's Jesters (N) WJZ, WIRE.

Organ Moods WFMB.

6:15—Three Little Words (C) WFMB.

6:45—Religion in the News (N) WFMB.

6:55—Gus Karger WLW.

7—Your Hit Parade (N) WFMB, WIRE.

Spanish Revue (N) WJZ.

7:15—Beauty Box Theater (C) WFMB.

7:30—Boston Symphony Or. (N) WJZ.

7:45—Rubinoff and Violin (N) WFMB, WIRE.

8—Russian Symphonic choir (N) WJZ.

8:30—National Barn Dance (N) WJZ, WIRE.

9—Al Jolson (N) WFMB, WLW.

9:15—Law for the Layman (C) WFMB.

9:30—To be announced WIRE.

9:45—Sherlock Holmes WLW.

9:55—National Conference program (N) WFMB, WIRE.

10—Telling Rep. Hamilton Fish (N) WJZ.

10:15—Public Opinion (C) WFMB.

10:30—To be announced (N) WJZ.

National Barn Dance WLW.

10:45—Dick Gaspar's Or. (N) WFMB.

10:55—Abe Lyman's Or. (C) WFMB.

11—Ben Bernie's Or. (N) WFMB, WIRE.

11:15—Ray Noble's Or. (N) WJZ.

11:30—Eddie Duchin's Or. (N) WFMB, WIRE.

11:45—Jelly Time, Kay Kayers Or. WLW.

11:55—Caravan Carnival (N) WJZ.

12—Alto the Indiana folk WFMB.

12:15—Claude Hopkins's Or. (C).

12:30—News WLW.

12:45—News WFMB.

12:55—News WJZ.

1—On the Air Today (C) WABC.

Melody Hour (N) WFMB.

1:15—William Meader (N) WJZ, WLW.

1:30—Organ Revue (C) WABC only.

1:45—Summary of Programs (N) WJZ.

1:55—Lyric Serenade (C) WJZ.

2—Church of Christ WLW.

2:15—Radio Spotlight (N) WABC only.

2:30—Maurice Brown (C).

2:45—Summary of Programs (N) WFMB.

2:55—Sunday Worship (C).

3—Mexican Marcha Or. (N) WFMB, WIRE.

3:15—Coast to Coast on Bus (N) WJZ, WLW.

3:30—Chandler Goldwaite Ensemble (N) WFMB.

3:45—Church of the Air (C) WFMB.

3:55—The Radio Pulpit (N) WFMB, WIRE.

4—Southernaires (N) WJZ, WLW.

4:15—Dr. Raymond Walters WLW.

4:30—News (C).

4:45—Christian Men Builders WFMB.

4:55—National Federation of Music Clubs (N) WFMB, WIRE.

5—Give Us the Funnies (N) WJZ.

5:15—Walters Brown String Four WLW.

5:30—Beethoven Sonata Series (C).

5:45—Children's Hour (C).

5:55—News (N) WFMB-WJZ, WLW.

6—Watchtower WIRE.

6:15—Salt Lake City Choir (C).

6:30—Jimmy Grier's Revue WFMB.

6:45—Major Bowes (N) WFMB.

6:55—Crystal Melody WIRE.

7—Ann. Pageant of Youth (N) WJZ.

7:15—Romany Trail (C) WFMB.

7:30—Discussion (N) WFMB, WIRE.

7:45—Symphony Or. (N) WJZ, WLW.

7:55—News (C) WFMB.

Best Short Waves

MOSCOW—3 p. m.—Broadcast in English. RW-59, 50 m. (6000 kc.)

GENEVA—4:30 p. m.—League of Nations. HBL, 31.2 m. (9550 kc.).

LONDON—5 p. m.—Two Plays. GSC, 31.3 m. (9580 kc.).

LONDON—9 p. m.—Foreign Affairs. GSD, 25.5 m. (11500 kc.).

LONDON—11 p. m.—Messages to the Far North. WEXX, 48.8 m. (6140 kc.).

11—Frank Dalrymple's Or. (C) WFMB.

11:15—Joe Weller's Or. (N) WFMB, WIRE.

11:30—Teddy Grundy's Or. (N) WFMB, WIRE.

11:45—Benny Goodman (N) WJZ.

11:55—Ed Wynn (N) WJZ.

12—Moon River WLW.

A. M.

6:30—Organ Revue (C).

6:45—Chuck Wagner WFMB.

6:55—Pauline Weston (N) WFMB, WIRE.

7:15—Fletcher Henderson's Or. (N) WJZ.

7:30—Devotional Music (N) WJZ.

7:45—Chandler Chats.

7:55—On the Air Today (C).

8—Musical Club's Or. (N) WJZ.

8:15—Divano Trio WLW.

8:30—Good Morning Melodies (N) WFMB.

8:45—City of the Consumers Guide (C) WFMB.

8:55—Happy Jack (N) WFMB, WIRE.

9—Fred Miller (C).

9:15—Happy Jack (N) WFMB, WIRE.

9:30—Fred Miller (C).

9:45—Happy Jack (N) WFMB, WIRE.

9:55—Fred Miller (C).

10—Happy Jack (N) WFMB, WIRE.

10:15—Fred Miller (C).

10:30—Happy Jack (N) WFMB, WIRE.

10:45—Fred Miller (C).

10:55—Happy Jack (N) WFMB, WIRE.

11—Fred Miller (C).

11:15—Happy Jack (N) WFMB, WIRE.

11:30—Fred Miller (C).

11:45—Happy Jack (N) WFMB, WIRE.

11:55—Fred Miller (C).

12—Happy Jack (N) WFMB, WIRE.

12:15—Fred Miller (C).

12:30—Happy Jack (N) WFMB, WIRE.

12:45—Fred Miller (C).

12:55—Happy Jack (N) WFMB, WIRE.

1—Fred Miller (C).

1:15—Happy Jack (N) WFMB, WIRE.

1:30—Fred Miller (C).

1:45—Happy Jack (N) WFMB, WIRE.

1:55—Fred Miller (C).

2—Happy Jack (N) WFMB, WIRE.

2:15—Fred Miller (C).

2:30—Happy Jack (N) WFMB, WIRE.

2:45—Fred Miller (C).

2:55—Happy Jack (N) WFMB, WIRE.

3—Fred Miller (C).

3:15—Happy Jack (N) WFMB, WIRE.

3:30—Fred Miller (C).

3:45—Happy Jack (N) WFMB, WIRE.

3:55—Fred Miller (C).

4—Happy Jack (N) WFMB, WIRE.

4:15—Fred Miller (C).

4:30—Happy Jack (N) WFMB, WIRE.

4:45—Fred Miller (C).

4:55—Happy Jack (N) WFMB, WIRE.

5—Fred Miller (C).

5:15—Happy Jack (N) WFMB, WIRE.

5:30—Fred Miller (C).

5:45—Happy Jack (N) WFMB, WIRE.

5:55—Fred Miller (C).

6—Happy Jack (N) WFMB, WIRE.

6:15—Fred Miller (C).

6:30—Happy Jack (N) WFMB, WIRE.

6:45—Fred Miller (C).

6:55—Happy Jack (N) WFMB, WIRE.

7—Fred Miller (C).

7:15—Happy Jack (N) WFMB, WIRE.

7:30—Fred Miller (C).

7:45—Happy Jack (N) WFMB, WIRE.

7:55—Fred Miller (C).

8—Happy Jack (N) WFMB, WIRE.

8:15—Fred Miller (C).

8:30—Happy Jack (N) WFMB, WIRE.

8:45—Fred Miller (C).

THE RADIO WAVES

May Robson to Be Presented Tonight in Special Play on Al Jolson Program

MAY ROBSON, stage and screen actress, is to be presented in a special radio play by Al Jolson on NBC at 8:30 tonight. On the same program are to be Mike Riley and Ed Farley, co-authors of "The Music Goes Round and Around."

Political leaders who are to make radio speeches tonight are Rep. Bertrand H. Snell, on CBS at 8:30, and Rep. Hamilton Fish, on NBC at 8:30. Both are to discuss New Deal policies.

Ted Husing is to describe on CBS at 9 tonight the Wanamaker Mile, feature race of the New York Milrose games. Competing are Don Lash, Indiana University champion distance runner; Glenn Cunningham, 1500-meter king, and three other champions.

Many Saturday and Sunday musical programs of quality are discussed under "Music Today" on this page.

SATURDAY NIGHT REVIEW

Two young film stars, Jackie Coogan and Betty Grable, are to be featured guest artists on the Saturday Jambores at 5:45 on NBC. Jackie is to present a brief sketch with Miss Grable, who also is to sing "Rhythmic," which she gave in the movie, "College."

A new hit tune, "Moon Over Miami," has crowded the "round and around number out of first place. Your Hit Parade statistics show, "Alone" has risen to second place and "With All My Heart" in third position. These tunes are to be played on Your Hit Parade, NBC at 7.

RUBINOFF is to honor his friend, Fritz Kreisler, whose birthday is tomorrow, during his program on NBC at 8. An overture of four Kreisler compositions, "Schoen Rosmarin," "Liebesfreud," "Caprice Viennois" and "Tambourin Chinois," is to be featured.

Uncle Ezra, by cracky, is to have a double tonight. When the NBC barn dance gets under way at 8:30, the problem is to tell when Uncle Ezra leaves off and the double begins.

A Conan Doyle's mythical detective, Sherlock Holmes, with Dr. Watson and his "friends" are to return to the air at 9:30 over WLW and the Mutual network. The detective series is to be heard weekly at this hour.

Dr. Stephen S. Wise is to speak on a special program from the second annual National Conference for Palestine, convening in Washington, over NBC at 9:30. On the same program talks are to be made by Simon Marks, member of the British delegation, and Dr. Israel Goldstein, national chairman of the conference.

SUNDAY A. M. PROGRAMS

RELIGIOUS services—Little Church of the Air, WFMB at 8:30; East Side Church of Christ, WJZ at 8:30; Dr. S. Parkes Cadman, NBC-WJZ at 9; the Rev. Owen C. Brown, secretary of American Baptist Publication Society, CBS at 9; Christian Men Builders, WFMB at 9:30; the Rev. Dr. Joseph A. Daly of St. Gregory's Church, New York, CBS at 12 noon.

A National Federation of Music Clubs broadcast on NBC at 9:30 is to present Mrs. George Hall, second vice president, and Margaret Hanshaw, contralto, winner of the Federation's Young Artists contest in 1935.

Jan Pearce, tenor, is to be soloist with Radio City Music Hall symphony orchestra at 11:30 on NBC. Other 11:30 broadcasts are to include the CBS "Romany Trail" program and the University of Chicago Round Table discussion on NBC on "Minding One's Own Business."

SUNDAY P. M. FEATURES

"Sylvia" is to be Franz Linin's opening ballad on the "Musical Footnotes" program on CBS and WFMB at 12:30. Vivian della Chiesa, soprano, is to sing "La Girometta," and the two are to be heard in "Tis the End, So Farewell."

NATURE'S best-known weather prophet, Mr. Grumbach, is to have his day of the year Sunday, and John B. Kennedy, reporter for Magic Key, NBC, WIRE at 1, is to be on hand with his microphone at the Bronx Zoo, New York, to report what happens. He also is to interview Dr. Raymond L. Dinkers at the zoo on the whys and wherefores of the groundhog legend. Willis R. Gregg, chief of United States Weather Bureau, and Edgar B. Calvert, chief of the forecasting division, are to discuss scientific weather reporting.

Jose Manzanera has a collection of more than 5000 South American melodies from which to choose his CBS, WFMB program at 1:30.

Current popular hits are to share honors with favorites of past decades in Abe Lyman's "Melodiana" at 4 on CBS and WFMB.

SUNDAY NIGHT BROADCASTS

The big three of Sunday night comedy with their numerous stooges and orchestral backgrounds are to start filling the air with witticisms at 6. Eddie Cantor on CBS and WFMB and Jack Benny on NBC-WJZ and WLW each is to entertain his own following, while Phil Baker is to take up where the others leave off at 6:30 on CBS and WFMB.