

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 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 6000, 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, outpulls 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 dress rehearsal. Eddie is the only one, I believe, who puts on a public preview. He gets his programs all ready, rehearses it a number of times. Then at 1:30 on Sunday afternoons he puts it on in the 44th Street Theater before an audience of 1000.

It's just 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. Eddie remembers the things that didn't get much of a hearing.

So between them and air time at 7:30 that evening, he cuts out the dullest 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 rub 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, Eddie 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 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, "you haven't bought some by Wednesday, we're in plenty of trouble." The audience roared, and went home.

Sponsor Extends Life of Program

Times Special

CHICAGO, Feb. 1.—Jessica Dragone, 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 Dragone 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

Times Special

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 when funeral services for the King were broadcast. In this interval, Walter Blaustein, conductor, and Don McNeil, 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 System; Or—Orchestra.

Member stations and kilocycles of the network are: NBC—WEAF—WLW (700), WIRE (1400), WMAQ (1070), WMAQ (670), and WSM (650).

NBC—WJZ—WLW (700), WIRE (1400), WENR (870), WLS (870), WMAQ (670), and WSM (650).

CBS—WABC—WFBM (1230), WOVO (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.)

P.M. 4—Metropolitan Opera (N) WJZ—WEAF, WIRE.

4—Musical Adventures WLW.

4—Royal's Or. (C) WFBM.

4—Frank Dailey & Or. (C) WFBM.

4:15—Rocky & WLBW.

4:15—Tea Time Times WFBM.

5—Kindergarten (N) WEAF, WLW.

5—Albert Parson Terhune (N) WJZ.

5—Vincent Lopez's Or. (C) WFBM.

5—Ottie Thurn's Or. (N) WEAF, WIRE.

5—Modus WLW.

5:15—Morton L. Ferson WLW.

5:15—News (N) WEAF—WJZ, WIRE.

5:15—Miss Linda Rodriguez's Or. WIRE.

5:15—Rhythym Talk WFBM.

5:15—Alma Kitchell (N) WEAF, WIRE.

5:15—Kathy & WLBW.

5:15—Organ Devotions (N) WJZ.

5:15—Pittsburgh Jamboree (N) WLW.

5:15—Mid—Moon River WLW.

MONDAY (A.M.)

6:30—Organ Revelle (C).

6:30—Chuck Wagon (C) WFBM.

6:30—John & Jane (N) WEAF.

6:30—Morning Devotions (N) WJZ.

6:45—Morning Devotions WIRE.

6:45—Sister Mary (N) WEAF, WIRE.

6:45—Institute Singers (N) WEAF, WIRE.

6:45—Choiristers (M) WLW.

6:45—Young Man About Town WFBM.

6:45—Caribou Band (C).

6:45—Washington Merry-Go-Round (M) WLW.

6:45—Program Summary (N) WFBM.

6:45—Holy Smith (C).

7—Your Hit Parade (N) WEAF, WIRE.

7—Spanish Revue (N) WJZ.

7:15—Beauty Box Theater (C) WFBM.

7:15—Boston Symphony (C) WJZ.

7:15—Nite Notes (C) WFBM.

7:15—Public Opinion (C) WFBM.

7:15—News WLW.

7:15—To be announced (N) WJZ.

7:15—Patti Chapel (C) WFBM.

7:15—National Barn Dance (N) WJZ.

7:15—Al Jolson (N) WEAF, WLW.

7:15—Truth Barlow WFBM.

7:15—Along Right (C) WFBM.

7:15—Laurel & Hardy WFBM.

7:15—Dick Gaughan (C) WEAF.

7:15—Aly Lyman's Or. (C) WFBM.

7:15—News, Joe Rine's Or. (N) WJZ.

7:15—Bob Hope's Or. (N) WEAF, WIRE.

7:15—Ray Nobile & WLBW.

7:15—Louise Lowe & WFBM.

7:15—Ennie Madriguera's Or. WLW.

SUNDAY (A.M.)

7—On the Air Today (C) WABC.

7—Melody Hour (N) WEAF.

7—William Meeder (N) WJZ, WLW.

7—Organ Revelle (C) WABC only.

7:28—Programs of (N) WJZ.

7:30—Lyric Service (C) WJZ.

7:30—Picture Pictures (N) WJZ.

7:30—Church Forum WLW.

7:30—Music of Experience (C) WABC.

7:30—Maurice Brown (C) WJZ.

7:30—Summary of (N) WEAF.

8—Sunday Worship (C).

8—Mexican Marimba (C) WIRE.

8—Coast to Coast on Bus (N) WJZ, WLW.

8:30—Chorus Goldthwaite Ensemble (N) WEAF.

8:30—Children of the Air (W) WFBM.

8:30—Children of the Air (C) WIRE.

8:30—Children of the Air (N) WEAF.

8:30—Children of the Air (C) WIRE.

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