

LITERARY DIGEST

October 31, 1936

WESTWARD HO! Hollywood Gets Broadcasting Stations Convenient for Film Talent



NBC's Hollywood home



CBS's planned one

The mountain had trouble flying to Mohammed, so the broadcasting companies are building studios in Hollywood to get film stars who dislike traveling to New York to sing two songs and crack five jokes over the air, even for a \$1,500 check.

Last week, Columbia Broadcasting System announced a \$1,000,000 Pacific Coast radio-center.

Workmen will start next January, erecting auditoriums, studios and offices for Columbia and KNX, 50,000-watt station, on busy Sunset Boulevard. By next October, a neon sign will flash "CBS" over the modern glass brick structures designed by famed modern architect William Lescaze.

Even plans for long forthcoming television are included.

The *trek* to Hollywood of the broadcasting companies began in dead earnest last winter when the National Broadcasting Company opened a large building—fire-proof, earthquake-proof, sound-proof and air-conditioned. White stucco and black and chromium trim etch its modern lines, and tropic palms give the proper Southern California setting.

Developments—Three reasons account for Mohammed's visit to the mountain: (1) many radio stars (Nelson Eddy, Gracie Allen and George Burns, Joe Penner) have gone into the celluloid industry; (2) motion-picture stars, since sound came in, are top-flight spots for radio; (3) Hollywood is a glamorous place from which to hear a program, for *Mr. and Mrs. Average Listener*.

Movie stars spell many things to broadcast executives Donald W. Thornburgh, gray-haired, heavy-set Columbia Vice-President, and Don E. Gilman, NBC's tall, businesslike Western Division Vice-President.

Musical programs, comedians, variety provide hours such as those of the Lux Radio Theater, the Camel Caravan, Eddie Cantor, Joe Penner, and Burns and Allen (CBS), and Jack Benny, Fred Astaire, Charles Butterworth, Bing Crosby, Irwin S. Cobb, or Phil Harris's Orchestra (NBC).

But there are also programs like the Goose Creek Parson, with the gray-haired, ruddy-faced Rev. Josiah Hopkins, a Hollywood pastor, giving non-sectarian homilies between old-fashioned hymns.

To Hollywood! becomes a broadcasters' cry as New York agents of sponsored programs tire of chasing movie stars just off the boat from Europe, or catching flying Big Names on the wing eastward. "A radio-center as well as the movie capital," becomes the slogan for Hollywood.