



# Even If You Don't Garters, You Can Radio Programmes

## Nola Luxford, Well-known Hollywood, Writes of Radio



Christened Edmund Holden 43 years ago, the man in the top left-hand corner is better known to millions of listeners the world over as Frank Watanabe, the Japanese houseboy. The serious young man with the microphone is Ben Alexander (remember him in "All Quiet"?), who has become popular on the American air as the Hollywood Boulevardier, recounting screen gossip. The girl in the tree is an old screen friend, Irene Rich, who is finding life in New York busy, flitting between stage and radio. She's on the air in Radio City every week.

**T**O paint a picture of radio on the Pacific Coast is somewhat of a large order. Radio to-day is one of the major forms of entertainment, and radio stations in the United States, differing from stations in Great Britain and other European countries, are not Government controlled. The private companies which own the stations sell time on the air to firms desiring to use this means of advertising. Consequently, while sometimes the advertising becomes annoying, many times we have to thank sponsors for magnificent broadcasts.

The large firms are able to pay huge sums of money to artists, and consequently it is an almost every-day occurrence to hear symphony concerts, grand opera and the like given by the very finest musicians and artists.

The two largest network chains of broadcasting are the National Broadcasting System and the Columbia Broadcasting System, released through KFI and KHJ respectively, in Los Angeles. These companies have stations spread throughout the United States and Canada, so that a coast to coast hook-up means entertainment for millions, and tremendous advertising for the sponsor. In and around Los Angeles there are about twelve radio stations, outside the network stations. Of these KNX and KFWB (owned by Warner Brothers of picture fame) are next in importance to the chains.

**O**N my recent visit to New York I broadcast over the NBC on a fifteen-minute interview. I was shown all over the NBC studios—the world-famous Radio City. It was hard to realise that this child radio is only some fifteen years old. What strides it has made! There are 27 studios in the NBC radio city headquarters. All the studios are built like boxes within boxes, raised from the floor by felt-covered steel springs. Walls and ceilings are constructed of thick rock-wool covered with perforated asbestos board and cloth for the purpose of sound insulation.

At one time practically every broadcast of importance originated in New York. However, to-day at least 50 of these programmes originate on the West Coast. At first, picture people did not enthuse about the radio, much in the same manner, I would imagine, that stage people at first did not enthuse about the new child "motion picture," some twenty-odd years ago. But time changes many things, and picture people are now ever so eager to appear before the microphone. With talent, therefore, practically sitting on the doorsteps of the Hollywood broadcasting studios, many excellent broadcasts come right from the heart of filmdom.

Apart from the wonderful musical broadcasts with large orchestras under the leadership of men such as Toscanini and Stokowski, we repeatedly hear such artists as