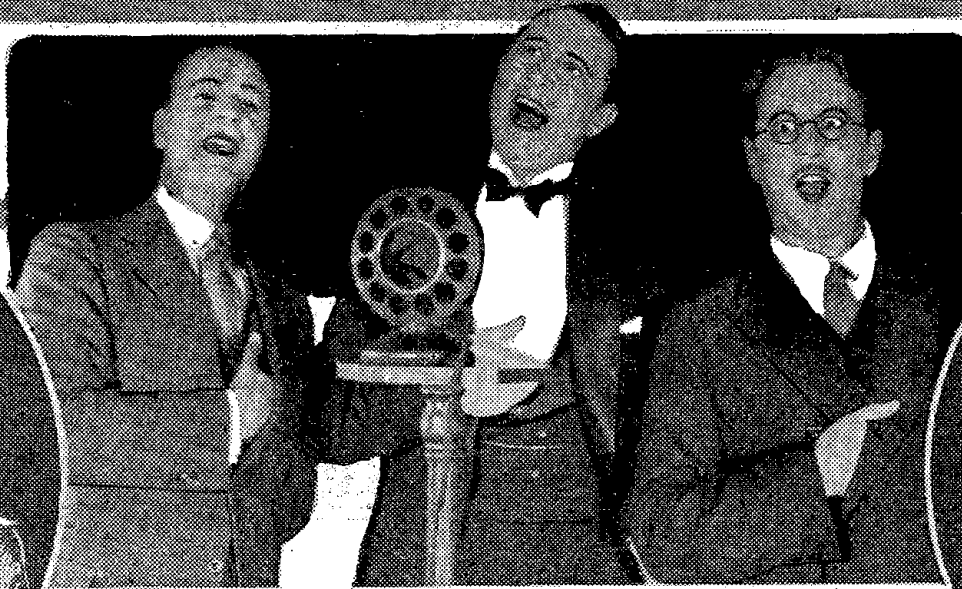


# KFWB, Where Screen Stars are Air Stars

Dorothy Devore (below) was one of Hollywood's thirteen Wampas Baby Stars of 1925—a broadcasting baby, too, at Hollywood's Station KFWB.



Louise Fazenda's microphonic drollery makes a hit over KFWB. Ben McGlashan (right, below)—not "Big Ben" but "Big Brother" to western kiddies.



Where the "Blues" come from—because that is Monte Blue right next to the little listener; Huntley Gordon (left) and Matt Moore (right). Now—one, two, three—watch the "mike" tremble when they hit that ultramarine note! Oh boy! But did you hear the four of them? The other man just went out for some more cough drops. Those KFWB fans just love this Blue trio.

**I**T ALL came about this way. Frank Murphey, who is the head of the electrical department of Warner Bros. Hollywood motion picture studios, answered a call put out for him by Jack Warner, who is the head of production at Warner's.

"Frank," said Mr. Jack Warner when Murphey had finally presented himself after regretfully parting with a balky generator, "we want a Radio station, a regular, full-sized Radio broadcast station. Like to have it up by March 4. Think you had better put it up out in front over on the east side of the lot. Go ahead and fix it up."

"You want a what, and when?" asked Murphey, for this request sounded a little different from the thousands of queer ones he had heard in a lifetime around the studios.

"I want a Radio broadcast station and I want it on the air by March 4," patiently explained Mr. Warner as if he were explaining something absurdly simple to a backward child. "That gives you 28 days from today. What more do you want. I haven't time to bother with details; get it up, get it going and come back and tell me about it."

And that, as the saying goes, was that! Did Jack Warner know that the Western Electric company would not promise delivery of a set for at least four months; that no studio was built—not even on a drawing board—that no towers were

erected, that no one around Warner Bros. had the slightest idea what a Radio station was and what to do with it after it was built? He did not, and he did not care. After the quaint ways of the old Roman emperors he had given his orders and now it was up to his organization to come through and produce the goods. To him it was no more than stating that so-and-so would play in Warner Bros. next picture, such-and-such, production to cost a certain sum and be done in six weeks.

One hour after Murphey left the one-sided conference, half of which was spent in expressing to the great Hollywood out-of-doors in colorful Hollywoodese profanity what he thought of the proposition, carpenters had their orders to build the Radio studio and the first-class Radio minds of Southern California had been summoned by telephone and telegraph to state and show what they knew about Radio.

True to schedule, KFWB came on the air March 4, 1925, with a 500-watt Western Electric station, just 28 days after Jack Warner had put out his order. Two 150-foot steel towers had been erected in front of the executive office building on Warner Bros. studio lot, a Radio studio had been built and completely equipped, staff hired and talent booked. But the night that KFWB opened up did not see Murphey among those present. He had just received an order to produce a six foot flash of artificial lightning and had just figured it out, he needed about 1,500,000 volts of electricity to do the job right, which is about one million more volts than our great industrial laboratories usually like to fool with.

So KFWB came on the air. It is a station with an unusual setting. It is the one and only Radio broadcast station owned and operated by a motion picture producing company and it is located on the production lot only a few feet away from the stages where some of our best movies are made.

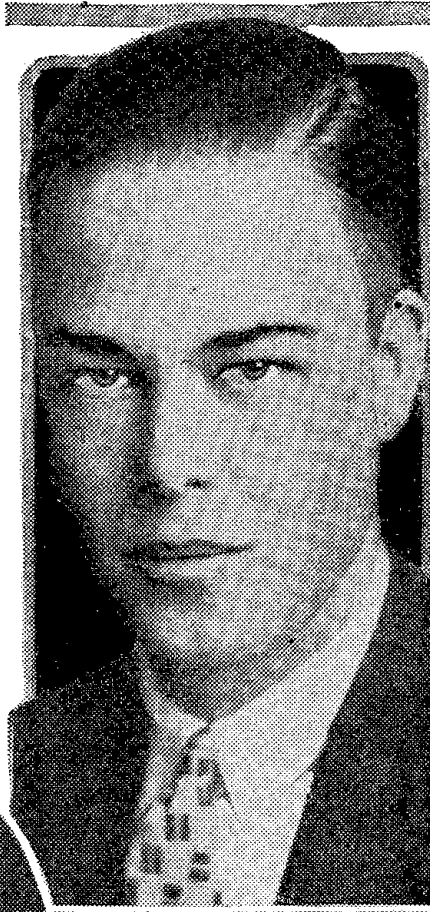
And KFWB is an unusual Radio station. Whether this is due to its affiliation with the motion picture industry, the climate of California, or Norman Manning, it is a little hard to say. Perhaps because of all three.

In the first place, many famous stage and screen stars appear over the air at KFWB as guest announcers that no other station, less fortunately located, could command.

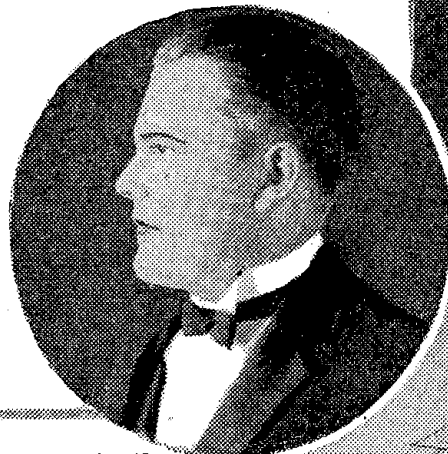
In the second place, the climate of California has attracted so many people of note in the entertainment and musical world that Hollywood and KFWB have a greater array of talent than can be secured anywhere else, with the possible exception of New York.

And lastly, Norman Manning. Look behind the scenes of every highly successful enterprise and you will find some personality that is the main-spring. In Radio stations you seldom will hear their names or know their voices as contact is made with a Radio station's audience through the announcing staff and not across the manager's desk.

Norman Manning came to KFWB without the slightest knowledge of Radio. He did not even know what a vacuum tube looked like, much less what it did. But he had a background of (Continued on page 10)



Hi Moulton, right, is the red headed leader of that red pepper orchestra, the Hollywood Revelers. Below, Warner Bros. movie and Radio studio, beneath tower.



Patsy Ruth Miller (left) — there's your Patsy darling folks, just as she stands when you hear her sweet voice over KFWB. Norman Manning (below), manager of KFWB.

