





Hollywood's two radio centers made the district every bit a rival to New York for radio production. By the end of 1938, daytime soap operas from Hollywood enthralled millions of listeners. *One Man's Family*, the number-one soap opera, moved from San Francisco to Hollywood. New on CBS, Bisquick's *Hollywood in Person* promised to bring Hollywood to noontime listeners. CBS also offered *Stars over Hollywood*, an early morning show that lasted thirteen years. Drama shows included CBS's *Sam Spade* and NBC's *Inner Sanctum*, brought to you by Carter's Little Liver Pills.

The biggest broadcasts of Hollywood network radio came in the evening, when established vaudeville and musical comedy stars transplanted from New York held forth. Their steady hold on the ratings cut across demographics. By 1938, Hollywood originated 90 percent of the personality programs. Edgar Bergen, Jack Benny, *Fibber McGee and Molly*, *Amos 'n' Andy*, and Kate Smith would have very long runs. *The New Packard Hour* offered Fred Astaire; Jack Haley stood in front of *The Log Cabin Hour*; *Kraft Music Hall* starred Bing Crosby; Eddie Cantor entertained for Texaco; Coco Malting sponsored Joe Penner; Jack Oakie and Benny Goodman sold Camel cigarettes to the college crowd. Burns and Allen broadcast from CBS Radio Playhouse. NBC leased Vine Street's Hollywood Playhouse for Fanny Brice as *Baby Snooks* and other shows.

A radio star and a movie star were often the same person. Paramount, with its studio so close to Sunset and Vine, signed most of NBC's comedy talents to motion picture deals. Only Fred Allen, Phil Baker, and Rudy Vallee wanted to take their radio shows back to the East Coast when their pictures were finished. And only Fred Allen did.



Top left: George Burns and Gracie Allen.

Top right: Bing Crosby and *Kraft Music Hall* cast with discarded script pages after broadcast.

Left: John Barrymore.

Below: CBS Radio Playhouse, formerly the Mirror Theater/Vine Street Theater; Al Levy's/Mike Lyman's is next to it.

Opposite page: William Powell and Myrna Loy in Lux's radio version of *The Thin Man*.

