



NBC'S NEW WASHINGTON, D. C., HEADQUARTERS

*This is an architect's sketch of the new entertainment and studio building for stations WRC and WMAL. The building houses a complete theatre.*



COLUMBIA'S REMODELED "MANHATTAN" THEATRE IN NEW YORK

*CBS adds to its growing list of auditorium studios. A smaller studio was dropped.*

## *New and Modernistic*

# NETWORK STUDIOS

By Samuel Kaufman

**B**OTH CBS and NBC have announced plans for elaborate new studios in American key cities as origin points for network programs. The most important of these newly announced structures is the New York building—a sort of second "Radio City"—that will serve as chief American CBS studios. A second CBS building is being erected in Hollywood, a growing national radio center. Washington is the newest city to be given a new suite of NBC studios.

It is expected that the new CBS New York building, at Park Avenue and Fifty-ninth Street, will not be ready for occupancy until 1938 or 1939. The elaborate Hollywood structure, however, on Sunset Boulevard, between Gower and El Centro streets, will be ready in the Fall of 1937.

According to Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, plans are also under way to extend San Francisco network facilities.

The new Hollywood CBS studio venture followed the chain's purchase of Station KNX. William Lescaze is the architect in charge of designing the new building, while Earle Heitschmidt will supervise actual construction. In accordance with the Hollywood scheme of things, deep, landscaped lawns and courts will add perspective and comeliness to the studio structure.

Both the New York and Hollywood studios will incorporate some television designs, although no details were available as to just what they would be.

NBC's decision to add a new Washington studio set-up to its facilities was in-

tended as a move to give the Capital City a radio show place similar—although on a much smaller scale—to the chain's Radio City headquarters in New York. The new studios will house the personnel and facilities of Stations WRC and WMAL and will occupy the entire second floor of a theatre building being erected at the time of this writing on Fourteenth Street. It will be opened in May or June of 1937.

Facilities for the accommodation of large audiences will be incorporated in all the new studio structures.

In recent months, CBS also acquired a new large playhouse, the former Manhattan Theatre, in New York, to add to its list of auditorium studios. One of the smaller CBS theatres was dropped at the time of the new acquisition.