From 10:30 PM on New Year's Eve, until 1:40 AM the next day, on a coast-to-coast hook-up, a program sponsored by the National Biscuit Company, was broadcast. Unquestionably, the high spot of the program came when Maria Jeritza offered a few appropriate songs as her contribution to the studio party. She sang just before midnight for Eastern and Mid-Western listeners, and later repeated her performance for the Mountain and Pacific Coast audiences.

The New Year's Eve "Let's Dance" went on the air just 49 weeks after the regular Saturday night broadcast and thereby abbreviated very definitely the holiday celebration in engineering, announcers and three orchestras.

The orchestras are under the supervision of Joseph Romine, leader of the N. B. C. Travel Days musical aggregation. He, as generalissimo, decides what pieces shall be played by each orchestra. The sweet, enticing rhythms, for instance, are assigned to Kel Murray's group, which is composed mainly of string instruments; the majority of the faster, "brassy" fox trots are referred to the capable interpretations of Benny Goodman's music makers; Xavier Cugat, who, on the Saturday evening, commutes from the Waldorf-Astoria to 8H twice every broadcast, pleases music lovers with his liltting rhythms of tangos and rumbas.

RECOGNIZED PAGES DISCARD UNIFORM FOR OFFICE CHAIRS

Congratulations and bon voyage to Messrs Thompson, Leonard, Snell, Pulek, and Dunleavy. These alumni of the page staff have matriculated in the Service and TOE Department, bartering their brass buttons of apprenticeship for the long anticipated cloaks of authority.

MAN BITES DOG!

That's News! All right what do you do after the incident happens? Those responsible for this newspaper have a suggestion to offer which might greatly facilitate the work of news gathering. Merely pick up a near-by phone, dial 531 or 542, and punch the appropriate number with name of sender, to the office man. Upon receipt of your item, the O.M. will treat same as exclusive property of the RECEPTION STAFF REVIEW.

TART'S EFFICIENCY Praised by Carey

Dear Mr. Tart:

It is a feeling of deep admiration for your splendid work that prompts me to write this letter.

Your aid as one of my assistants during our move from 711-5th Ave to Radio City, and your energetic cooperation in helping us get settled in our new home were appreciated finally, with your appointment as head of the Reception you have more than made good. I am happy to say that the entire Reception Division under your direction has made us feel proud of the efficient manner in which our visitors and guests have been received.

Sincerely,

John R. Carey

NEW PHONE SYSTEM AIDS PROMOTION MEN

The TOE Department has installed an intercommunicating system in studios A8 and A9 which will probably supplant the current hand signaling between the production man and his cohorts.

Under the new arrangement there is a telephone attached to the conductor's stand and a light over the music sheets. At the base of the phone, where the dial normally is to be found, are six buttons. Five of them thus far have found significance in B9.

When the conductor wants to speak to the production man in the monitoring booth, he picks up the phone and presses button number two. This operation causes the light in the monitoring booth to flash on. The other buttons, when pressed, cause similar lights to flash on the announcer's delite, in the electricians' and engineers' booths. The fifth button is the conductor's. There are phones with corresponding buttons at each of these points so that the procedure may be reversed.

BURKE BOYCE OPENS CLASSES IN CONTINUITY WRITING

"DIALOGUE IS NOT DRAMA" STATES HEAD OF DEPARTMENT AT INITIAL LECTURE

On Wednesday, December twelfth, a very important step was taken by some fifty pages and guides with literary aspirations. These men accepted the invitation proffered by Mr. Burke Boyce to attend a series of lectures on continuity-writing. The hour between three and four o'clock was selected as the most convenient part of the day.

FIRST KDKA TRANSMITTER INCLUDED IN CLOVER LEAF EXHIBIT

The Fall edition of the Radio Museum will, when this issue goes to press, in all probability, be complete. Exhibits, here the World's Fair, will be on display.

Concurrent with the international broadcasts that are soon to be a reality, will be placards and technical apparatus of the country from which we are receiving the program at that time, whether it be Poland or Germany or Italy or any of the more remote sections of the globe.

Among the first of the additions will be a replica of the original KDKA. This model of the first transmitter to be continuously on the air is being reassembled and will be presented to the National Broadcasting Company by the Westinghouse Company. Then, to further elaborate on the stages of commercial radio, Mr. D'Agostino is arranging to include in the Museum the WEA transmitter of the early 20's.

Lest we forget, there is something that precedes, historically, the first transmitting station. This "first stage" could only be the first transmitter and receiver which made up Marconi's original wireless. This great grandfather of modern radio was born in 1901. Although its life was short, the little unit has an historical life of immortality; however, there are modern, as well as ancient, exhibits in the new Museum. The unit which illustrates how the superhetrodyne works is very vivid and self-explanatory.

Nine Cathode Ray Tubes are included in the attempt by RCA-Radiotron Company to portray the reception of a signal by such a set.

Through the courtesy of Mr. E.P.H. James, head of the Sales Promotion Department, the illuminated NBC network map has been loaned to the Museum. This map is now up to date. It should prove of much interest to the visitors, and of great value to the employees of NBC.

(Continued on Page 4, Col 4)
"CONGRATULATIONS ON YOUR NEW PUBLICATION"  
THOMAS TAYLOR

With great pleasure I bid you "Good Luck" on the launching of your new publication. Much good will it do and better understanding can be effected between members of the Reception Staff and the general public only when this is first accomplished between members of the Reception Staff itself. I sincerely hope that the Editors will find this fundamental purpose the object of collecting and dispensing news which will further bind together the divergent views of those of you engaged as the NBC representatives to the public. And that the Review will present a faithful reproduction of NBC life, and continue to thrive for closer cooperation in your specific endeavors.

A STATEMENT

On the last Wednesday of each month between the hours of four and six P.M., a new edition of this paper will be available for distribution. This plan is tentative and if the paper finds acceptance with its readers, adjustments will be made in the frequency of publication. Any member of the Reception Staff may procure a copy free of charge upon application for same in Room 284 on day of issue. Announcement will be made by Captains as to when copies are available.

The Press Box located on the desk in Room 284 will, we hope, soon be crammed with jokes, sayings, jokes, anecdotes, human interest facts, and any other material you might uncover in the daily performance of duty. This central point of deposit has been established to facilitate news gathering and to encourage suggestions for the improvement of your paper.

The Editor

STAFF POSITIONS

OPEN

There are on this paper, as on any other embryonic newspaper, many incipient and valiant. The Editors invite any member of the Reception Staff, whose talent has thus far remained latent, to apply for the position which he believes himself best qualified to fill. All the unsigned articles and columns in this issue were written by the editors, and it is our hope that some of our readers will be willing to relieve us of a share of the burden. Although a few contributors have already shown a sincere interest in the Review, we believe that real success can only be attained by your whole-hearted cooperation.

Dune honor has it that Gene and Glenn, accompanied by Eric Madriguera's musicians and announced by Edith James, will begin a new series in January advertising a woman's product. What dean of sports commentators once won $42 from a president of the United States?---What NBC announcer who was a reputed authority on soap, was found to be living in a hotel when the temperature when Countess Alban is in close proximity?---Gene Carroll has a cork-center sphere that grazed the hickory stick wielded by the king of Swat, Babe Ruth, and autographed by every member of the Chicago Cubs and the Cleveland Indians?

That trio of feminine pulchritude, the Pickens sisters, will soon open in New York in a musical, "Thumb Up". Helen Pickens sleeps with a pillow over her head to keep out the noise.---FLASH!!!---Jimmie Melton has turned cook! We recently visited to his mother-in-law in Cleveland, our James baked a lemon chiffon pie with a lady finger crust which his in-law, Marjorie Barkley McClure, the noted novelist, declared was inspiration enough to write a new novel.

What star and wife are entertaining hopes of having their "Skyroad Show" sponsored by the Goodyear Rubber Company?---Jessica Drangeotte keeps her figure amidships by skipping rope daily on the roof of her Manhattan apartment house.---What composer duet which glorified the red network recently did the walk-out act on their sponsors?

John Holbrook, national fiction award winner and ex-NBC announcer is now a free lancer.---What aspiring young producer recently set the "fire-chief" siren while a symphony orchestra was conducting "Yma."---Ed Wynn recently lost fifty cents pitching quarters in a studio. For shame, Edwardum, gambling away your hard earned money...What over-inflated bag of synthetic helium claims to have the friendship of fifty times as many people as any other man in the world?...Bradley Barker was once a scene hero in his prime...Scoop ahoy!! Frances Langford once got the decision over a man-eating shark...What sound effects manipulator was recently seen Fifth Avenue leading a patrolman's horse by the bridle.

What adorable NBC hostess who was formerly on the Lumber and Abner program over WMAM is now capitalizing on her faultless diction? Such articulation must be served...Gladsy Swarthout has grabbed up a contract to appear with Paramount as "The Man Who Told True Tales"...What keyhold question that hands a spell over the air once a week is paid $30,000 per annum...?? Frank Parker and Harry Morrish's Gypsies will soon blossom forth in a Warner Brothers show, "Gypsy".

Morton Downey's father-in-law has suddenly decided to visit "the auld sod" to evade service in his wife's divorce action.

What petite young classical singer recently purchased $4000 worth of bagatelles at the Fine Arts Exhibition? Sid Gary has sung "Old Man River" on the air 3000 times...Did you know that Eddie Duchin's dad conducts a string of drug emporiums in Boston?

What alleged comedian that smokes 70 cigars a day was once ejected from an elevator because he refused to show the artist's pass to a page?

Flash and double flash!!! What Columbia Broadcasting official's wife on a recent visit to the Rainbow Room received a possible fracture of the left ankle?...Mrs Benjamin Harrison, widow of the late president, recently gave the motion picture grinders a break and let Paramount News shoot a short while she was reading "The Last Sultry" in the NBC studios.

Don Bestor does the shopping for all the foodstuffs consumed in his domicile--his wife attends to the cooking...What singing sensation appearing on the "Flour of Smiles" economizes by utilizing the services of his wife as a Secretary?...Did you know that Jolly Coburn was a midshipman at Amnoalis?
CALL FOR PHILLIP MOR - RIS

A certain tobacco company, anxious to get a firm hold on American smokers, called a Board Meeting and discussed the most effective method of advertising their product to the American public. After many ideas had been offered and rejected, it was decided to try an innumerable cigarette, that if used, they finally decided upon a radio program with which they could present their product in a way that would be sure to be heard. They delegated one of their agents, a very bright young man, to go around to New York hotels and find a bellhop or page who had a distinctive manner of calling out names.

So the bright young man visited countless New York hotels, gave the name of Phillip Morris to be placed on the rosters, and sat back to listen. Tall and fat and thin, bellhops announced "Call for Phillip Morris" periodically through the hotel foyers, with high lyrics voices, and bellhops with voices on the verge of a nervous breakdown were all in the excitement. The difficulty encountered by our agent was that in many cases he could not understand the name at all. Finally, he wearily entered the portals of the great New York hotel and approached the desk. "I'm here to call for Phillip Morris," muttered the agent in discouraged tones, "Call for Phillip Morris for me.

And away went the tiny page, as he went, as he went...

"Call for Phillip Morris! Call for Phillip Morris!!"

And right away our agent's face brightened, and his eyes were like stars in his head, and he hustened down the foyeres after the page...

And ever since, the voice of Johnny Roventine has gone on week after week over the air with his famous "Call for Phillip Morris...."

ural actions and reactions under stress, rather than by indirect sketching or general dialogue.

During one acquire the necessary dramatic technique... There are two paths—either of which may be followed by the dramatic artist in the making of his plays, but only one of the two paths is the right one. The correct method is to...
NEW ACQUISITIONS TO N B C GENERAL LIBRARY

CONFINES OF TODAY. Ewen, David. A comprehensive biographical and critical guide to modern composers of all nations. Indispensable for information on contemporary composers.

THE GATEWAY TO RADIO. Firth, Ivan, and Erskine, C. S. Program production. Covers various aspects of the radio broadcasting field, including advertising, writing, production, programs, music, etc. Includes examples of radio drama.

SOME WAVE WIRELESS COMMUNICATION. Laddner, A. W. and Street, C. P. American gangster and pole songs. Lomax, John A and Lomax, Alan, comp. Songs gathered from all parts of America illustrating many phases of life and manners.

MEASUREMENT IN RADIO. Lumley, F. H. Discussion and evaluation of radio surveys. Analysis of mail response, questionnaires, special methods of measurements, results of such psychological factors in listening.

THE VICTOR BOOK OF THE SPORTS. O'Connell, Charles. More than 240 outstanding orchestras selected and interpreted. One section devoted to the instruments of the modern orchestra.

MAN IN HIS ENVIRONMENT. Riegler, O. W. Radio, news-gathering agencies, cable services, are studied, and many shown in light in which they are being used as means of propaganda in government hands in various countries.

THE ZEPPELIN'S VOICE. Sievers, O. W. Radio drama by one who has been producing it on the B.B.C. for several years. Extracts from radio plays included.

20-0-0 YOU'RE GOING OF THE AIR. West, Robert. Program production. Includes charts on finding the microphone; radio drama; rise of the sponsors; cult of the announcer; radio speech. Appendix lists radio advertising agencies and producing companies.

SPIES AT WAR. Zimmer, G. F. As told to Burke Buxton. Sixteen true spy stories of the World War.

MORE GREETINGS

The pages aren't only a grand bunch of fellows but I'll gamble that the radio executives of tomorrow are wearing brass buttons today. They have "em that's my very best wishes for their new enterprise.

Frank Luther

I like the fellows. Why wouldn't I like their paper? I'll read it from beginning to end!

Barry Martin

ONE WINTER DAY

One calm Winter Day, I was sitting on the second floor not doing anybody any harm, when David was called to the Main Hall. Professor Cashier's house or office. Professor Cashier had the pleasure of serving in this capacity for but a hurried journey to the Main Hall. I beheld Professor Cashier looking pale and rather harried, and about 200 people waiting in line for their tickets. Sat down and with a nervous smile, started to sell tickets for the NBC Tour.

I had to struggle for it.

Before I sold a single ticket, I had to tell the waiting public exactly what they would see on the tour, how long it would take, when the tour would start, when it would end, and whether or not they would see a broadcast. It went something like this:

"How much is it?"

"Forty cents, please."

"Well, can we see the Showboat?"

"No, I'm sorry but admission to broadcasts are by invitation only."

"Well can I get a ticket to a broadcast?"

"You can't unless you have contact with the sponsors of the program or business affiliations with NBC."

"Well, if I wrote a letter to the sponsors, could I get a ticket?"

"No, you see they are used for business only."

"Well, I came all the way from Hill, and they said that I would get to see a broadcast."

"I'm sorry, but said they.

Mr. Jenkins of High Hill and he said that I would get to see a broadcast.

"Well, I'm sorry, but Mr. Jenkins was mistaken."

"Well, then I can't get to see a broadcast."

"No, I'm sorry."

"Can't I see one at all?"

"Not unless you have a ticket."

"Well, how much are these tour tickets?"

"Forty cents."

"You're sure if I take this tour, I can't get to see a broadcast at all?"

"No, I'm sorry. Broadcasts are not available to the public."

"Well, and the tickets are forty cents?"

"Yes."

"Well..."

And as I carried out of the cashier's booth, I could be heard murmuring...

"Well..."

"It is wonderful to have an opportunity to write for your paper, I've been saving this inspiring the guides, will simultaneously make the tours more worthy of promotion."

Whereas the initial program of broadcasts consisted of a demonstration of our Statistical Data and explanation of Sound Effects (which represent a very popular part of the present tour), the succeeding one, according to tentative plans, will concern itself with a dramatization of the NBC Radio.

Under the supervision of Mr. Lundell, the first broadcast was very successful, and, under his guidance, we are sure that the guides which are to follow will share this success. The guides who wrote and produced the Sound Effects broadcast were Messrs. Lamke, Hoffman, and McLirev.

CLOVER LEAF EXHIBIT

(Continued from Page 1) We should be especially proud of this map because it was laid out and painted under the supervision of Mr. Frank Reynolds, who was a member of the exhibit committee representing the Denver Post and the Colorado Historical Society. The map is a comprehensive record of the growth of the city of Denver from 1858 to 1923, and it includes a complete index of streets, parks, schools, churches, hospitals, and other important buildings.

THE QUESTION BOX

F. M. K.

Editor's note: The questions submitted in writing via the Press Box in Radio Guide which are of general interest, will be answered in this column.

(1) Why are sound-absorbing studio walls so vital to perfect reception when dance orchestras are picked up very clearly without the help of special acoustics?

(2) Every human being absorbs four units of sound (about one unit more than an overstuffed chair). Thus the guests in the hotel absorb, unconsciously, enough sound to compensate for the absence of rock wool blankets. If the hotels are designed with acoustics adaptable to music, and there are usually heavy drapes or other absorptive materials nearby, otherwise the radio engineer makes the necessary alterations.

(3) Under what circumstances is the ringing of the chimes on the network omitted?

(4) No chimes or call letters are heard during addresses by the President, the Chief Justice of the Supreme Court, or while the National Anthem is being played.

(5) To what extent is the temperature in the studios affected by the outdoor temperature?

(6) The studio soundproofing is thermally equivalent to ten inches of cork. The outdoor temperature affects only the refrigeration load and the non-air-conditioned offices. Hence, this building represents the most efficient cold storage construction in the world.

(7) Has Eddie Cantor definitely left the Chase and Sanborn program?

(8) Under the new format, the coffee makers have gone classical in a big way. Under the narration and direction of Deems Taylor, they are presenting famous operas in English. "Rienzi and Grete" was broadcast December 23rd.

(9) How is the temperature in the air in the studio on the second floor transmitted to the control room on the tenth?

(10) This is accomplished by means of the longest vapor temperature guide of its kind in existence. This tube, which is 375 feet in length, is an engineering feat in its own right because compensation must be made for length.

(11) What is the greatest number of paid admissions for NBC tours recorded on one day?

(12) 3564 people paid to take guided tours on Labor Day (Monday, September 3rd).

(12) Why is it impossible to obtain as smooth a tone from marketable radio receivers as from those used throughout NBC headquarters?

(13) High-fidelity loud speakers differ from others in that they are constructed in two units. There is one cone for high frequencies, and another for low.

(14) Why is it not practical to use steam in order to operate the generators in the power room?

(15) Steam is not used as a substitute for alternating current because it is not economical enough. As an efficient motive force, it would otherwise be practical.

GUIDED TOURS DRAMATIZED ON BROADCAST SERIES

From 6:15 to 6:30 P.M. on Thursday, December 13, the first of a series of broadcasts concerning the NBC tours went on the air. The series is to be managed in such a way as to accomplish a double purpose. The broadcasts are to be written and produced almost in their entirety by those most immediately concerned with publicizing the tours; namely, the guides. Hence, this new group of broadcasts not only serves to promote the tours, but, by paper, I've been saving this inspiring the guides, will simultaneously make the tours more worthy of promotion.

Whereas the initial program of broadcasts consisted of a demonstration of our Statistical Data and explanation of Sound Effects (which represent a very popular part of the present tour), the succeeding one, according to tentative plans, will concern itself with a dramatization of the NBC Radio.
"BIGGER BUSINESS FOR 1935" STATES GORDON H. MILLS
HEAD OF GUEST-TOURS DEPARTMENT SAYS "VITAL AND INTERESTING FIGURES ARE BASIS OF BELIEF"

"Will the tours gradually drop off to nothing?" is a question on the tongues of many NBC people. "No", says Mr. Mills of the Guest Tours Department, "there is every reason to believe that the tour business during 1935 will be better and more profitable than in 1934. This belief is based on vital and very interesting comparisons."

Although business has lagged since last August, this is not surprising to those familiar with the rise and fall of all sight-seeing ventures. August is always the peak month; it is considered a unit of ten in the peak scale (January is a unit of one). Thus, if only 6000 people took our tour in January, the business would not be lagging because there were 60,000 visitors in the peak month.

Since there were approximately 20,000 guests last month, tourist-popularity is on the increase rather than the decrease as some think.

RICHARD C. PATTERSON JR.

THROUGH THE YEARS WITH R. C. PATTERSON, JR.

Good organization is the keynote of success in any business. As chief of operations, it has been the job of Richard C. Patterson, Jr., Executive Vice President, to make and keep NBC fit. He has been doing just this since October 1, 1932.

Mr. Patterson learned administration in the fields of business, civic and military activity. For five years he was the Commissioner of Correction for New York City. He wore a Captain's bars overseas, became a Major, and served thirteen months with the American Expeditionary Forces. In 1913 he was appointed Administration Officer of the American Commission to Negotiate Peace at the Paris Conference, and a year later was made a Lieutenant-Colonel. Promotion to the rank of Colonel in the Military Intelligence Service came in 1930.
**RECEPTION STAFF REVIEW**

F. C. Lepore  
-Editor-

Associate Editors  
Frederic M. Kirkland..  News.......
  Adele B. Fort..  Features..
  Russell E. Ahlbum..  Make-up...
  Dwight B. Herrick..  Copy.....

Contributors  
Ary R. Moll  
Anthony Faillace  
Walter Clark

---

**NO MORE LECTURES?**

The first lecture series inaugurated by Burke Boyce, head of the Continuity dept., several months ago was an important step forward in stimulating employee interest in the work of the various units of the NBC. The direct reaction to the results of these classes was favorable to their continuance. However, instead of repeat classes it was suggested that each department such as Sales, Sales Promotion, Program Production, Announcing, Artists Service, etc. each sponsor one series.

Many questions are asked daily as to when the next group of lectures will be resumed. From our viewpoint it is a worthy project since the idea met with such widespread approval. It is unquestionably true that much was learned from the first of the series about continuity writing, which was nothing but a vague reality before the advent of Burke Boyce's interesting talks.

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**RECEPTION STAFF REVIEW**

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**A SHORT HISTORY OF NBC**

The history of any organization, particularly one as large as the National Broadcasting Company, is of interest to the members of the establishment. It is well to know what has transpired to make up the enterprise that you serve. With this in mind, we present a series of articles on the history of NBC. Future chapters will describe the various departments and their history, notes about people who have been with the organization for some length of time and descriptions of our various network stations. Also there will be short notes about the executives and the members of the Board of Directors and others associated with the growth of the company, biographies of some of the artists, especially the old timers, and other tales that will interest you all.

Reminiscing into the early days of radio, we find that it was Dr. Frank Conrad, the father of the Frank Conrad of Sales, who was the first to introduce the radio broadcast. He developed a program featuring music that was transmitted to listeners from KDCA, operating for the Westinghouse Co. This was from Pittsburg, of course. Soon after, a small station, WJZ began operating in Newark, New Jersey. This station also had studios on 42nd Street in the city, near Broadway. WEAF, at that time, was the broadcasting outlet for the American Telephone and Telegraph Co., and had it's studios in the AT&T Building at 195 Broadway in New York City. All these stations began broadcasting around 1920. The first big broadcast was the announcement of the election results in 1921, when Harding was elected as president.

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**IN THE LIBRARY**

**THE AMERICAN THEATRE; as seen by its critics 1752-1934;**  
Edited by Moses & Brown.

**PARDON MY ACCENT;**  
by Cullinan.

**Experiences of a radio News announcer.**

**TELEVISION;**  
by Moseley and Chapple.  

**THE BUTCHER, THE BAKER, THE CANDLE-STICK MAKER.**  
NBC study of data developed by Psychological Corp. in its survey of advertisement medium preferred by druggists, the grocers, and gas dealers.

**RADIO AMATEUR'S HANDBOOK 12th Edition. 1934**

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**OUR VERSION OF "YOUR THE TOP"**

_by W. H. Williams and P. W. Brown_

You're the top  
You're a page's greeting!

You're the top  
You're a Merring meeting
You're a boring boor  
Waiting for the tour to start
You're an BM "break"
You're a Guest Tours Lake
You're a Thomas Tart
You're a trip  
Through the new exhibit
You're a pip  
You're a song by Tibbett
I'm something crass,  
A lot of brass, but stop
If, Baby, I'm the bottom,  
You're the top.
The recent advancement of dynamic Mr. Burke Miller to the newly established position of Night Program Director makes him the youngest NBC executive. Creating new positions and working without precedent is distinctly a Burke Miller characteristic. We know him here primarily, for splendid and constructive work as the director of the Special Events Broadcast Department, in which office he designed the mobile transmitter unit and obtained executive approval and appropriation for it.

Short, fair, with a cheery smile and merry eyes, this busy executive, who look much younger than he really is, belies his stature. He perpetually endeavors to do 48 hours of work every 24 and usually accomplishes this phenomenon.

"Has your reportorial training assisted you to your present position, Mr. Miller?"

"Yes, it has," this highly strung executive answered, "you see, any young chap recently matriculated is still diffident and needs to contact many new people and absorb new experiences." "Your positions in the Reception Department are remarkable in this respect, the change I have noticed in some of you since you first joined us is startling at times."

"Aren't you a trifle sorry in leaving your former position? We asked?"

"This new assignment keeps me too busy and interested for that," he enthused. But I did have some exciting times these past years, something new always happening.

We smiled at these unpertactentious words to describe broadcast experiences covering more than this entire country and taking him in the air, in a tunnel under the East river, aboard the different units of the Navy including Zeppellins, and submarines, at the Olympic games, in boat, yacht, and horse races, in the midst of earthquakes, and even in the cages of the Bronx Zoo, near enough to shake hands with a few odd lions, tigers, snakes and such other pleasant monstrosities.

His greatest experience took place before he was feature writer and assistant manager of the NBC Press Relations Department or even before he "held down" a berth on the New York World. It took place when he was attached to the Louisville Courier Journal, assigned to cover the Floyd Collins tragedy at Sand Cave, Kentucky. Mr. Miller was one of the few men with sufficient courage and ability to reach Collins after working his way down with elbows and toes, 80 feet under-ground in a black, 160 foot passage, so narrow at times that it was necessary for him to expel his breath and relax his muscles to squeeze through an inch at a time. Since Mr. Miller's reserve and modesty prevented him from talking about his own exploits, your correspondent turned to the article which Mr. Miller wrote for United Press on that case and which won for him the Pulitzer Prize for Journalism in 1925 and also national recognition.

This, however, has not erased his kindliness and we left him with sincere appreciation for his cooperation and wishing him the best of success in his present undertaking.
I'm not fooling when I tell you that... Bill Mead's middle initial is "A" for Aloysious... "Kid" Hayes is the most consistent gruber of cigarettes in the locker room, and Bill Collander is the most consistent river......Paul Rittenhouse has a new set of streamlined undies..... Henry Weston, the blonde Behemoth of the staff is the "Woman's Home Companion"....Frank Koehler was so entranced by a girl that he missed his last bus and didn't get home 'til ten the next morning... "Horsey"(that's his name) Herdt is looking for a person with plenty of money. He has an excellent investment plan... Someone told Jerry Wolke that eye-glasses gave a person that dignified appearance... Pages are told to use their heads at all times. One of them, Thompson, did and now the word "Careful" has been painted on "them swinging doors"... It's just an old Texan custom for Pete Moore to wear those high riding boots on rainy days...... Andy Devine's favorite Broadcat is the "Let's Dance" program... Someday I'll tell you about our night Captain's lost love......Detail 'ten—shun... Fall out.

Cries on the eighth floor after the Fred Allen broadcast.

"No smoking on this floor, please......Next car, please......etc 1st Wit: "Say, can you breathe here?"

2nd Wit: "Yes, but you'll have to wait your turn!

**FEATUR**

**LOCKER ROOM CHATTER**

Mr. Patterson was a member of the first National Executive Committee of the American Legion which he helped to organize in Paris during March, 1919.

Part of Mr. Patterson's business life was passed with the J.G. White Engineering Corporation and the E.I. du Pont de Nemours Company. He is a trustee of the Chemical Bank and Trust Company. He served for a while as Secretary of New York's Fire Department, and as Commissioner of the New York Parole Board.

Mr. Patterson has been decorated by the governments of France, Serbia, and Panama, and received the award of the Columbia University Medal for Distinguished Public Service. He is a director of the Y.M.C.A. and the Salvation Army, member of the Council of Foreign Relations, the New York Society of Military and Naval Officers of the World War, the Military Intelligence Reserve Society and the Beta Theta Pi Fraternity.

Born in Omaha, January 31, 1895, Mr. Patterson attended the University of Nebraska and the Columbia University, School of Mines, where he obtained his engineering degree in 1911.

**IS YOUR NAME ON OUR MAILING LIST?**

In order to ascertain that everyone interested receives a copy of the REVIEW, we ask that you write your name and department on a sheet of paper and send it along to Room 264, care of Reception Staff REVIEW.

What engineer on the "Lombardo Show" was seen arm and arm with Fay Baldwin, ex-Ziegfeld choline, at the Paradise doing the dance of the century—Don Bestor uses lipstick—but it's camphor for chapped lips—Peggy Allenby sleeps on the flat of her back—sans pillow.

Paul Muni, who did a remarkable job on the "Lux" show, confessed that "Bordertown", his latest picture, is mediocre— but added that "Black Fury", renamed from "Black Hell", is a WOW. This new release is a coal mine flicker. Did you know that Joe Penner met Mr. Penner in the "Greenwich Village Follies"—And speaking of follies—Frank Parker will soon be in them. He recently signed a contract for the "Leggers"—Jack Benny used to run around with his sister-in-law before middle — aising with Mary—

That song duo which used to yodel on the razor blade show has returned to the sponsorship of "The Spang Baking Company", Cleveland—Lennie Stokes has taken unto himself a charming bride—Grace Hayes and Newell Chase likewise will take each other for better or worse next month.

Carole Lombard wants to know if it is not rather assinine to have an audience at a dramatic radio show—Lawrence Tibbett takes along a rowing machine when he's on the road—for his daily pull I guess—Constance Cummings claims that "Accent on Youth" is a smooth running, entertaining play but nothing spectacular.

FLASH—FLASH—FLASH— FLASH—FLASH—FLASH— FLASH—Lionel Stander has left "Town Hall Tonight" and departed for the Rio lot on the west coast—yes, to make a flicker, "Four Stars For Love"—Here's wishing you the best, Lionel—Morton Downey once had his spine broken in three places.

Alice Davenport once played in "Abie's Irish Rose" in a road show—Did you know that Albert Phillips broke the 1,000 performance mark in a Broadway production—FLASH—Eloise Dawson again made good on "Town Hall Tonight"—quite an experienced commercial plugger eh, girlie—Rosario Dourdon once won a silver cup for shooting golf—It was way back before the war.

A certain dapper young beau Brumelle staff announce man recently put a derby over a "mike" with 30 seconds remaining on the air—"Mike was picking up a studio orchestra—Mildred Daily once performed at her broadcast while maintaining a temperature of 102—Some orchestra, I'd say.
LET'S GET ACQUAINTED

The recent advancement of Mr. William Burke Miller to the newly established position of Night Program Director makes him the youngest NBC executive.

"Have you no regrets about leaving your former position?" We asked.

"This new assignment keeps me too busy and interested for that," he enthused, "but I did experience some exciting times during the last few years."

His most vivid experience took place before he was a feature writer and assistant manager of the NBC Press Relations Department or even before he was a member of the former N. Y. World's reporting staff. It was during the time when he was attached to the Louisville Courier Journal, assigned to cover the Floyd Collins tragedy at Sand Cave, Kentucky. That, Mr. Miller was one of the few men with sufficient courage and ability to reach Mr. Collins after working his way with elbows and toes sixty feet underground in a black, one hundred and fifty foot passage, so narrow at times that it was necessary for him to expel his breath and relax his muscles to squeeze through openings an inch at a time. Since Mr. Miller's reserve and modesty prevented him from talking about his own exploits, your correspondent turned to the article which Mr. Miller wrote for the United Press on that case and which won for him the Pulitzer Prize for Journalism in 1925.

AN INVITATION

The new $15,000 RCA exhibit which shows exactly how a superhetodyne radio set works is now in our Clover Leaf studio. Each employee of NBC should become familiar with this new addition since it is both interesting and novel.

Employees wishing to see this newer accession and many other displays are invited to contact the Guest Tours office any day between 9 A.M. and 11 P.M. Your employee pass and permission of your department head are your ticket of admission.

Gordon H. Mills
Guest Tours Supervisor

QUESTION BOX

Q... Why do engineers, announcers and more intelligent artists remove their wrist watches before approaching a ribbon "Mike"?
A... Inside the ribbon mike there is a permanent horseshoe magnet. By placing the watch inside the magnetic range, (within two feet of the mike) the hands of the time piece become magnetized so that the watch runs slow or stops altogether.

Q... If sound only travels 1100 feet per second, how can a broadcast be picked up almost instantaneously thousands of miles away?
A... On leaving the Antenna, the program is picked up by "Carrier Waves" which, because they are electric waves, sweep it through the atmosphere at the rate of 186,000 miles per second. Sound waves change to electrical impulses as they enter the microphone. This same transition occurs when one speaks into a telephone.

Q... The radio in my automobile works perfectly. But why? How is it grounded?
A... It is connected to the axle of the wheel, which is always grounded.

Q... Why are the call letters given on the quarter hour during dance programs and broadcasts?
A... It is desirable to remind the listeners of the identity of the station as often as possible. Call letters would disrupt the train of thought if read on the quarter hour during a dramatic program.

GUEST TOUR OUTLOOK

continued and it boasts of no outstanding activity. Our tour has all these attributes, and our studio is almost as well-known as the Lady in the Harbor.

A comparison of operations during the first twelve months reveals that the NBC guides conducted 70% more tours than did the Rockefeller Centre group-leaders, and that there were 200% more visitors to the NBC studios than to the Observation Tower.

Mr. Mills further believes that the spasmodic descriptions of the tour over combined WJZ-WEAF networks materially aids its renown. People have begun coming at times which are inconvenient to them just to appease their curiosity. Complimentary letters continue to come in from satisfied visitors, and the outlook, on the whole is very bright.

LOMBARD TAKES TOUR

continued behind glass, Miss Lombard made the most of her visit to the Radio City Studios.

The conversation brought to light that Miss Lombard liked Radio City, she hates crowds, enjoys the cinema, has no aversion for spinach, enjoyed Mr. Faillace, though she believes that guided tours are a disillusioning factor.

After the NBC tour Miss Lombard wished to see the tower and the Rainbow Room. And see them she did. Again she was impressed.

She found time to autograph Mrs. Faillace's NBC employee's pass with the following inscription, "To Bud- Thanks so much for your kindness." Carole Lombard.

NBC BASEBALL TEAM

continued schedule is not yet available at this time. However, the Sing Sing game is definitely set.

At present, negotiations are under way for the chartering of buses to the Ossining Prison so that any employees desiring to accompany the team may do so at little expense since the cost of admission plus round trip fare will be under two dollars. Not only is a fine baseball match in store for those who attend the games, but the occasion is both unique and ideal for all who want to do something different. Further in formation regarding the date, price, and final arrangements for the trip will be forthcoming in the next issue.
WE WONDER IF

Considerable time is not wasted when the office personnel go to the pages which their own office boys are better prepared to carry out?

There are many people in NBC who can say "Yes or No" without passing the buck?

The employees of the office section think the Reception Staff is full of a group of mind-readers who are supposed to call them by their nicknames each time a request is made by the former as regards entrance to a program?

"Drastic Action" will ever lose its position as the by-word of the Reception Staff?

The Southernares got their "adored studio" ideas from Maude Adams or Nollie Revel?

Guide Wood was able to answer the woman who asked, "How do you go about cleaning the broadcast offices that do not originate in air-conditioned buildings?"

Anyone regrets the passing of NBC's least-feared and the non-waterproof raincoat merchant?

continued on page 3

MAY 19 SET FOR SING SING TRIP

On Sunday, May 19th, at Singing, New York, the NBC "Bat-swingers" will meet the Sing Sing team. Although champions of the Motion Picture League, our boys will have no easy time in defeating the reputed conquering of the New York Giants and Casey's Dodgers.

Appreciative of their rival's ability, the NBC crows have already begun training at their own expense...in the public gym at 54th Street.

Many of us have wondered what life behind the gray walls was a men's ward was like. The idea immediately aroused curiosity. How does one pay to visit the "pen" without getting a pass or going through other forms

continued on page 4

MR. DAVID ROSENBLUM LAUDS STAFF FOR EFFICIENT WORK

Although we knew we were being unkempt in our efforts to interview an NBC executive busy getting acquainted with his new job, news is news — so we, swallowed our pride and camped on his trail — much to our delight — cause we found him to be a most genial host who responded graciously to our barrage of questions.

What appeared to be a paradox confronted us — although David Rosenblum, our new vice-president and treasurer, has been with the company officially only since last fall, he is no stranger here. Further inquiry revealed the interesting information that the past two years Mr. Rosenblum has worked closely with the executive officers of the company in the organisation of which he was formerly Executive vice-president, was retained by NBC only two years ago to study the policies and operating methods of the Sales Department.

So successful were the results of this survey that Trade-Ways was retained to make similar studies of the Artists Service, Program, and the Station Relations Department.

David Rosenblum has been in direct charge of all Trade-Ways surveys for NBC, and has, as a result, acquired an intimate knowledge of the problems, policies and operating methods of the various departments of the company. In connec-

continued on page 4

PAGES TO ORGANIZE LIFE-SAVING CLASS

Mr. Carey has asked all those who have had life-saving experience to enlist as instructors in a course soon to be conducted by NBC. If enough men are interested, free instruction in both life saving and first aid may be received by those who so desire. The courses permit. Due to the demand nature of their work, guides will not be able to avail advantage of this opportunity.

Although calisthenics are sufficient for exercise, business may be mixed with pleasure and education by taking a course in the type contemplated.

Messrs Calendar, Cody, Holman, Frank, St George, Conklin, Newhouse, Miller, and Morse have already enlisted as instructors. All that is needed now is a few worthies who will volunteer to show the teachers a chance."

continued on page 4

COMM. C. CUSACHS INSTRUCTS GUIDES

For many months it has been the fervent hope of every guide and page at NBC that someone, somehow, would devise means of which he could become acquainted with the inner workings of the various departments. For how close is a page to know what department to strive for or in what field he feels most qualified? For the especial benefit of those who believe that announcing was to be their vocation, Mr. Pat Kelly persuaded Commander Carlos Cusachs to insculcate a course in foreign phonetics. Commander Cusachs is not only a Navy man and one-time member of the Harvard faculty, but he is one of the most linguists in this country. In other words, he knows his stuff and he knows how to put it across.

The students in his course are taught to procure our advertisers, Local advertisers, Solicitors of foreign and local drug and grocer chains, are those whose distribution makes national advertising both unwise and unnecessary. The spot advertiser is the type of man whose sales are confined to certain sections of the country; vis-à-vis, you can't sell

continued on page 4

SURVEY REVEALS INTERESTING FACTS

A survey of the Reception personnel has been completed by Mr. Walker. He found that 31 colleges and universities, and 50,000 high school students who attended. These are located in 25 states and three foreign countries, France, Switzerland and Belgium. 13 different tongues are spoken by the staff of the department.

The men represent 56 states, and 26 foreign countries have been traveled. The average age is 20 years, 1 month; height 5 feet, 14 inches; weight 164 lbs.
RE: THE PENALTY SYSTEM

In explanation of the new penalty system, I would like to state here in that this measure has been adopted, due mainly to an education failing from the small minority, comprising approximately twenty-five percent of the force, which persists in disobeying certain pertinent rules and regulations. This system should prove effective in penalizing those men who have formed the nucleus of rule-breakers in the past and this measure requires the entire staff to suffer because of the few.

Home Act.

RCA "FAMILY CIRCLE" MARKS

STEP FORWARD

We warmly greet our new parent publication, the RCA Family Circle. Sincerely we think you have done a great job and hope that subsequent issues will be as well constructed. A group newspaper such as ours is indeed timely; it will do much to unite the various parts of RCA into a closer understanding and to acquaint us with the work of our senior corporation. We truly hope that there will be a time when the Reception Staff Review will stand as a service to the editors of the RCA Family Circle.

THE SIX DAY WEEK

With apologies to Gertrude Stein

What's this I hear about a six-day week for the NBC radio and TV staff. Is it really so? Well a six day week is not as bad as a six-night week. For a six-day week is a six-day week. But if a six-day week is not really a six-day week for a six-day week really a six-day week of a seven day week. If a six-day week is in real seven-day week-then a seven-day week is undeniably a seven-day week. These reflections which prove that a seven-day week is really a seven-day week and not a six-day week must inevitably deduce the whole matter to the fact that there can be no such thing as a six-day week. Having said my say, I can now say that a six-day week is quite absurd and there is no such thing.

All this is beside the point and if you still want to know what I think of the six-day week (that is, of course, if you have borne with me this far) I think that - a six-day week, though quite absurd, is not as impossible as a six-night week which will always be a six-night week, though it be a sixnight week of a seven-day week.
WE DOFF OUR HATS

With so many changes being made since we last went to press, we were unable to drop by to see those who deserved them. Hence, permit us now to condole: Mrs. Wendell S. Gibbs, former Guide Lieutenant, now American Representative of the French Broadcasting Company; George E. Merring, ex-Night Page Captain now assistant manager of Trans-Lux in Brooklyn, N. Y.; and Wendell H. Williams, lately of Reception, now Reader for our new Continuity Acceptance Dept. John T. Moore, ex-Reception, at present holding a position in Mr. Van Houten’s office.

UBer MacIlvrey, not long since a talented guide, at present announcer at WFIL, Philadelphia. Richard Birthwhistle, formerly Reception at the date of issue to be found playing some round up in the Music Library.

Robert Elliot, lately resigned as Day Page Captain, now as an assistant in the Evening General Manager’s office.

John Dan Collins, until a few weeks ago the first Lieutenant of Guides, now in Artists Service.

Page to Page Captain (on the Night Force) all within two months.

Receptionist, to the Local Sales Department.

Joseph Casey, also ex-Captain, now in the Transcribing Department.

Good Luck!!

IN THE LIBRARY

Broadcasting: 1935 Year Book—Extensive information on the radio industry published by the editors of the Broadcasting Magazine.

Education On The Air 1935 Addresses given before the Institute for Education by Radio.

Radio Round the World by Haslett. History of radio reception in non-technical terms in navigation and war; television; and other applications.

Radio: The Fifth Estate by H. Hettinger. Compilation of articles on phases of broadcasting and broadcast by authorities on the subject.

Roosevelt Gambit; edited by Whitarton. Articles by and about Franklin D. Roosevelt. Profusely illustrated.

Old "DeKuuspaass", Arnold Nygren, who was recently elevated to master control supervisor at WFIL was seen at Dempsey’s with "Jackie" Gilbert having a few picker-upper’s in the wee a.m. hours, mind you. Also in attendance were Jack Morris, who soon vie for the plaudits in a flicker…….. "Red" Corcoran has a flat box which was lost by the guard of Sherman’s march to the sea….. Did you know that Jack Bonardi was once a jockey for the late Otto Kahn and Harry Whayne Tharpe.

"Flash and Double Flash"—Why were three taxi cops chasing Ford Bond down Fifth Avenue, after he had lunched with Charles Francis Cee. "Big" Jack Parker should refrain from teasing "Dona" on the "Little Dance" program. He can’t keep his half chorus…….. La Belle Rumor has it on good info’, that Clem McCarthy, Dean of Horse Race Announcers, will soon "tell em' on" a tobacco program….. Jack Benny corresponds with an inmate of a Penney’s. George Hoover and "Double Flash"— ancestors, searching for the outfit who "borrowed" their handbags…… Is there a certain young showman and crooner visiting the Rainbow Room nearly between 12 m., and 10:15 a.m.

Lovell Thomas, ace news commentator is now "Hot Coal", an adopted brave of the Mohawk Indians….. There was the mysterious female that called Winchell from Hollywood….. It’s a showbiz story.—popular Walter….. fallow’d his hair turned curly after a prolonged illness. What was Don Lowe doing at the "Club 19" with a beautiful queer several nights ago——Flash on Double Flash….. The man who pay for Ed Wynn’s antics on the Texaco show recently checked up on his popularity. They used the Croome test—15,000 phone calls each for two weeks. Result—over 97% of those reached were listening to Wynn’s insane chatterings.

Dale Winbrow, "the Mississippi Minstrel", just misin being blown to hades after having been "cholorified" by a negligent ambulance driver that shortly after, ran into a German shell…… Did you know that Rosalie Greene was once a school marm?….. What two N BC announcers are probably holding each others hands between programs…….Yr and Mrs Ben Baker have a rendezvous in a nearby Rathskeller every a.m., after Ben finishes tootin his talking trumpet—Wilfred Glenn (he of the famous Revelers foursome) once hunted wild game from the deck of a salmon smack on the west coast.…… Exquisite Jane Froman will be back for Cal—next week for a prolonged rest—or a flicker.

George Hlanske, crash special events announcer, once had a psychological mood on. He left the University of Washington at 1 p.m., signed aboard a ship at 3 p.m., and sailed for Panama at 5 p.m., transmportal George.……. We have in our midst an announcer who is enrolling to become a formidable pug—he works out at Jack O’Brien’s abatior Judging from his sun-kissed physiogomy it must be quite a camp. Flash-Flash-Harry McNaughton and Jean Rauley will middle-aside it next month…… Look out Jim! The two are running for each other for better or worse.…… Believe it or not, but Al Kittoch, contralto, once swallowed a fly while singing an operatic aria—the show was wrecked….. What is in the envelops presently to each of Major Bowes’ amateurs?….. and so to press.
SHAW’S TALE ON SALES

continued

"Log Cabin Syrup" to Vermonters. Network advertisers, such as Texaco and Bristol Myers, are among the leaders which, due to the national demand for their products, find coast-to-coast advertising very beneficial to sales.

"Whom do I interview?" is not so easily answered. The radio salesmen are not only the potential client, but also the advertising agency. At some agencies, the representative of the selling department is the representative of five different departments. First, he solicits the interest of the "space-buyer," who handles the advertising space of the agency. Then he goes to the "radio department," to whom he is the agency’s Sales and Program Department. The "space clerk" will be interested in the details about advertising and may even give him a survey of the business; the "company officer" should not be overlooked; but the most important target is the "executive," because he has charge of the client’s accounts. Finally, when he has thus covered the agency, the veteran salesman goes to the office of the client himself, where he calls on the "advertising manager" or, if necessary, the "president," chief executive in charge of sales.

The reply to "What is my argument for radio?" comes easily to the veteran salesman. His enthusiasm matches his fluency. There are so many advantages offered by radio advertising, and so few other advertising mediums produce such immediate results. It is free of cut-throat competition (at least when NBC is concerned). It has flexibility radio permits, a twenty-four-hour dead-line as against the five weeks required by the Saturday Evening Post. It can occupy a "preferred position" adapting the program to the time of reception equal to the "Oscar" in the "contents" position in a magazine. It is timely; next week at this time you will hear radio advertising.

TRIP TO SING SING SET

continued

of red tape? When are visiting hours? How much would we have to pay? If you would like to see the parade of the black and white squads, you would be interested in meeting the "guide" of Sing Sing cells. If you would appreciate a more vivid picture of a "pet" island and its coast, then buy yourself a ticket and help drown out the convict roar, by hailing in the "radio" on the NBC side of the diamond.

The Page and Guide captains, if asked in advance, will try to arrange the necessary schedule-changes. Everyone is invited. The bus trip will be good fun, the game exciting, and the visit to the pen unusual as well as educational ... from the standpoint of salesmanship. A "space" which costs a dollar and seventy-five cents ($1.75). For further information call or write the NBC Room 204, Ext. 555 or 551.

A SHORT HISTORY OF NBC

Attesting to write a history of broadcasting at the NBC would be like trying to write a story of Lindbergh’s flight to Paris while the airman was still floating over the Atlantic; in other words, its history is still in the making. A progressive history of broadcasting thus far would be ambitious for the limited space available. However, records are beginning to light many anecdotes and incidents which in themselves are historical and interesting.

Some have in them the quality of being born of time and place and little recognizable to us today. Were the solen problems of yesterday, the story of the first broadcasting station which was blown away one windy night in the autumn of 1921. Broadcasting from the auditorium proved so dangerous due to smoke and possible damage that KDKA was established in a tent on a roof top. There was a marked improvement in reception, but not with the weather. Summer gave way to Fall and broadcast news of the day....

Did you know that....

Graham McNamee and Phillips Carlin once caused much waging throughout the land? Their voices sounded so much like that of WEAF was swamped with calls to settle bets.

ROSENBLUM LAUDS STAFF

continued

with the surveys, Trade-Ways suggested the possibility of placing rates to advertisers and compensation to stations on a basis of potential ability to place and rate in the same manner as the NBC guides. This famous linguist whose word has made him into contact with students of every country that he has ever encountered such an enthusiastic group of students as the NBC guides. His work is now under his tutelage.

chain of newspapers has a wide circulation. It has a personal appeal, (wording near). After perusing this resume, it should not be hard for the reader to appreciate the value of such studies made by specialists. It is the function of the various departments of the National Broadcasting Company.
We wonder if...

The announcers who introduce \#4 programs would be kind enough to ask the audience to remain in their seats until after the chimes ring?

Phil Cook is really an antagonistic toward the guides as he sounded on a broadcast last month?

Mr. Tart will ever get eight hours sleep without having to worry about the fortunes of the guides and pages?

Something can’t be done about those inconsiderate artists and employees who insist on carrying on loud conversations on the fifth floor while the guide is attempting to give his explanations?

Miss Dawson’s ability does not merit some recognition from the Dramatic Audition Department of NBC?

Members of the Reception Staff appreciate the value and significance, to them and the company, of the Suggestion Box in Room 294?

The guides and pages realize how tangibly they can uplift the morale of the whole office personnel by adhering strictly to their new motto, “Mentally at ease; physically at attention”?

Ray Sullivan’s Fred Allen “Amateur Hour” audition turned out as he had hoped?

Helpful-hints on the horses from one Al Jolson, haven’t already cackled the dime in the purse of a certain hostess?

The backers of the new EMPLOYEES’ ASSOCIATION won’t feel well rewarded for their efforts when the plan is finally adopted?

At Miss Slater’s suggestion, we diligently delved into the most intimate details of the guides and pages to ascertain what they do in their spare-time. The idea was good but the results, if envisaged, were not quite what one would expect. Consequently, we beg the reader to remember that this is all in the spirit of “et vivre est le plus délicat des morts,” which, when translated to the locker-room vernacular, means “Don’t take it seriously.”

Main Hall Miller! What a story! He is temporarily unable to indulge in his favorite sideline—flying, because he no longer has any空军. However, Page Campbell (technically, 2nd Floor Loyley), encumbered by no such obstacles, continues to do his bit toward helping the new stamp onto its feet by purchasing a few of its more tempting offerings and then. Someone told us that Miss Thomas’s chief extra-curricular activity was horse-racing.

SURVEY OF GUIDES AND PAGES REVEALS MANY UNIQUE HOBBIES

NATIONAL BROADCASTING COMPANY, INC.

VOL 1 NO 4 NATIONAL BROADCASTING CO 30 ROCKEFELLER PLAZA, N.Y. JUNE, 1935

MARK WOODS
ASSISTANT EXECUTIVE VICE PRESIDENT

MARK WOODS SEES PAGES AS DEPARTMENT HEADS OF THE FUTURE

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“Your fellow are doing a fine job. The RECEPTION STAFF REVIEW is receiving widespread attention, not only among the company personnel but very definitely in the minds of the executive officers of NBC. Personally, I hope and believe it to be the forerunner of a much needed company publication,” said the Assistant Executive Vice-President to the Messrs Lepore and Kirkland.

Such a compliment coming from Mr. Patterson’s right hand man naturally took us by surprise, for we have great respect for Mark Woods’ opinion, both as an executive and as an individual. We only regret that the entire Reception Staff could have attended our interview. His sincere interest and concern in the welfare of the guides and pages was to both of us a real revelation.

To my mind the uniformed staff of the National Broadcasting Company is the finest group, of its kind in the United States. During the past year we have received thousands of letters of gratitude and appreciation commending the efficient and courteous way in which the Reception Staff handles the public. We have letters from artisans, white-collarites and executives. The Brass Buttons of NBC connotes honor and distinction—all of us are proud.
RECEPTION STAFF REVIEW

Published monthly by the members of the Reception Division of the National Broadcasting Company, Inc., in the RCA Building, 30 Rockefeller Plaza, Radio City

Vol. 1 June, 1935 No. 4

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-News-

A. B. Fort
-Features-

R. E. Ahlbum
-Ary R. Moll-

-Makeup-

-Exploitation-

Staff Correspondents
Walter Clark
Wm. C. Gartland

TEAM LEADS LEAGUE
continued

graphed by all the New York Americans in honor of his having knocked out the first home run of the year. A third factor in the club’s success is the abundance of material which keeps everybody on his toes. It has been a little hard for the aspiring substitutes when they find themselves seeking berths on a team which has no hitters averaging less than 300.

Generally speaking, that repeat championship looks awfully large in the foreground. Will the NBC boys be able to repeat their last year’s success? Let’s hope they bring home the championship for the second consecutive year.

CONTINUITY ACCEPTANCE DUTIES KEEPING WILLIAMS AND MURRAY BUSY

Due to the fact that two members of our staff, Wendell Williams and George Murray, have been quite recently promoted into the Continuity Acceptance Department, we think it is high time we investigated their new position more closely. It is found out “what the boys are up to now.”

The Continuity Acceptance Department’s function is to keep the programs in accordance with the program policies of NBC. In announcing the formation of NBC’s new department, Richard C. Patterson Jr., said, “To meet the need for consistent checking of material submitted for broadcast on NBC’s National Broadcasting Company facilities; we have established this new department whose function it will be to see that all material offered for broadcast meets the requirements of NBC policies of fairness to radio listeners, of ethical advertising, common sense and taste.”

So most peoples idea that “anything goes” over the air-waves, here are some of the DON’T’S of radio broadcasting.

You cannot broadcast Sweepstakes returns.
You cannot broadcast risque or objectionable dramatic scenes.
You cannot broadcast libelous or slanderous remarks.
You cannot broadcast unfair or highly competitive advertising.
You cannot broadcast aspersions against any one country or state.
You cannot broadcast references to unpleasant or unpopular subjects.
You cannot broadcast advertisement of lotteries, gift enterprises, or schemes of chance.

I’m not fooling when I tell you that—Pages Koehler and McBride are simply ga-ga over two females they met in the sunken gardens. Reed Mac Carthy is once again going around with a happy smile on his face now that the baseball season is here...Bill Garden is already sporting his white canvas shoes...Henry Weston has all the boys in the organization of his hand since he started telling fortunes...Bill Calender is starting to put on some weight, thanks to an excellent cook.

...Charlie Hawel intends going to Ohio on his vacation to see a long lost love...Page Hayes actually lost his pants the other day...Ming Toy Meehan wants everyone to know that he now owns a lathe...Adam Gayreck, so a certain hostess says, is getting better looking every day...Guide Wood always looks as though he just got up from a long sleep...Wild Bill Cody finally bought a new hat...Reid Jorgenson can speak Japanese...Haaker owes cigarettes to everyone in the locker room except Foster...And Foster smokes a pipe...Keegan rehearses his tap dance daily for the next P & G review...Tiny Coburn is an amateur boxer...No one has ever seen Devine when he wasn’t in a hurry...Most of the fellows get their exercise by tossing lemon around the room...Deming is now Bob Conklin’s right hand man...Buddy Faillace is seen in the Gateway every day with a different girl...Vinnie Kommer can never seem to get a coat to match his pants...George Campbell won’t let anyone know where he spent his vacation...Jack Brennan hopes to be a radio star some day...Pete Finnery finds it hard to see his girl friends now that he only has one day off each week...George Murray has managed to reduce in those places where he needed it most...Pete Bonardi wants to do all the work and that makes Eric Ekberg mad...

If you want to see a couple of dreams walking, just watch Weir and St. George ambling down a corridor sometime...Now its time for me to sign off so as a parting shot, just remember to keep your chin up so that someone can take a better shot at it next time...0 K fellows...Fall Out.

NOW BACK IN THE OLD DAYS

The definition of a radio novice used to be: One who listens to programs, but doesn’t get the name of the station. And the expert: One whoopets the station but doesn’t listen to the program. (The majority of the fans were experts).

I knew of a man who never made a crystal set himself.

AYERS - SLATER - GOOD LUCK

The marriage of Miss Helen Elizabeth Slater and John Ogden Ayers was revealed recently. The ceremony took place on June 16.

Duck lays egg in main hall.

—have you laid any eggs lately? If not, why not? Likewise if you hear of anything which might make news, address your items, care of Reception Staff Review, Room 284, or phone extension 542-531 and deposit information with office man. Leave the name ‘cause we like to give credit where credit is due.

AYERS - SLATER - GOOD LUCK

The marriage of Miss Helen Elizabeth Slater and John Ogden Ayers was revealed recently. The ceremony took place on June 16.

Dwight Herrick spent his vacation in Bermuda.

John R. Carey will spend his vacation at his home in Louisiana.
"Imagine a female radio artist..."

She has Beatrice Lillie's sense of humor; the personal beauty of Olga Alhbeni; the fig-ure of Gogo De Lys; the soulful eyes of Zsa Zsa Gabor; the purity of voice that is Virginia Rea's; the sartorial taste and poise of Kay Thompson; the personality of Berniece Bally, and the dictum of the NBC Hostess, Elouise Dawson who lately has been taking the curse off many a commercial announce each, "Women of Wire" (Martin J. Porter) N.Y. Journal.

Day Page Vincent Ragusa last month walked off with a first price on Fred Allen's Amateur Hour and a week's engagement at the Roxy Theatre, giving him the unique honor of being first of the uniformed staff to receive recognition by a commercial sponser.

**LET'S GET ACQUAINTED**

—because the Kemper Military School at Boonville, Missouri, lists his name as honor graduate NO. 1; holder of hundred yard record for the crawl as captain of the Varsity Swimming team; member of the rifle, boxing and track teams, and commander of the drill platoon.

—because the United States Military Academy at West Point records his outstanding achievement; as Captain Plebe Swimming Team and holder of the 100 yard crawl record, which still stands; yearling Regimental Sergeant Major, and member of Varsity Swimming Team.

—because in the summer of 1932 he was lost in A sailboat 35 miles outside of Fire Island with compass or water for three days. Finally, Spotted rays of light from Fire Island lighthouse and made way into port badly battered, but not bent.

—because February 14, 1935 he acknowledges as the happiest day of his life when Miss Laura Dunn became Mrs. William S. Callender, thereby making two swell people in the same family, in our opinion.

A PERFECT HOSTESS MUST HAVE

The style of Kay Lillie.

The cool efficiency of Alice Wood.

The poise of Sidney Evans.

The humor of Doris Campbell.

The smartness of Helen George.

The nonchalance of Babe Jochem.

The graciousness of Georgia Price.

The beauty of Ruth Thomas.

The memory of Elouise Dawson.

The sweetness of Virginia Baldwin.

The thoughtfulness of Dorothy Campbell.

The geniality of Adele Fort.

The southern charm of Mary Sheffield.

The alertness of Florence Tyner.

The friendliness of Martha Trueblood.

The quietness of Martha Corbett.

**SHOULD HE HAVE FOSTERED?**

After taking the FERRI to the Isle of MALTA, the YOUNG man met the MOLL while strolling through the GARDEN. With a TART "GOOD morning," he startled the sweet thing. However, after much persuasion he took her to his NOW HOUSE WEIR they looked at the family AHBLUM. Suddenly the sweet YOUNG thing decided the BOND between them was growing too Intense, and, as she was still DAILY routine and being perfectly FRANK with herself as a GOODE CHRISTIAN, she wanted to get away from it all. So she laid down her heart for performance. But they were not ready to do so. She was raising CAIN with her conscience. It was a terrible PRICE to pay for such a GROSS mis-understanding.

—Albert Walker.

**LOST ILLUSION**

We would call this article "Lost Illusions," for that is what happened to Bill Collins, our Main Hall man, the other day. Due mainly to the soft ca-ses of these languid spring breezes Bill's soul awakened a-new to the realization of the coming of "printtemps." Upon see-ing a vision (1935 model), very trim and blonde, approaching his desk, his heart started to perform gyrations. What por-tended to be a lovely afternoon was soon shattered, however, when a vision astonished him by saying,

"How much are the tickets to the forty-cent tour?"

Henry Weston visited Mt. Desert Island, Maine, on his vacation.
HANCOCK LECTURES
continued
lines, it came about that 150 children, the oldest of whom had scarcely attained his fifteenth birthday, were well rewarded for having come all the way from Meriden, Connecticut. They were entertained by Messrs. Bond, Young, Grauer and Kent (the Connecticuters). The speeches were delivered by that well-loved pedagogue, Guide Hancock (whose orgulion is still going strong like an NBA, [still confidence waned], is still in mourning. Bob Kennedy comments that one of the advantages of going to a vaudeville is that there will be no guide parties to give him a guilty conscience when he bites his nails. Page had not only the major part of the days off to do his own thing, his own uniform. McCarthy and Finney, Ryan and Fitzpatrick, who spend most of their spare time figuring out how to try different things in search of a new vocation. "It doesn't matter...", says James Goode. Vinnie Komor continues to live up to his reputation as Locker-room chatterbox, while Tom Severin cogitates on the advantages of living in Florida. "It's about the same, but I'm hoping to find someone who will help him pick up in the locker-room; Guide Wood is willing to pick up in the locker-room two days at once....and sleep is ever more important. Sai Malta, whose secret occupation is checking up on the guides, is a little discouragement. There are still new guides that he can't identify the culprit.

Jorgenson and Kirkland can understand why Lepore doesn't play bridge; Eckberg feels the same way about Camelot. Page Nordstrom is down to the low millions now, but Ford is not (luckily, house has no time for anything but tennis). "Family Alhambra's" propensity toward the Music Hall continues to increase late in the evening; never mind Russia, it can't win her back for you, Devine won't fail.

Much to our reader's disappointment, the show is not quite so hitting, proper, if we would form a very much more perfect union, insure domestic tranquillity, and provide for the common defense...that this most succulent morsel, [meaning the above article], be mistacated very slowly. Therefore, while the reader thus cars to his so sensitive digestion, the writer will meander to the Gateway....

MARK WOODS
COMMENDS STAFF
continued
of the Boys in uniform. We are training them to be in the department heads of tomorrow; it is through them that we will advance the time will eventually come when it is no longer necessary to import executives from other organizations. In fact, the Company had so much respect for the part played by the pages in winning the good-will of the public that the6 six of Mr. Carey's page boys all the way to Pittsburgh just to make sure that everything went well, at the opening of the new studios, KYW, in that city.

Very little coercion should be required to convince even the most skeptical person of the significance of these remarks of Mr. Woods. When he talks, we feel that NBC is talking; whatever he thinks must be what the company thinks because it is his job to know just that. He works for and with Mr. Patterson. He is the co-ordinating officer, acting as a sort of practical contact between the practical and the theoretical.

Whenever departmental charges are contemplated; whenever the budget is to be altered; whenever the company's policies are involved, Mr. Woods has an important voice in the matter. Since leaving the A.T. & T. he has served NBC in various capacities, the most recent being that of Treasurer. Although in years he is the youngest executive, in point of service he is easily the oldest. His deep devotion, ability and experience make him an ideal person to assist Mr. Patterson in carrying the heavy responsibility of the departmental office. Mr. Woods acts as chairman at nearly all committee and departmental meetings. In general he is the right hand man of the valuable type.

We left the neatly appointed office with a sincere feeling of respect for the man and his interest in what we assumed few executives know little about—

the living, breathing, hoping—group of young men and young women who compose the Reception Staff at NBC.

"SPEED THY NAME IS HAWEL" A beauty of beautiful girls cheering, Andy Ferdi staring in-ten- tively-lifting the finger at me harmlessly down the hall—and we know that Charlie (Dixie) Hawel is trying to better the NBC record of 52 empty¬ment reviews which he established some months ago. This astonishing young man does not attribute his success to any special brand of luck—or corn plasters—but modestly says—

I'm a great admirer of Frank Hawks and Mr. Malcolm Campbell*. * * * * *
PRES. MERLIN H. AYLESWORTH

"STILL WATER RUNS DEEP"

MERLIN H. AYLESWORTH

PRESIDENT

Some people, in his position, make speeches and promises while others reveal themselves via weekly or monthly statements. Merlin Aylesworth, unfortunately for the writer, has different ideas. He doesn't say much; he doesn't make many public announcements; in fact, he does everything quietly and inconspicuously.

Most of us know that Mr. Aylesworth, before taking over NBC, had reorganized the National Electric Light Association so that it became the largest body of its kind in the world; we all remember that he was a minister's son (and thus learned to get on with people); we have not forgotten that he is a law school graduate (therefore a hard man to fool). A few of us have heard that he refused, while 23 years of age, the Republican nomination for Governor of Colorado.

Besides being President of NBC Mr. Aylesworth is President of RKO and Chairman of the Board of Radio Pictures. He organized NBC and has reorganized RKO. This much we gleaned not from speeches or magazine articles or fine words; these findings represent just a few of the achievements of this master organizer, whose birthday we are commemorating tomorrow.

We have concerned ourselves with a man whose life has been centered on public relations and whose work is done in private behind the scenes. When there is worry or dissatisfaction or danger, we may hear from Mr. Aylesworth; then he makes a speech, and, if he can visualize their fulfillment, a few promises. Last year, for example, at the RKO Pictures Sales Convention in Chicago, he was called upon to make a speech; he made one which started a wave of enthusiasm that is still going strong. He promised technicolor and "Becky Sharp" is here; he spoke of a new "Bring 'Em Back Alive" picture and Frank Buck is now in Singapore. He complimented the deserving and revived the discouraged.

Such is the man who directs the policies of our company, a man who foresees the future to concentrate on the present and forget about the fate of his organization. He is, as has often been said, a safe pilot.

A MAN WITHOUT A HOBBY IS AKIN TO

A MANEATER SHARK WITHOUT MOLARS

Having covered at length the somewhat extraneous hobbies of some of the more versatile guides and pages, we are now branching out into the world of announcers, department heads and other awe-inspiring NBC personalities. It is our feeling that the man without a hobby is a more pitiable object than a shark without molars, so-o-o-o-o read this with care and profit thereby.

E. P. James, when we all held in especial esteem since his elucidating Sales Promotion lectures, reveals that musical comedies, dramas, and concert singing go to make life interesting for him when other diversions lose their appeal. Meanwhile, another Reception Staff pedagogue, Don Shaw, announces that the business of destroying and rebuilding automobiles is his idea of fun; (may he be of assistance to our ever restless Service Department when next it begins its hobby of ripping down and sewing up office walls).

PUBLIC'S GOOD WILL

VITALLY IMPORTANT

TO N.B.C.'S GROWTH

A small booklet published by RCA Communications, Inc. lists numerous pertinent and meaningful guides pertaining to the good will relations of the RCA employees with the public. However, it would not be out of the question to insert the important position each NBC Page Guide, and Hostess occupies in NBC's public relations policy. The general policy of the entertainment world, it becomes obvious that a good many of these interesting psychological rules of conduct and procedure could be beneficially adopted for our own use.

In the foreword, Gen. James C. Harbord, Chairman of the Board, has inscribed a thought which in itself is a significant guide. "Let us not forget", he writes, "that alone who will visit us anyone who will call us on the telephone, anyone who will seek our aid, offers to us the privilege of creating good will for our company. Let us not throw away that privilege; let us not rebuff the man or woman who gives us that opportunity."

Continued on page 4

A MIDSUMMER'S NIGHT DREAM

N.B.C. VERSION

The checker tournament has us thinking. What is going to happen when such stalwarts as George, Kunner, Davis, Cottingham, Malta, Conant, Bond, Ritenhouse, Cain, Amary, Hawel, Jorgensen, and Neerd get together? Will "Wet Hands" Mocarski or "Johnstown" Flood clean up Tammany Hall? Finnerty? When "King" Mac Fadden and "Crown" men one stops battling it out for the title? When "Smart Money" Kirkland gets going Wesche may be in the Red. "Four Move" McCarthy might put "rules Julliam on the spot, you know. Either "Six Jump" Ahlbum or "Triple Jump" Fitzpatrick will make his last jump soon. Macomber, Hecker, Bassett, and "Checker-Board" Daily should have a lot to talk about. Lots of luck, fellows. May you all live up to your "noms de guerre."
VERNON C. JUDGE DIES SUDDENLY

Vernon C. Judge, late assistant to Mr. Mills, Guest Tours Department, died suddenly on the afternoon of Thursday, July 4th, while swimming in Chesapeake Bay. Batterymarch Blvd. Heart attack was the cause of his death. He was on vacation with his bride of one year, Mrs. V. C. Judge, when death occurred. He was twenty-nine years of age.

He and his wife lived at 1910 University Ave., Brx., N. Y. Mr. Judge attended Colgate University and the Harvard Business School. Before being employed by the NBC, he was connected with the Rodney-Bon organization.

Mr. Judge's loss to NBC will be felt by all of us who know and respected him. We offer our sincere condolences.

RECEPTION STAFF REVIEW

Published monthly by the members of the Reception Division of the National Broadcasting Company, in the RCA Building, 30 Rockefeller Plaza, Radio City

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-a-

Adelle B. Fort

-features-

D.C. Davis

Immediate

Charles Young

John Hancock

Allwyn Foster

HAPPY BIRTHDAY!

Mr. President

All members of the Reception Staff wish to convey their best wishes for the continued good health and happiness of our President who reaches his forty-ninth birthday on July 19th. May succeeding years find him equally as successful in his endeavors as the year 1935 has endowed him with an abundance of opportunities to help round out a long, energetic and successful career. The Japanese have a word for it "Omedeto-goizaimasu".

REVIVAL OF BRASS BUTTONS REVIEW

WOULD BE WORTHY PROJECT

After the last issue of the "Brass Buttons Review" it was agreed by all hands that this should be made a permanent feature to appear at least four times a year. Either the lack of initiative or plain inertia has resulted in nothing being done in this direction. We hereby submit our arguments in favor of the proposal to continue these reviews. Are you with us?

INDUCMENT TO TIDINESS

The Locker Room, where pages and guides spend many a spare moment, should be as comfortable as possible. This is the philosophy behind the project under way to replace the less attractive furniture with new and more useful pieces. Thus, in the near future there will be several long tables and accompanying benches to allow the staff to eat its lunch under pleasant conditions. It is hoped that this will be an inducement to tidiness.

WELCOME

Miss Ruth Osborne, our newest hostess; Foster Whitlock, back from the University of Wisconsin; and Gerard Sexton who returns to us after a long absence. Greetings and our warmest welcome.

ACKNOWLEDGEMENT

Credit should be given where credit is due. The RECEPTION STAFF REVIEW extends its thanks to the following persons for their able assistance: Mrs. W. L. Randall, Press Dept.; Mr. H. Hede, Purchasing Dept.; Mr. E. Reynolds, Drafting Dept.; Mrs. E. K. Bergholz, Miss H. Fenn and Miss M. Molline, Transcribing Division, and Miss H. E. Slater, Service Dept. Publication of the RECEPTION STAFF REVIEW has been made possible through the enthusiastic cooperation of the aforementioned.

IT IS MR. AND MRS. BILL COLLINS NOW

We extend sincere good wishes to our latest newlyweds, Mr. and Mrs. Bill Collins. The bride was Miss Jeanette Degraeve of Montreal, Canada. They were married on Monday, July 8th in Montreal.

FAMOUS REMARKS

"If not... drastic action will be taken..."

"Mail it will take the fifth studio this evening..."

"May I see Mr. Delmonte..."

"Second floor lieutenant, Campbell..."

Major Bowes auditions are in studio 2E...through the doors on the left...not beyond the fifth case. Look, the doors on the left! Not the Guest Tour Department...through the doors on the left...to your left...Yes, that's right..." (collapse of the hostess).

"Spruce up!"

"Is this NBC?"

"This car down, please!..."

NO! I'M SORRY--BUT DEAR

AYLESWORTH IS NOT IN--

IS THERE SOMETHING I CAN DO FOR YOU?
LET'S GET ACQUAINTED

BILL GARDEN'S BIG HOBBY

THE QUESTION BOX

Editor's Note: Has all querry to the Question Box, c/o RECEPTION STAFF REVIEW, Drawer R, News, N. B. C. All questions pertaining to radio will be answered through these columns provided the addressee signs his name to the note.

Q. How many programs are broadcast each day over WJO and WEAF? A. Approximately 30,000.

Q. Does Bill Chilids tap-dance on the Sinclair Minstrels program? A. No. The tapping is the work of the sound effects man.

Q. On the Armory Hour does Beelte's voice sound distant because he is in another room or does he talk through his nose? A. He talks from a small echo chamber.

Q. Has SOS always been the recognized distress signal? A. No, CUD was used before 1912.

Q. Why would an ordinary system of ventilation be unsatisfactory in the Studio Section of NBC? A. An ordinary system could not withstand the effects of high humidity from ventilation and decorative illumination in the studio. The varying proportions of heat given off by studio occupants at rest and in action would present quite a problem; the fluctuating loads would be hard to compensate. The relative humidity would get out of control.

E.P.H. JAMES, SALES PROMOTION HEAD

REVIEW'S UNIT'S FUNCTION IN THE N.B.C.

The series of interesting and very instructive lectures on the workings of the Advertising and Sales Promotion department have now come to a close; and the regular and large attendance at these lectures manifested the interest of the guides and pages in that department. The benefit and interest of those who wish to know more about the Advertising and Sales Promotion department, we have interviewed its head, E.P.H. James, for a general and personal view of the personnel under his jurisdiction. The Advertising and Sales Promotion department is in effect an advertising agency within the NBC organization which serves not only N.B.C. but the clients and the advertising agencies doing business with the company. It gives particular attention to the preparation of "ammunition" for NBC salesmen. It also offers a merchandising advisory service to all the N.B.C. clients, and prepares suggestions and layouts for window displays, dealer brochures and other tie-ins. As a whole this department serves as a clearing-house for information about NBC and radio merchandise.

The men in the Advertising and Sales Promotion department have all had experience in advertising and selling. They've come from advertising agencies and advertising departments of large companies. In addition to organizing NBC to establish its Sales Promotion department, Mr. James has had great experience in merchandising. These men have also, at some time or another, been in various lines, including door-to-door canvassing. Among the sundry things they have sold are vacuum cleaners, real estate, inter-office phones, newspaper space, paper cups, furniture, drugs, photo-engraving, art supply, and many others.

Among the men in the department the following occupy the key positions: Mr. Hausman is in charge of internal sales promotion, and has the full-time care of its advertising agency within NBC. Mr. W. A. Roux supervises the production of literature and advertising agency. Mr. Gar Young writes copy and supplies articles to trade publications. Mr. Joseph King, the Advertising Agency, has served in various lines. Mr. Frank B. Chizzini does the promotion for NBC managed and operated stations. He left a direct mail agency to join Mr. James' staff at NBC.

E.P.H. James has had a very interesting life. He has been associated with the broadcast advertising business and has been with NBC since 1927. He received his early training in advertising with the agency of Lord & Thomas, in New York, 1926. In the United States and after some practical selling experience, undertaken with a view to absorbing American ideas on sales and advertising, he joined Lambert & Feasley, New York advertising agency. In 1927 he joined the newly organized NBC, and was made a member of the Sales Promotion department. At that time there were only two members on the staff of his department—himself and his secretary. By 1929 there were fourteen employees, and now there are twenty in the New York office. The number continues to grow. It is difficult to believe that Mr. James' age is only thirty-one, considering his business experience and what he has achieved in the advertising world. He is one of the youngest, if not the youngest, executives of the N.C.B. In addition to his work in the advertising business, Mr. James is active in amateur dramatics, musical comedy and concert singing. He is also a member of the local Boy Scout Camp Committee and acts as radio-adviser to the National Headquarters of the Boy Scouts of America. He is the author of several books containing advertising and promotions. In literature of this kind, the guides and pages, take this opportunity to express our appreciation of the lectures Mr James gave us and we feel that we know more about NBC Sales Promotion and Advertising than we did before attending these enlightening lectures.

WHERE YOU CAN SEE THE BOYS PLAY

July 20 NBC vs RKO 1st Game...Photosport
July 27 NBC vs RKO 1st Game...Photosport
Aug. 1 NBC vs UAC
Aug. 3 NBC vs WJO 1st Game...Photosport

*Catholic Prophecy located at East Tremont Avenue, Bronx.
G. Washington Field, located at 91st Street and Audubon Avenue, Manhattan.

WESTON WONDERS

Harry Weston has received a package containing two military brushes from some gentleman he took care of in the Main Hall. We're reserving our congratulations, however, until we discover what the gentleman included in the package, of all things, a book on DOG CARE?

MORE WE WONDER IF...
Hobbies of Executives Cover Wide Range

Three who like boxing, Short Stories, and trout-snaehatching have three major interests in common with Bill Carlin. A couple of his novelities are talking with his hands and throwing away cigarrettes after they have been on his third smoke. His favorite hobby is my wife; then comes music, horse-back riding, and walking our dog around side streets", enthuses the huge Mr. Howard Petrie—which sounds very nice, providing one has a wife, horse, dog, and piano. For advice on boating or skiing go to Pat Kelly; what happens then when they're finished, we don't know but he also devotes considerable time to writing and to composing lyrics—

"Scotch needs... and bitters", retalates the omnipresent Ludden. "One day, I drew my own conclusions. (Miss Trueblood is glad to help; out if you aren't talented in that way). When not engaged in introducing Blue Sunoco's popular news effervescence, Lowell Thomas and Jimmy Wallington may be found at the controls of an airplane—plane or highBuilding..."

"I'm a bachelor, and here's my hobby", says Louis F. Toffler, "they hardly compare with riding atop a Fifth Ave bus." Personally, we are rather looking toward the proposed stream-lined type......notwithstanding Rockefeller Center Weekly's sentiments.

Bertha Brainard is another autograph collector, but she keeps them on the lacquered side of her piano. Although an ardent stamp-collector, Walter Koons' favorite extra-curricular activity is continuing the Saturday night which he has indulged in with the same three friends for the last eight years. From Guest Tours we hear that Ruth Keeler urgently requests certain people to cross one hobby off their list—loud talking on the telephone. "He plays an excellent game of golf, in spite of the fact that his club has never left the course. Fishing is a confirmed bachelor and is a perpetual memo writer," writes Miss Honeman, "...we wouldn't know..." Much

GERMAN EXHIBIT

F. T. BROWN WINS FIRST PRIZE

Guido F. Tliiden Brown won the championship of the DERICAN DEPARTMENT STAFF REVIEW'S Cross Word Contest by completing the solution in 4 1/2 hours. Robert F. Devine was runner-up, having completed the solution in 5 hours and 5 minutes. The reward of a day off will go to the winner, Brown. The correct answers are published at the top of this page.

SOLUTION To THE JUNE ISSUE'S PUZZLE

ROYAL MASON  
IN DYE WON PRE 
D "A" E M N M D "D"
M C B S P F Y R O
A L E Z A B B C F L
H E O R S V A K O I R E A V T I L T O W N D S L I T A S C Y E
O H N S A N S O E R T H A Y P E A R A L X U O
W H X Y Z A L I C E S G Q V O L L H A T Q W H R P A B A K H S B Y

PUBLIC'S GOOD WILL NECESSARY TO N. C.

"Service is nothing more or less than putting yourself in someone's place. What would I expect if I came into this office to get some information or to do business?"

"Give the visitor, guest, or client your individual attention. The greeting should be gracious, tactful, and friendly. The caller's first reaction is to your appearance. This can do much to create a good or bad first impression. It should be a neat and orderly appearance to be impressed with the newcomers."

COURTESY is expected, no one presents it, and it disarms resistance. The speaking voice should be clear, distinct, and well-modulated. The importance of courtesy when speaking to a visitor or client cannot be overestimated. Speak directly to the person and avoid carrying on a conversation with another person while doing so as nothing will so quickly antagonize a person as this breach of good manners.

"A client or guest may lose his temper. That is his privilege. If he is unreasonable, remember he may have been made so by impolite treatment. The greatest return from courtesy is the economic reward-thing, satisfied patron, the reputation for efficient and courteous service."

The public may be timid, arrogant, thoughtless, rude, or lazy but NBC is not in business to reform them. We are here to take them as they are and serve them. The real asset of an asset is the fact that the company which is carried on the minds of its customers. Those of Reception who are not in daily contact with the public on the firing line have the making of this picture in their hands. Be always cheerful, courteous, and prepared to give information."

MUSIC LIBRARY PERSONNEL DECLARE TEMPERAMENT NO ASSET

The N BC Music Library is a genial madhouse, according to Mr. William Marshall of that department. "Where the building comes in once a day at least, to ask for music, and the files have to be stocked with every kind of score that exists, including musical comedies, operas, old hymns and Harlem hotchpotches. Mr. Marshall emphatically stated that to work in the Music library, you had to know music in a big way. Musicians dash wildly about and in anguished tones demand the music for a program which goes on the air in five minutes. Artists are highly insulted if the librarian does not remember the key in which they sing, and so he gives a contralto a soprano part. The most temperamental lot on the air are the tenors," remarked Mr. Marshall.

The telephone rings and rings and rings! Questions pour in about the dates of the publications of songs, the names of the composers, and the shows from which they came. People call and whistle a tune over the telephone wire, and ask "What is that song please?" or "From what opera is this tune?" They give the middle line from the chorus and ask for the title. They want to know "What was the second to the last piece sung on the Vallencourt Hour?" They ask for texts from the Bible or hymn books (so they keep a Bible in the Music Library now) and they even ask for tickets to a broadcast! Music may thrive on the breast—but not in the NBC Music Library!

From each of these contacts some useful knowledge may be derived on how best to deal with our fellow men which may serve to round out our experience in the jobs of dealing with the human equation—a very necessary fact in all walks of life.
GARTLAND PRAISED
FOR HIS STOVERS VS
ANTI-STOVERS* SKIT

How often is success the reward of an early attempt? Bill Gartland, of the Day Page staff, whose entire playwriting experience consisted of a drama written for his prep-school Science Club, recently submitted a script. The play entitled, "Stovers versus Anti-Stovers", was accepted. It went on the air over an NBC-WEAF network on Monday, August 5, at 11:30 P.M.

Bill attended the Gilbert Preparatory School where he did some writing. He had also done some work for a magazine in Litchfield, Connecticut. It was during this job that he ran across the story on which he based his script. Once long ago the stern congregation of his town was split into two factions. One desired that a stove be bought to keep church-goers warm during the long snows of winter Sundays. Considering that a Puritan spent much of his Sabbath in church, this was not an improbable desire. The other faction believed that comfort was no aid to Godliness. The result continued on Page 4

NEW MERIT PLAN
APPROVED

A new merit plan has been adopted by the Page force of Reception. All pages will be graded according to their attitude, general work, posture, and cooperation in the performance of duties. The grades will consist of five classes: A, B, C, D, and E. The ratings will be made every fifteen days. All new men employed will automatically be graded C until the following grading date.

The rewards of the new system will be as follows: A men will have every day off they choose any reasonable request granted. B men will have any reasonable request granted. C grade will give the person classified as such a granted request if it is possible to do so. D men must have an excellent excuse for his requested favor. E and F grades are not even considered. All G and F men will be told by their Continued on Page 4

PAGES AND GUIDES HAVE MOST
VITAL CONTACT POSTS IN NBC

"He's a friend for work," commented, smiling Florence E Mar- ger, his secretary, "demanding perfection from everyone and most particularly from himself. With the eye of an eagle and the ass of a lion"!...er, He tabbs on every departmental activity, frequently inspiring acute pains in our necks. The most minute detail does not escape his memory; he's as human as any of us; watch him opening packages of mail — like a small boy, he observes his interest and curiosity when listening to a good story; visu- alize him planning that garden which he has so much, or lis- tening in calm rapture, to a popular Beethoven sonata; picture a man whose only vice (that I know of) is smoking. A But, above all else, perhaps his most positive attribute is his abili- ty to be as great in great matters as he is small in the lesser.

Such is Mr. A. L. Ashby, Vice-President and General-Attorney in charge of the Legal Department of National Broadcasting Company. Under the guidance of this man, who has graduated from law school with honors and holds three degrees including Doctor of Jurisprudence, who has

Continued on Page 4

NEW HANDBOOK FOR PAGES OUT SOON

The need has been great for definite information concerning the duties of each floor. It was not that a page did not know what to do, but rather that he had no norm against which he could check his activities in order to gather together the ne- cessary material, a manual of routine and special duties of every phase of paging was sug- gested. Mr. Tart, Mr. Weston and the officers collaborated in the result that an eighty-four page book will be forthcoming on or about September 1st. Besides acting as a guide book, this manual will contain a who's who of important people for every show every day in the week. Since every new page will be in- structed in the use of this book, it is hoped that the employment of a new man on a floor or at a program post will ase no disruption at all.
PERSONALS

Miss Ruth Kaufur "middle-aged" it out of the Guest Tours Department on July 20 with Mr. Henderling, culminating a seven year romance that at one time they saw each other but once.

Ary Moll, Mr. Peterson and Jack Richard of Guides changed the Main Rd. at a ticket booth... and it has also been noted that a certain well-known Count spends considerable time among the fairier sex of NBC. Question—Who will be the lucky Countess?... And there's the Night Page Officer who has already popped the eternal question but has not received a definite answer yet... Unless you want to call "five years" definite. Kid Cupid is also at work on a few others, but you'll have to wait until the next edition to read about Cupid's progress... After all, this column is for chatter and not advice to the lovelorn.

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Mr. Tarf is always anxious to take up collections for employees when they get married... He thinks there's method in his madness... Paul Rittenhouse walked into R B and saw what he thought was a lady's scarf lying on the floor beside him. He picked it up when much to his surprise he discovered that it was not her scarf but rather the train to her evening gown... "Horse" Herd tried to get a few days off to visit a sick relative at Saratoga... Honest, Herd, I didn't think you had any throughbreds in your family... Game-bye, now!

RECEPTION STAFF REVIEW

Published monthly by the members of the Reception Division of the National Broadcasting Company, at the RCA Building, 30 Rockefeller Plaza, New York City

Vol. 1 August 1935 No. 6

F. C. Lepore—Editor—
Assistants: Mrs. Kirkland—A. R. Moll—News—Exploitation—
Fred Wesche—A. B. Fort—Make-up—Features—
Staff Correspondents:
Don Gardiner Walter Clark
Contributors: Alwin Foster F. Tilden Brown
Montague Miller Ken Cronin

● SUCCESS REWARDS THE LEARNED

On the Pages' and Guides' Bulletin Boards a significant suggestion was published. Mr. Carey, affirming Mr. Tart's suggestion, made the following statement: Quote:

"Confirming my conversation with you, may I suggest that you post a notice to Pages and Guides to the effect that their opportunities for promotions in our company would be greatly improved if they were to study and master shorthand writing."

Mother Nature has ways and means of forwarding all living things before the storm so that preparations may be made to weather the outbreak when it comes. In parallel lies the case of shorthand. It's obvious. We've had to hit hard and now is the chance. The interviews will come. Slowly but surely.

When we find ourselves seated before some department head, stating our qualifications for the job, we've got something to sell. For every person who can take shorthand, twenty can't.

What modern business demands is men who are of service. The work must be done and done well. Therefore, the natural thing to do is to underscore the significant passages, "learn shorthand!"

● RESURRECTION

It is timely news to hear of the formation of a male glee club which will be a permanent part of Reception's extracurricular activities. This has been one of our greatest needs to date—a chorus wherein those on the Staff who have good vocal training (as many of them have) may have an opportunity to increase their abilities in this branch of musical expression.

The chorus was received with the chorus during the last "Brass Buttons Revue" was an excellent indication of its popularity. Let us hope that this will be a forerunner of another bigger and better and more attractive "Brass Buttons Revue" sometime in the near future.

"OLD NAMELESS"

Dane Rumor stalked into the RECEPTION STAFF REVIEW's office the other day and left a drop-copy report which hinted of conspiracy. The report read as follows: "Massa John R. Carey is a-plantin' flowers and a-figurin'. More figurin' than plantin' flowers. He done figured that if Massa Kabok does not find a name for "Old Nameless", de sales department's new mouthpiece, all guides and pages are going to be turned loose on the project. It says so in the cards. So Massa Kabok you'd best go a-plantin' again and a-sellin'.

All joking aside, though, if you can get a copy of the current issue of "OLD NAMELESS", you'll find a lot of meat in it about Sales. This is a tip-off to those who have a eye cocked toward this department. It's a swell sheet and very intimate.

OD AHEAD AND SUE ME BUT... There are a couple of budding romances in our midst again—or is it yet. Anyway, have you noticed a certain young announcer’s interest in one of our cashiers at the Main Rd. ticket booth?... And it has also been noted that a certain well-known Count spends considerable time among the fairier sex of NBC. Question—Who will be the lucky Countess?... And there's the Night Page Officer who has already popped the eternal question but has not received a definite answer yet... Unless you want to call "five years" definite. Kid Cupid is also at work on a few others, but you'll have to wait until the next edition to read about Cupid's progress... After all, this column is for chatter and not advice to the lovelorn.

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● APPRECIATION

Mr. and Mrs. Bill Collins of the Main Hall Collins wish to take this opportunity of thanking each member of the Reception Staff for the thoughtful gifts received commemorating their marriage. This kind expression was appreciated more than words can say.
Spotlight now turns to three guides, lately promoted to higher positions......

Bill Callander's next step up from a guide lieutenant's position has been a promotion to the Statistic Department. We all know from a previous column in the REVIEW of his splendid record at the Kemper Military Academy and also at Blinn College; we're sure he'll have another one just as fine in his future positions.

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**LET'S GET ACQUAINTED**

**WHAT PRICE GORGEOUS?**

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**HITS AND BITS**

Ted Thompson: Eastern Intercollegiate Outboard Motorboat Champion in 1930 and '31 while at Dartmouth College. He was also holder of the world's speed record Class D, with a speed of 47 MPH (that's travelin' pals) on a straightforward course at Worcester, Massachusetts.

Q K: Paul Rittenhouse was selected as Men Junior singles and mixed doubles Champion on clay courts in 1932. Raymond Sullivan played baseball and basketball at Xavier Military School for 3 years.

Jack Wahlstrom played baseball at Evander Childs High School for two years and was named on the 1928 "All Scholastic" picked by all the coaches of the PSAL.

Adam Gayeck played baseball and basketball at Dickinson High for 3 years and in 1 year batted over 570 which is almost as good as the average compiled by "Pistol Pete" Bonardi so far this year. "Pistol Pete" Bonardi, played football and baseball at flushing High for two years and played one year for Stuyvesant High before being traded to Flushing High for two bottle tops and a broken pencil. Pistol was elected to the N Y American "All Scholastic" team in 1932.

Jerry Daly who plays guard in the Main Hall played for on the Bishop Toughin Quintet for 3 years. Jerry captained the teams that carried the city in 2 years in a row (1929 and 1930) and also played baseball for 3 years before he matriculated at Villanova where he played Freshman and Varsity basketball.

"Silent Vin" Kommer played basketball at Newtown High for 2 years and boxed up at Trinity.

Elmer "Hamby" Pinnell's guide, guided the destinies of Bryant High's Pitchers for 2 years and just missed "All Queens" when he fractured his ankle playing semi-pro baseball on Sunday. Pete keeps in trim doing the Lindy Hop at the leading dance emporiums. "Homer" Flood, NBC's captain, maintained the Power Memorial baseball and basketball aggregations, and had the singular honor of being elected class President in 1935.

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**OUT OF THE MAIL BOX**

Editor's Note: John H. Laing was formerly a guide at NBC and is now with Station WHO, Washington as announcer. This letter comes to us after Laing’s absence from NBC since July 15 of this year. In reading the neatly printed and well-written pages of the REVIEW I found my memory pleasantly jarred by a familiar name or two. I discovered very happy months of my life... All I can say is that having reaped the benefits of those months, I would not part with them for anything that I might have imagined more desirable at the time.

This letter is an attempt to present one example in the form of a "confession" of a former page and guide whose name was marred by the belief that he was not getting anywhere but who now recognizes the indescribable rewards that can be reaped from the high standard of the discipline maintained by the uninitiated men of NBC.

Since I am so eager to hear the latest news of the staff and its work, I should like to have you consider this to be an attempt for a subscription to the RECEIPTION STAFF REVIEW. Please give my regards to the fellows who might happen to remember me. Believe me to...

John H. Laing

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**FACTS AND FIGURES**

Through the courtesy and cooperation of Mr. Wm. Fairbanks of the NBC Statistical Dept., we are able to bring to light some interesting facts concerning the Major Bowes Amateur Four Hertofore unknown —

There were 11 winning male acts, against 2 winning female acts —

In all, pages, operators and tabulating clerks worked 4,095 man hours during the first 13 broadcasts —

The New York studios alone, the pages who collected the ballot-sheets and ran telegrams, walked approximately 60 miles in the line of duty —

Toronto leads all outside cities with a total of 17,887 votes, Montreal 2nd with 14,064, and Milwaukee 3rd with 11,272 —

The greatest number of votes was registered when Toronto and New York listeners telephoned in a total vote of 24,787.

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**FOUR NBC GUIDES COMPETE FOR POST**

On Saturday afternoon, July 27, at 2 PM Mr. Pat Kelly, NBC Head of Announcers, held announcing auditions for four guides, Leon Roberts, Fred Leach, David Roberts and Gordon Richardson in Studio 8F, to determine each one's possibilities in this capacity.

The test covered the reading of the names of foreign composers, commercial announcements, and presenters. A tape recording of the reproduction of the studio, and a description of a parade, any parade, from ad lib angle. The trick in the latter was to suppose oneself seated at a vantage point at 2 PM awaiting the arrival of the parade. The announcer was to ad lib enough to hold the attention of the listening audience until the vanguard arrived.

The requirements set for a person interested in this field of radio consist of certain qualifications as established by NBC's standards. They are: Good Pictue, Versatility, Selling Force, and ability to speak extemporaneously.

After preliminary try-outs Roberts and Leach were asked to repeat certain phases of the test. This may be significant. However, the choice of the winner has not yet been made public. New classes in announcing will be formed in the early fall under the supervision of Dan Mussell, linguistic and announcer.

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**DAVIS "SHOPI" WAVE**

Guide Caldwell Davis has become very interested in Page Charlie Young's short wave station in New Jersey. He's found out that these "amateurs" of radio band together to relay messages via short wave all over the world, the last one sending a post card to the actual des-

Continued on Page 4
Grismaw works out problems of proposed general legislation, does briefing and indexing cases, and assists with FCC affairs.

Mr. Leuschner is in charge of general legal matters incidental to our Hollywood activities.

All of these men are prepared to handle the litigation correlated to the work allocated to them. They have access to special counsel which may be contacted in any important city. To supplement their work, Grismaw has purchased what the librarian of the public library at Forty-second Street considers to be one of the finest radio legal libraries in the world.

Thus do the occupants of Suite 626 provide for the common defense.

NBC GLEE CLUB

Continued From Page 1

Mr. Ashby believes that the Reception Staff of the National Broadcasting Company is in the most important contact spot in the world. This is the place where, when a hotel clerk, I made the acquaintance of the president of one of the leading motion picture companies. Mr. Ashby, since becoming a life-long friend. You boys have opportunities to encounter prominent men every day. The National Broadcasting Company owns four million shares of Oklahoma City University, offered his assistance. Profiting by Mr. Haydn's experience, a group of students were organized on August 1st to test ranges and possibilities of the voices. Since then things have been progressing smoothly. In a few months you will be able to hear from our own NBC Glee Club.

GARTLAND

Continued From Page 1

pitcher. As you can see these two warring groups and its final outcome is portrayed with a deep understanding of the New England character.

The acceptance of this script gives Bill a big hand on his way to a career of continuity writing which he now intends to follow. He readily admits that the attempt was inspired by the lecture series for the page and guide staffs conducted by Burke Boyce. Those departmental lectures have so early borne fruit should be ample indication for their continuance. We thank Mr. Gartland for his efforts and congratulate Bill Gartland upon his success.

MERIT SYSTEM

Continued From Page 2

captains why they have been classified as such.

The new system was effective August 1st. The list of grades will not be made public and only the Reception Supervisor, Mr. Black, will have access to it. The report is submitted just like the monthly statement. It is hoped that this new system will have several weak points which have become obvious of late.

Continued From Page 3

time ago, patrons of the Drug Store were thrown into confusion when one of the waiters turned pale and fainted. Two young men, Guides Jim Goode and Frank Koehler, ran forward and instantly took command of the situation. Koehler, as he knew, reached into the pocket of his business suit and took out an extra capsule; Close application to the victim's proboscis and the fainter was on his feet before the startled crowd could say "satyayag," We're writing this article to claim Jim and Frank as new members of the Citrus Blossom Association. Mail brothers.

KOELNER'S KAPSULE KALMS KROWD

The new Reception motto seems to be "Be Prepared." A short
HANSON REVEALS EXPERIMENTAL TELEVISION EXPECTED BY 1936

"Radio's willingness to adapt new things transcends the effort of any other industry in the world," said David Sarnoff at the RCA Victor sales convention in Atlantic City last July. He was referring specifically, to the Magic Eye, but we believe he was not wholly unmindful of television.

In the annual report to RCA stockholders, mention was made of the fact that RCA laboratory results in television equal or exceed those of Europe; however, the size of our country (as compared, for example, to England), coupled with technical, program, and financial problems, made it impractical to erect and maintain a system of television on a nationwide basis. Commercially, only high-definition television is possible; therefore, it was decided that a field demonstration should be the next step.

According to the July issue of the RCA FAMILY CIRCLE, an inter-company committee was named by Mr. Sarnoff to make the necessary plans for this demonstration. The NBC being represented on the Committee by Mr. Kobak, Mr. Hanson, and Mr. Horn.

Then Mr. Aylesworth, in an interview with Mr. McIlvoye of ROCKEFELLER CENTER WEEKLY, divulged that it could be his job to put to work the fruits of RCA's proposed million-dollar expenditure for experimental equipment and programs. He added that "when television goes on the market now it will be a finished product - until the engineers make more improvements on the playing this week.

Last week, in an interview with Mr. O. B. Hanson, our chief engineer, an editor of the RECEPTION STAFF REVIEW learned something of the part to be played by our company in this great campaign. Some of the allotment mentioned by Mr. Sarnoff is to be devoted to modernizing the transmitters on the Empire State Building (which, of course, is over twenty-five thousand feet above the street). Considerable expense also will be entailed in making one of the smaller third-floor studios adaptable to television. This, and the rest of the work, will be under the direction of Mr. Hanson. Working with him are Mr. Robert W. Morris, our development engineer; Mr. Chester Rackey, who is in charge of design and installation of Audio and Video Facilities; and Mr. Raymond Guy, who is supervising the design of the Radio Facilities.

Mr. Horn, Director of Research and also a member of Mr. Sarnoff's committee, is handling relationships with the Federal Communications Commission and is also making advanced plans on television and coordinating the activities of the program and commercial angles as they relate to the Committee's activities. In Mr. Kobak's Department, Mr. E. P. H. James, with two assistants, is mapping out a statistical survey of the new field.

"If all goes well", said Mr. Hanson, "our field demonstration should be well under way by late spring or early summer..."

Thus we have at last arrived at something definite - experimental television broadcasting from Radio City within a year!

EDGAR KOBAK
VICE-PRESIDENT IN CHARGE OF SALES

"COURTEOUS PAGES DEFINE ASSETS TO OUR SALESMEN"

Edgar Kobak, in March 1934, accepted the position of Vice President in Charge of Sales of the National Broadcasting Company. Mr. Kobak was selected by Mr. Aylesworth and Mr. Patterson primarily because of his "thorough experience in publishing as well as in advertising and selling, together with his demonstrated ability to originate and foster new ideas and methods."

SUCCESS REWARDS OUR BASEBALL TEAM

In 1934, the NBC Baseball Team captured second place in the standings of the Motion Picture League.

In 1935 the radio squad rose to new heights by winning the pennant and first place in the W.P.L. This year the league season was divided into two parts. The Broadcasters went through the first half of the season without defeat in League Competition, winning seven and losing none.

During the second half the team won six and lost one. The lone game that they lost was due to the fact that when they played Columbia, four men were on vacation and could not possibly get in for the game. In winning the pennant the NBC is to receive the trophy that signifies the supremacy of the league.

AN OPEN LETTER FROM MR. CAREY

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

September 1936

Mr. Carey,

I take this opportunity to express my gratitude and appreciation to all persons responsible for the excellent operation of all service trucks during the Labor Day week. A total of 50 trucks were sent to various cities in the nation.

The operation was well coordinated, with the possible exception of a few problems. I shall not go into detail as to the manner in which the various problems were handled, but I am sure that you will feel that the cooperation throughout was of great practical value. This is not only a tribute to the efficiency and cooperation of the Advertising Department, but also to the terrific effort on the part of every truck that was involved in the job.

I wish you every success for the future.

Sincerely yours,

Mr. Carey.
PERSONALS

Joe "2884" Milroy went up to Popolo Lake, N. Y., last week on a fishing trip with his girl friend. Joe reports lots of fishing: the only time he took a ride in the car with "La Flame" it broke down and they had to walk back to Milroy for six hours till help arrived.

"Sugar" Cain spent the "Rest Period" at Bailey's Island in Maine. Cain says he caught a 60 lb. horse mackerel. Show us the picture, Don.

Page Frank, is back from a two week's sojourn in the Pocono Mts. He recommends them heartily. There were so many girls up there that Frank had six dates a day—vacationists please note.

Jim Cody spent his vacation days and nights at Beavertown, New Jersey. He built himself up during the day by playing basketball and tennis, and ruined his good work by staying out till the small, wee hours.

NEW BRASS BUTTONS REVUE REHEARSING

If all the speeches ever written were burned in one heap, they would supply enough heat to keep the halls warm for some time, but the price of butter would still be about the same. Which all means that talk is cheap, but that it inspires what counts. "Let's have another Brass Buttons Revue," said a lot of people. "Let's do something about having one," said Ray Sullivan, Night Page Lieutenant. And so, something is being done. First, a plan was evolved. To hold a brass buttons guide amateur hour seemed to be a very logical idea. To that end auditions are being held for master of ceremonies and for talent. An hour of time is the hoped for allotment. If that hope is fulfilled, there will be a different Brass Buttons every hour. Aside from much good vocal and instrumental talent the uniformed staff is capable of producing a fine male chorus and at least one good quartet.

When auditions are completed and all the performers have been selected, the script will be written around them. It is not planned to give anyone the hook unexpectedly. But what is an amateur show without going on an ambulance ride, a S.P.C.A., wagon or something? After all there is a lot of good robust comedy thus aroused. The few tears accom-

Continued on Page 4

In Memoriam

We extend our heart-felt sympathies to Jack Richard upon the death of his father, Joseph O. Richard.

To the family of Michael J. Farley, special officer, we wish to express the keen loss felt by everyone in Reception upon the realization of his untimely death on August 22, 1935.

Editorial

Go Ahead And Sue Me But... Have you heard about Henry Weston, the palmist, selling trinkets, nick-knacks and etc., in front of the Riverside Church recently? He was to be an usher at a wed-

ding but the bride and groom didn't show up so he threw caution to the winds... "Huey" Weir, that rabid Yankee baseball fan, has advocated a "share the runs" policy for the giants so that other teams won't beat them so badly.

Mr. Burke Miller helped keep the doctor away by passing out apples to the fellows the other night... Did you know that Frankie Kohler is a red-hot drummer in one of those snappy Jersey bands... Askoun is a commercial artist of no mean ability, which accounts for the excellent way he swings a brush—and broom... Here's a tip—Get a load of Jack Brennan doing his stuff on the next P & G Revue... And here is a merit or two for the swell work of the cashiers in the Main Hall, over the Labor-Day week-end.

The busiest man in NBC these days is Ray Sullivan who is writing the scripts for the forthcoming Brass Buttons Revue... Have you noticed how tight Page Mann's uniform is getting—especially around the waistline... Charlie Havel is "Chief" Mocarski's only rival when it comes to being the best man... or when it comes to being Malcolm probably knows more people in Radio City than any other person.

Jerry McCarthy has been trying to get in to the Music Hall for the past three weeks but he can't seem to find the time... or maybe the time. When all the officers start eating at their specially constructed table in Rm. 238, the place is the living image of a scene during Salvation Army Chow-Time... The height of worry is when "Sherlock" Deming is soft-shoeing through the halls with a mail complaint... and by the way, what's become of Vinnie Sexton's big heart-throb?

That happy light in Kay Lillie's eyes is due to her forthcoming marriage in October... the boys are glad to hear of Chase and Sanborn's renewal of 13 weeks... the loss of Fred Hesse, who is attending Rutgers, and Office Van Christian, who won a scholarship to the University of Illinois, is felt keenly.... Mercer is still pining... Charlie Young's on a six weeks leave of absence to recover his health... our sympathy to Doris Campbell's hurt knee... our noble editor, F. C. Lepore, temporarily assigned to Mr. Patterson's office for two weeks, has returned to the fold... Glad to have you back, Frank... be sure and see that your radio is in tip top shape to hear that swell of swell shows — the Brass Buttons Revue of 1935.

Editorial

Chatter

Look not mourn—fully into the past—It comes not back againWisely improve the present—It is thine—Longfellow

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Shines on:—
F B Whitlock, late of Reception is now back at the University of Wisconsin, which made use of his NBC training. He holds the post of announcer at Station WMA. A motion picture concern will make a movie built around the history of the University and Foster was chosen as the raconteur.

H Weston Conant, a Connecticut Yankee, was graduated from New Utrecht High and Pratt Institute — worked as a professional puppeteer and maker of puppets and display devices. He fences with foil, duelling sword, and saber, is likely to be found sketching, growing roses, or developing and printing his own photographs. A versatile person, now.

R Francis Devine, former guide, has been transferred to the Legal Department.

OUT
OF
THE
MAIL BOX

This space is set aside to discuss or reprint correspondence of interest to Reception. Contributions are invited. They must be brief and to the point. Initials or name may be used as desired.

National Broadcasting Company
New York, New York

Gentlemen:

On September 1st, it was my privilege to visit your studio as a tourist, and I thought, however, I made a very happy mistake.

The cordial spirit and honor done us as your guests on a sight-seeing tour of your studio is a most unusual experience for tourists. It was a privilege as well as a pleasure to see the scientific, dramatic and business side of the radio world.

Our host on this occasion was Mr. Walter R. Weiss, whom I believe is designated as Guide No. 20. He is a most unusual young man; and I commend him to your attention because of the hospitality, accorded on your behalf, and his desire to make this sightseeing tour all the more interesting and enjoyable.

Because of appreciation of his efforts, his name was obtained by my companions and myself in order that we might express our appreciation to him and to you.

Again thanking you for this privilege and pleasure, am.

Yours very truly,
(Signed)

(Mrs.) Horie R Finke

LET'S GET
ACQUAINTED

You ought to know Henry Weston, of Montclair, New Jersey:— because, as a child prodigy he doubled his weight in five months during which time he managed to grow several strong teeth with which he used to tear up his mother’s favorite lace curtains.

—because, although he was not a precocious youth, he made a record at his local grammar school good enough to gain him admittance to the Lawrenceville Preparatory School.

—because he divided his time so nicely between athletic and scholastic activities, that he not only ran the 440 yard dash for that school’s track team but also found time to run the circulation department on the Lawrenceville, his school paper.

—because he was a traveling salesman, (now we’re getting somewhere) for a cleansing product.

—because in his experience is included the job of receiving for a Jersey City radio retailer (both of these jobs came between his graduation in 1933 and his employment at NBC on June 6th, 1934).

—because it took him less than a year to secure the advancement from Page to Reception Assistant during which time he was one of a picked staff of men which participated in the opening of KDIA’s new studios, read the palms of almost everyone on the staff and consumed no less than 150 assorted Drug Store & Greasy way lunches.

—because he is filling his new job as Mr. Tart’s assistant with no mean talent and bearing what he considers the most unusual hours in NBC’s (1 PM-9PM) with his own inimitable grin.

We give you HENRY WESTON.

P.S. He is one of the few not yet caught off his guard by that versatile villain and gossiper “Chatter”.

HITS AND BITS
IN
SPORTS

Comrades, fellow workers, lend me your eyes while I record for posterity what happened up in the Catholic Protectors’ baseball park. It is more wonderful than the tales of the Knights of Old. It is a story of what took place, whilst that fearless band, that conquering army of crusaders[2] (not by a long shot or by a few more superlatives) representing the NBC did battle with a group of knaves and varlets representing the RKO.

An aura of mystery surrounded the disappearance of Duke Collier, our pitcher. At first it was thought that he had met with foul play at the hands of our adversaries, while enroute to the scene of battle. Friar Keegan said that he thought Collier was spirited away, whilst he was asleep in the Program Room but he was mistaken because Duke Don appeared at the scene of conflict in the fifth inning. Opposing Sir Sullivan on the mound, was an obscure journeyman bowing to the denomination of “Crying Jack” White, who was laboring in behalf of RKO.

In the third inning Sir Konner singled and stole second, then was caught stealing. Barin Flood and Jack McCarthy, the Irish Bard, took several cuts at the ball but all they could do was stay up a 300 breeze around the bases. At this point came the scene that was watching for RKO, retired to the dugout to put on another shirt. He was afraid he would contract pneumonia from the breeze. Count Pete Bonardi, the Italian Nobleman, doubled and Sir Vincent scrambled over the plate. In the last half of the third, RKO scored on a run on two hits and one error.

The score was tied in the eighth, when Bonardi singled, stole second and scored on Sir Gayeck’s single to left. Here is the most wonderful part of the tale, in the eighth inning with the tie directed, a throw for RKO was filled with humanity and three 400 balls and no strikes on the batter, Sir Ray struck the man out with three pitched balls. The next batter hit to the pitcher and was forced out at the plate. The third baseman rushed to throw Frank Crowley who forced the man out at second. From this point the maneuvers were held in check by Sullivan, the Mighty Atom, until the game was over.

PAST, PRESENT, AND FUTURE

By Ruth Keeler Guest Tours Dept.

To ask a woman to write of the “old-time days” of NBC is a dangerous compliment until one realizes that NBC itself goes back no farther than 1927. But my recollection of NBC’s pioneer days reaches beyond that date to the time when WEAF and WJZ were separate entities. I am one of the original members of the “I Knew Him When Club.

Then an employee of the AT&T, I remember Mr. Woods and Mr. McNeen as rising young executives who were not afraid to tackle any job, from patching cigars for board meetings to making reports at the same meetings. We all wondered if Allison Stewart could be as smart and as nice as she was pretty! Mr. Carlin, Mr. Peterson, and Mr. Joy were as well known announcers as the great McNamara; Miss Cuthbert and Miss Tucker were just starting their climb in the Program Department; Mr. Carey was deciding to let the AT&T building at 195 Broadway fall down. It had to, and take on the worries of 711 Fifth Avenue. There were three hostesses then, and any one of them was prepared to go on the air at a moment’s notice. One frequently heard “I’innexe” dash out of the glassed-in Turf Club called a studio, his speech: “In twenty pieces to last aminite and a half.” The present executives of the Engineering Department were the nucleus of that large and important group; Mr. Almonte is almost the sole survivor of the Sales Division, Burke Miller of NBC, Mr. Evans on the telephone, and Miss Price are the original members still associated with the division, and George Lowther can scarcely recall, imagine, his early and his career in the radio industry. I can only wish for the splendid young men now comprising the staff of guides and pages a greater good fortune than that they are able to emulate the examples of their predecessors. Tom Tart, Tom Velotta, George Farrell, William App, George Sax, James Sturton, Frank Murtha, Ray Dial, John Pawlek, Ted Kruse, A. Burke Crotty, William Fairbanks, Phillip Falcone—to name but a few on NBC’s role of honor.
PROPHETY OF BIGGER BUSINESS FULFILLED

In the February issue of the RECEPTION STAFF REVIEW, Mr. Gordon H. Leavitt, Head of the Guide Tours Department, was quoted as saying, "...there is every reason to believe that the tour business during 1935 will be better and more profitable than in 1934." The record-breaking crowds that have been taking the NBC tours this summer have proven that Mr. Leavitt's optimism was not mere idle talk to step up the business, which, at that time, was at its lowest ebb due to economic situations in the tourist business.

A comparison of this year's figures for different periods with those of last year indicate an increase in the business every single instance. The Guide force had to be enlarged this summer to take care of the increased business, which is considered the peak month, 73,921 persons took the tour, which is 15,188 more than the number for the corresponding month in August 1934. On the week-end of Labor Day of 1934, 10,534 guests were conducted through the building as compared with 6,493 in the corresponding week-end of last year.

The absence of confusion and the smoothness with which the Guide force operated that week-end reflects the high efficiency and perfect coordination attained by the force.

The figures for the summer months are far greater than those for the figures for the corresponding season last year. In 1934 during the months of June, July and August a total number of 133,045 took the studio tour. This year, for the corresponding months this year exceeds that of 1934 by 30,727. This means an increase of 23.6%, the highest percentage in the business for the busy season.

This year, from January 1 to August 31 there were 14,674 more visitors than the corresponding period in 1934.

KOBAK INTERVIEW

Continued from Page 1

This experience was derived principally from his connection with the McGraw Hill Publishing Company during which time he rose from subscription sales promotion manager to sales manager of the Electrical World; subsequently he became vice president and general sales manager and director of the company as well as president of the McGraw Hill Company of California and Secretary-Treasurer and a director of the Electrical Trade Publishing Company.

Besides having directed the activities of a large and specialized force of salesmen, Mr. Kobak is particularly valuable in his capacity as NBC sales manager because of the great respect commanded by him in the advertising world. He is Chairman of the Advertising Federation of America, Chairman of the Advertising Review Committee, a Director of the National Better Business Bureau, Director of the American Management Ass'n, and is an active member of the Advertising Club and the Engineers Club of New York.

This information about the Vice President in charge of the financial and sales side of the company from various and miscellaneous sources, but it was not sufficient; we wanted to know more. Only an interview would satisfy the ever increasing number of salesmen who, when he will take that interview? We have interviewed many executives; they are always busy; we have been unable to make a definite in- vitation. On this occasion, that could not be done. In short, we were worried and not very hopeful as to the success of "Gold Rush" and "The Rubicon". With our objective within ten years and only two guards obstructing the path, we decided to break it or, strangely enough, Miss Diana and Miss Opper (the guards) had no intention of stopping us.

The door to my office is always open," said Mr. Kobak, "I want the people in my department to feel free to talk to me at any time; their problems are my problems and I want to have no worries. I am only too glad to be able to cooperate and to try to make suggestions which might prove helpful to them."

In his capacity as "inquiry reporters" might be comparatively limited, they were of sufficient scope for us to realize at once that we had here encountered an executive who was so unusual that we scarcely knew how to begin. He seemed glad to see us and to give us as much as he could of our interview. He really treated us as visitors. No subject seemed to insignificant—or too complex. With his guides he commented Mr. Kobak, "are in a position to be NBC's best salesmen. The impression which they make upon our visitors can, and frequently have, a considerable influence upon existing and potential clients. Courteous and thoughtful treatment of guests results in the fact that they make frequent calls; they are quite as good in business as any other of the staff often is of great assistance to our salesmen. In fact, we have many letters on file commending the work of the Reception Staff. We have recently taken two boys (Butler and Close) into the Sales Department and hope eventually to be in a position to make room for many more. We shall train the new boy to be real NBC salesmen from the ground up."

"Being cognizant of the fact that Mr. Kobak has two sons of his own—one of whom, he proudly relates, is regular pitcher on the Hill School ball team—we felt that his sympathies were quite definitely on the side of aspiring youth. We sincerely believed him to be able to comprehend and appreciate the many difficulties and hazards which sporadically arise "on our side of the fence". He was very attentive to our query as to the possibility of his having an informal talk with the young people. He made helpful suggestions as to the improvement of our newspaper (Mr. Kobak was former Assistant Editor of the Electrical World) and responded succinctly to our questions about OLD NAMELESS which is the foremost magazine of the world, which Mr. Kobak is editor.

His purpose is to co-ordinate the department in a way that will be more efficient and more effective. He wants the salesmen to be capable and efficient, yet human. The best sales seldom are made by a man who is always serious; they should be as natural rather than machine-like. He must know his subject and remember what he is selling; he must be able to describe the disadvantages of newspaper or bill-board advertising in terms of a manly, one endeavoring to sell himself to a skeptical lady-friend*. He must be able to sell the men and women, and sometimes, years to secure an account. Occasionally, even then their efforts are in vain. Sometimes I wonder about such things after watching some of the young fellows in the Golden Gloves tournament. They do not have three minutes with two one-minute rests, eleven minutes in all—eleven minutes to get their man..."

YOU MATCH 'EM

Editor's Note: A week on signs will be given the first person who matches these correctly.

Faillace
Helen George
Rittenhouse
Finney
Alice Wood
Howell
Leak
Mary Jane Hassman

* "O.K."
** "How Ridiculous!"
"Hello Toots!"
"Spruce Up!"
"$5 for $6 on payday!"
"Razz-dazz!

GARTLAND

Continued from Page 1

present success, said Mr. Boyce. I am exceptionally pleased with him for his courage and perseverance. Bill has been a joy in the last few months and I'm sure he has a bright future in this field. Regarding your other chaps in Receivables, I'll forget that I'm always glad to discuss any script ideas or problems you may have.

This fruitful result of Mr. Boyce's lectures to the staff on Continuity Writing argues well for the continuance of such projects. Thanks, Mr. Boyce — Good luck, Bill!

BASEBALL TEAM

Continued from Page 1

...are the undisputed champions. The team wishes to express their thanks and gratitude to Messrs. Overy and Kavanagh for the support which they gave to the team, both in securing equipment and allowing the men to take time off for practice.

Ray Sullivan — Captain

BRASS BUTTONS REVUE

Continued from Page 2

...any lump sum on paydays. We were given the honor of being a part of the review, and I think we must say that we were not disappointed with the final result. It was a good show, and we hope to do it again next year.

The question of music for the show has been a sore point in the past. It was impossible for staff musicians to attend any other than the dress rehearsals. With this new type of show in view, a piano or guitar accompaniment will be the only necessary music. This can be re-created from the staff along with any other incidents that may be required.

This is the state of affairs at the time of writing, if things continue to progress as nicely as they have so far, this year's "Brass Button Revue" bids fair to be the best yet.
A Royal Interview

Mr. John Royal, whom we all know as Vice-President-in-Charge-of-Programs, spoke briefly but cogently. We learned from him, in fifteen very short minutes, smatterings on everything from a real-life Horatio Alger office-boy-to-executive epistle to pertinent data on the intricacies and composition of SHOWMANSHIP.

"As a boy, I made it a practice to read the newspapers almost from beginning to end. I kept a sort of mental assignment book which enabled me to talk and think intelligently on all current events. Many years ago I was an office-boy on the Boston Post: I made it a point to do everything possible to keep the boss conscious of my existence—to make him feel that I was an integral and vital part of the organization."

Along these lines, it came about that young Royal’s ambition and ability were soon appreciated. When only eighteen years old, he became a reporter (and consequently bought his first pair of long trousers); later, when assistant city editor, he was hired by the Keith Circuit to begin active work on his life interest—SHOWMANSHIP. After nineteen years with the vaudeville chain, Mr. Royal accepted the position of director and general manager of WTAM; in 1931, he came to New York as director of NBC programs.

“A showman,” said Mr. Royal, “is a man who can first arouse the emotions of his audience and then please them. For example, watch the visitors’ reaction as the guides describe the stratosphere exhibit on the fourth floor: they may be amused, merely interested, or not even listening. It’s all up to the speaker. Each guide has the same story to tell but THE WAY HE TELLS IT is what distinguishes the SHOWMAN from the “ordinary human.”

Keeping up with the news is the first job of the radio showman. When the Normandie arrives, he must be prepared for it; when the President speaks at San Diego, everything has to be pre-arranged; when an important building is dedicated, when a ship burns, when the local mayor makes a speech, the showman must be on the job. Secondly, when things are quiet and there is no front-page news, it is up to the showman to MAKE some. He is not only called upon to produce ideas but also to be able to put them into practice. If he can’t persuade his friends to make a stratosphere flight, he can do it himself. Anything, whether it be tragic, awe-inspiring, humorous, or merely unusual, which hits at the emotions (in a favorable way) of the listening audience, is of concern to the radio showman."

Although Mr. Royal went on to tell us about the construction, personnel, and general business of the Program Department, we have neither the space nor the ability to do justice, at this time, to his pithy, if sketchy, account. However, he promised that some time soon he would come down and give an informal talk on his department to the Reception Staff.

Borst Promotion—In December 1933, James Borst enlisted as a page at NBC. In January he became a guide and soon began work on the Guide Manual. A year later he and Wendell Gibbs were appointed Guide Trainers which, upon the resignation of Gibbs, elevated Jim to the post of Guide Captain, which he has filled capably since the early part of 1935. Jim has worked industriously and untiringly for the betterment of the Guide Staff; he has made many changes and has been instrumental in affecting many definite improvements in spite of many obstacles. There are few employees in the company whose general knowledge of the Studio Section surpasses that of Mr. Borst’s. The “Commander” now represents the Guest Tours Division during evening hours alternating in this responsibility with Mr. Dwight W. Herrick.

To fill the position of Acting Guide Captain left vacant by this promotion, Mr. Tart has selected Gerard Wolke, Night Page Captain; the First and Second Lieutenants respectively under Mr. Wolke are Messrs. Peterson, Gormley, and Tormey.
**A Successful Venture**

A consensus of opinion indicates that the 1935 Brass Buttons Revue has surpassed the fondest expectations of even the most skeptical critics. Laudatory phrases such as the following indicate public sentiment: “An entertaining show, well conceived, well organized and well performed” — “Program terrific” — “What has Major Bowes got that you haven’t?” — “If it was up to us, you would all get an extra week’s pay” — “Everybody did a grand job” — “The twins swallowed Brass Buttons but loved it.” Praise, praise and more praise should go to Evening Page Captain Ray Sullivan, author of the script and organizer of the show; to Mr. W. Le Roy Marshall for his fine work as musical director; to Mr. Thomas Tart, Reception Supervisor, for his liberal and untiring cooperation to make the show possible; to Mr. Albert Walker, for his diligent work in supervising the general organization of facilities; to Mr. Joseph S. Bell, NBC Production Department, for guiding the program through its final stages of preparation; and to Mr. H. E. Kenny, NBC Engineering Department, for his commendable work in monitoring the program.

**We Are Grateful**

On behalf of all who do derive some measure of enjoyment from reading the RECEPTION STAFF REVIEW, the editors wish to thank Messrs. R. C. Patterson, Jr., Edgar Kobak, David Rosenblum, and Quinton Adams for their official acceptance of our journal and for making it possible for our readers to receive future issues with greater regularity and in improved typographical dress. For all this we are extremely grateful.

The new and improved RECEPTION STAFF REVIEW will hereafter appear on the first of every month. Through the means of improved printing facilities the regular appearance of the paper has been assured.

**Another “First”**

RECEPTION SETS THE PACE — We’re passing another milestone on the road toward closer employee relationship. Mr. John R. Carey has just approved the proposal submitted by Mr. Thomas Tart suggesting a DINNER DANCE to commemorate the close of another successful baseball season. This event is the first of its kind to be sponsored by NBC Reception. All employees of the National Broadcasting Company will be invited to attend. Plans are now being formulated. Watch our next issue for developments.

**Watch For It**

The December issue of the RECEPTION STAFF REVIEW will contain an announcement of great importance to all members of Reception.

**Chatter**

GO AHEAD AND SUE ME BUT... Is there any truth to the rumor that one of the hostesses is studying engineering? ... And does Page Wightman know that an NBC tourist noted that he bears a close resemblance to Rudy Vallée... Have you noticed that Uppan Adam Gayeck comes into the locker room every morning crooning a love song?

Don’t you like those cute little mincing steps of Denny Dennison as he goes tripping through the halls? ... And we understand that Kirkland, popular entrepreneur, on his last excursion to Philadelphia, was caught pinching babies in a Sears-Roebuck store... Gracie Stillman is certain that the University of Pittsburgh football team will be the national champs this year. You know the U. of Pitt is her alma mater.

In spite of the fact that all day long the fellows are running into “amateurs.” Vinnie Ragusa is the only one on the Reception Staff to cop a prize on one of these programs... Haliback is an accomplished musician, playing the piano and cornet with equal ability... Mrs. Price probably knows more radio artists than any one else in Reception... Mickey McFadden is still walking around stoop-shouldered since hugging a pack transmitter all over the golf links during the Ryder Cup broadcasts.

Have you seen Joe “Guide” Cook’s Italo-Ethiopian war maps? He has everything figured out and is momentarily expecting a call from the “Lion of Judah”... Johnny Wageman is once more a family man now that he is on the Day Force... Ernie Clark’s left hand man, Mocarski, wishes that NBC had a basketball team... Why doesn’t Monte Miller either pull up his shoes or pull down his trousers? He must get a terrific draught around his ankles... I’ll sign off now with this bit of advice: “Keep your chins up, fellows, or you’re liable to cut it on the razor-like edge of those night collars.”

Fall out!
Past, Present and Future

BY GEORGE M. NELSON
Manager, NBC Mail Room

Editor's Note:
Mr. George M. Nelson was born in Melrose Castle, Fauquier County, Virginia. He attended private schools until bad health sent him to Texas, New Mexico and California. He then came to New York and attended Columbia University for two years; later he joined the 17: Workshop Class of Professor Baker at Harvard. In 1917 Nelson joined the U.S. Army, serving for nearly three years—eighteen months of which were spent in France.

Mr. Nelson has been a member of the Author's League of America for twenty years, and is also a member of the American Dramatists Society. He has had five plays produced. One of them, STRINGS, was presented in both England and America.

In the spring of 1929, the last year that it pleases us to remember as the era of prosperity, I received a mysterious telephone call. The cheery voice announced that Ruth Keeler desired a more intimate knowledge of my place of "room and board." I had met Miss Keeler only twice and her lively interest in my present lodgings was without a quiver of curiosity. She assured me that a "love-letter" would be forthcoming and upon arrival at my hotel that evening I was confronted with one of those "special-messenger" documents for which the NBC is justly famed. I had anticipated an invitation to a dance and the disclosure that it was an invitation to be a fixture at 715 Fifth Avenue was not without interest and an element of flattery.

I was naturally a bit perturbed by the offer. I was quite content in my present association and this had to be a quick, a momentous decision for me. After a friendly half-hour interview with Mr. Mark Woods, whom I immediately liked and a conference with a famed astrologer, who unhesitatingly declared that it was imperative that I make the change, I began my career with the National Broadcasting Company on May 20th, 1929.

Without the formality of a personal introduction, or the knowledge of a single name of any one of the group of young men whose destiny I was to pilot, I took command with an animated sympathy for the late and lamented Daniel as he faced the lions.

A hectic six months ensued. Telephone calls came in with stream-like proportions. Complaints were registered and questions were asked as to whose face adorned a five-cent stamp and when would a letter be delivered in South Africa. I do not exaggerate when I say that I worked nine months during those first six. It was all very mystifying. I was not at all sure that I had not hitched my wagon to an ill-fated star. After six months of apprenticeship came the dawn. My traditional fighting blood was up. It was do or die—and I did! I stayed.

And here I am, after nearly seven years with only one of my original staff at the helm. A great many young men have come and gone since then. Quite a few of them are now carving a niche of permanency for themselves in various other departments in the company.

The Mail Room's functions are many-sided. We have not only acted as escorts for children, but also for cats. We have picked up and passed around engagement rings, we have been called upon to kill and pick a duck!

And now, in a mood of retrospect, I can truthfully say that I am more than glad that I answered Miss Keeler's call. I am proud and happy to have been an associate worker for and with this enterprise whose achievements are world history, whose end will never be in sight, and whose stores of talented, splendid men and women are a constant source of inspiration. And to those who have granted to me the rare privilege of their friendship, I have many cherished memories—and their names, like their faces, are indelibly inscribed in my heart.

On March 13, 1931, Gerard Wolke was employed as an NBC page. Within a few months Mr. Wolke, through his superior work and cooperation, started his rise to success within the company.

His first promotion was to Second Lieutenant on the Evening Page Staff, and on February 14th, 1935, he became the Evening Page Captain. In this capacity he displayed excellent judgment in the performance of many duties and responsibilities that a position of this type entails.

In his contacts with the Evening Page Staff he has shown a spirit of leadership that has won the complete cooperation of the boys. He has proven himself to be tolerant, tactful, willing, and ambitious.

His work has always been of the highest standard, and for this reason the members of his staff have received excellent training and advice. The majority of the guides are graduates of the Evening Page Staff.

I do not feel that there is another man on the Page or Guide Staffs more deserving of the guide captaincy than Gerard Wolke, in view of his many qualifications already displayed.

THOMAS TART, Recepti Supervisor
You ought to know Jim Costello of the Bronx, New York.

—because he has grown, during twenty-three of the world's worst years to be a handsome six-foot specimen of masculine humanity.

—because his tennis is not so good that you cannot beat him after a little application. (Ask Burke Boyce about the time he lost two decks of cigarettes on a bet that Jim would beat Jack Tracy.)

—because his interest in dramatics and writing has always been deep enough to keep him active in both of these fields. In this respect, he wrote for his college paper during his two and a half years' attendance at Manhattan. He has worked with amateur and stock companies as writer, actor and director.

—because his interest has never been one-sidedly academic. At college he participated in varsity sports on the track, cross-country and football teams.

—because he has studied architecture and designing, both of which still remain as his chief avocations.

—because it took him just a year to secure his advancement from guide to continuity writer, in which capacity he does the opening announcements for all foreign broadcasts and featured speakers, writes sustaining shows and checks sustaining program scripts.

—because this promotion has not gone to his head. He never addresses a page as "Hey, you," or "Here, boy."

—because the warmth and color of his writing takes a little of the starch out of the usual formal continuity.

Therefore, we give you a "stout fella," Jim Costello.

— WE WONDER —

When the apathy of our readers will cease and contributions to our pages will start coming in?

Whether the executives responsible for the improved issue of our paper realize our appreciation and incidentally how much intra-company good will they have created?

Who the first executive will be that will volunteer his services for the departmental lectures to the staff now that the winter season has started?

Why the fellows don't start a "Vigilante Committee" to deal with the few spoilers who delight in messing up the locker room by throwing lunch bags and newspapers all over the floor and thus making it more messy for the rest of us?

If the idea of a big 8H Christmas Party for all NBC couldn't be sponsored by some enterprising executive?

If a sustaining spot on the air couldn't be given our NBC Glee Club at regular intervals.

If everyone knows that the RECEPTION STAFF REVIEW now has an office. It is Room 297 located off the corridor which leads to the stage elevator on the second floor, studio section. Please address all future queries to the REVIEW care of this address.

If too many of us don't stop to realize that the General Library is one place where quiet must be maintained at all times. Loud conversation is disturbing to those whose work of necessity requires deep concentration. The library should be that one spot which we can always count on as being free from disturbance.

— News in Brief —

• Jimmy Gibney, NBC Page, heard The Honeymooners (Grace and Eddie Albert) sing Jimmy's first attempt at lyric writing, "What Could Be More Lovely Than Love?" on their Saturday morning program on WJZ at 11 A.M., October 19, 1935. Paul Ames, composer of the tune, and Jimmy Gibney, lyricist of the team, have never met in person. This song was created by mail order and it is probably one of the few times that a number has had the music fitted around the words. The piece is smooth and beautiful this on the authority of all who have heard it. This includes such NBC featured artists as Dorothy Lamour, Ward and Muzzy, The Howard Sterners, and Ozzie Nelson. Three more songs are now in the process of being written by this song-writing duet.

• Jack Brennan, the Locker Room's versatile buffoon, and Don Gardiner, Guide Hill Billy, represented Reception at RCA's banquet to its New York and New Jersey dealers in the Grand Ballroom of the Hotel Waldorf-Astoria, on Wednesday evening, October 9, 1935. The guests of honor included General J. G. Harbord, Chairman of the Board of the RCA, Mr. David Sarnoff, president of the RCA, Colonel Richard C. Patterson, Jr., executive vice-president of the NBC, and Mr. E. T. Cunningham, president of the RCA Manufacturing Company. The entertainment for the occasion was supplied by Paul Whiteman and Company, The Four Ink-pots, Lucille Manners, Senator Fishface, Abe Lyman and His Hollywood Club Revue, Jack Brennan, Don Gardiner with Graham McNamee as master of ceremonies. Jack Brennan gave his impersonations of Fred Allen, Maurice Chevalier, Ed Wynn, and Tizzy Lish as only Jack can do, while Don Gardiner offered as his contribution to the cause a self-written, self-directed, and self-acted one-act Hil Billy play.

• Miss Kathryn Lillis, NBC Hostess, was married to Mr. Edward Hall, Tuesday, October 29, 1935 at the Church of St. Aloysius, Jersey City, N.J., at 10 A.M. The newlyweds will be at home on East 73rd Street after November 4th. Mr. Hall is associated with the Great Atlantic and Pacific Tea Company.

• In the month of September there were over 14,131 pieces of mail "By Hand Delivery" made without a single loss; 22,500 calls for pages were answered; 56,397 guests attended 688 broadcasts; 62,006 people were conducted on tours through the studios; the hostesses on the second floor, studio section, answered approximately 3,200 questions; and the office man in Room 284 received over 11,000 phone calls.

• Miss Helen Slater, until recently secretary to Mr. John R. Carey, has been promoted to assist Mr. A. A. Schecter, News Editor, Press Department.

Minute Interviews:

• Edgar Kohak: "I believe that the little folder gotten out by the Reception Staff has the makings of a real publication." (Excerpt from a memo to Mr. R. C. Patterson, Jr., Sept. 9, 1935.)

• Thomas Tart: "Every vacancy which occurs in NBC nearly always calls for a knowledge of shorthand and typing." (Excerpt from an interview, Oct. 5, 1935.)
Christmas Party

Plans are being formulated for our annual NBC Children's Christmas Party, to be held in the studios during the approaching holiday season.

A successful party depends upon the attendance of our guests, and remember, all employees are cordially invited to come and join in the festivities.

So let's get together and make this year's Children's Party the biggest and best ever. There are surprises in store for all, young and old, with words of greeting from company officials and a real chance for employees to join in the common purpose of bringing entertainment and Christmas cheer to the youngsters as well as to each other.

In an organization the size of ours, developing and expanding so rapidly, there is bound to be an impersonal relationship among employees, so busy in carrying out their various assignments and duties.

Let's get acquainted! Here is a chance to relax and play together, to enjoy good fellowship.

The date, time and place of the party will be December 24, at 11:00 P.M., in Studio 8H. It will be a treat everyone will enjoy and remember, and the kind of Christmas present we shall all feel happier for giving. A special program will precede the party. Watch your respective bulletin boards for the announcement. This time it is something novel as well as unusual. Notices will be sent to all employees stating the time and nature of this special event together with complete information as to the program's purpose. Watch for developments.

This party promises to be the treat of the season.

Announcement of Contest

At some time or other, you have come across an anecdote, humorous incident, news story, or article which you probably appreciated and desired to see in print. With this idea in mind, we announce two contests...the first, for the best news story or article of the month; the second for the most unusual humorous incident or anecdote taking place in or connected with the NBC. The winning contributions will be published and the author given credit.

With the cooperation of the Radio City Music Hall, we have been able to make it well worth your while. Every month the winners of each contest will be awarded two passes apiece so they may enjoy the excellent current stage production and screen presentation at the Music Hall.

The contest must necessarily be limited to hostesses, guides and pages. All material received after deadline—the twelfth of each month—will be considered for the following month. The editors reserve the right to revise material, and to print it or not at their discretion. Send all copy to the Reception Staff Review, Room 297.

Highlight of the Month

Editor, Reception Staff Review
NBC, Radio City, N. Y.

Dear Sir: I was through your NBC Studio Tour last Saturday. Our guide was a smart young man who answered most of our questions. To be exact, he answered all but one. For that information he told me to write to you.

Here's the question: "Where can I buy a radio with a water fountain attached like the one you have on the floor where the tour starts?"

I hope you can send me this information, because it's just the thing for our community house. Thank you.

Sincerely yours,

"A Tourist"
NBC Basketball Team

Basketball is "on the air!" After having won the Billboard Trophy of the Motion Picture Baseball League for 1935, NBC's athletes are now seeking new laurels in other fields of sport. An enthusiastic movement has been started to organize a basketball team. A brief survey of the uniformed staff has uncovered what promises to be championship material, and it is hoped that a basketball team will add a few more cups to our collection of trophies.

In order to give the reader a general idea of the players whom we can call upon, we submit several names and statistics garnered from recent interviews:

Frank Mocarski,
Bryant High School,
Catholic Club of Brooklyn,
Knights of Columbus.

Adam Gayeck,
Dickinson High School of Jersey City (3 years),
Hudson County Champions,
Y. M. C. A. of Jersey City (6 years),
New Jersey State Champions,
Quarter finalists in National Tournament.

James McBride,
Brooklyn Tech., '32.

Herbert Gross,
Staten Island Academy,
Decoppet and Doremus,
Wall Street Champions, 1934.
Twenty-seventh Division, Aviation, National Guard, '35.

Ken Curtis,
North Plainfield High School (4 years); Captain, '35.
Central Jersey Interscholastic Champions, '35.
All-State, '35.
Blue Stars,
City Amateur Champions.

Gordon Logue,
Fork Union Military Academy, '34 and '35.

Joseph Costigan,
Frist Athletic Club, '32.
City Amateur Champions.

Bill Marrin,
Jamaica High School, '33.

Ed. Frank,
Leonia High School, New Jersey (3 years).
Leonia Alumni, '35.

Thomas Berry, 2nd,
St. Nicholas of Tolentine, No. Carolina, '32.

Nort Schonfeld,
Mount Kisco High School, New York (3 years),
Northern Westchester Interscholastic A. A. Champions.
Notre Dame University Class Teams (2 years),
Princeton University Class and Club Teams (3 years).

Anthony Jiminez,
Franklin K. Lane High School, '30.
City Champions.
St. Clare McKelvey, '29.

Jerry Daly,
Villanova College,
Intercollegiate Champions.

Vinnie Kommer,
Trinity College (3 years),
Knights of Columbus (2 years).

Jack Wahlstrom,
Evander Childs, '29.

Glee Club

The Reception Staff Glee Club, which began as an idea last mid-summer, is now approaching a reality. It boasts of thirty-five members and has a regular weekly rehearsal schedule. A few of the earlier difficulties are now being worked out. The guides who were so busy taking tours during the late summer rush, have now found time for rehearsal. Under the able direction of Bill Marshall of our Music Library the Glee Club is making excellent progress.

Mr. Marshall began training the group a few weeks before the Brass Button Revue broadcast; in those few rehearsals the group was able to learn several numbers and to present them on the air during the Page and Guide show. It was with considerable elation that the Glee Club received the commendation of the listeners. Several people wrote cards, letters and telegrams saying how much they liked the Club's work. Some listeners asked if they could have more of it. This encouragement was enough inspiration for the boys to continue singing. The regular rehearsals are held on Tuesday afternoons from three to four-thirty and on Wednesday afternoons from three to four. If you should wander through the corridor near the second floor studios during rehearsals, you would hear sounds of the melodic by The Sea of Franz Schubert and the light, lilting rhythm of Daniel Protheroe's Shadow March being rehearsed. The boys are learning new songs and soon should have enough of a repertoire to air their talents on another broadcast.

The fellows are enjoying the work thoroughly. Those who said they couldn't sing are getting a thrill from using their own heretofore unused basso-profundos and lyric tenors. Aspiring announcers are taking advantage of singing and its methods of articulation to improve their voices. The Reception Staff Glee Club is a growing interest. It has been built on the cooperation of the men themselves and the officers in charge. Its future looks very bright.

Christmas in 264

Through the thoughtfulness of Gene Sullivan and Bruce McGill the spirit of Christmas will pervade in the locker room this year. By pooling their interests, they have made successful plans to have a Christmas tree in Room 264. This is the first time that a Christmas tree has ever graced the Pages’ and Guides’ locker room.
The Night Before Christmas

It was Christmas Eve. The hands on the clock in the Main Hall read a quarter of twelve. Thinking of other things that he could be doing, the page on duty didn't notice the entrance of a small boy.

The little tyke wore a battered old cap from under which peeped cold, red ears. His breeches were patched and from under the cuffs of his tattered sweater, many sizes too large, little hands showed blue from the night's zero weather, but the boy's eyes were steady and his chin was up.

Hesitatingly, the little boy walked up to the page and timidly asked,

"Mister, is—is this where Santa Claus broadcasts?"

"Why, er—er ye-es. This is where Santa Claus broadcasts. Would you like to hear him if you could?"

"Gosh. that'd be swell!"

"Well, c'mon then, let's try to catch him before he starts on his long trip."

Seating the little chap in front of a loud speaker, the page said:

"You sit here. Er—what did you say your name was?"

"Mickey is my name, Mister."

"O. K., Mickey, I'll be right back."

The page then set about executing his hastily conceived plan. Several minutes later found able assistants in a studio before a mike with the announcer prepared to play Santa Claus for this special occasion. Returning to his visitor, the page said:

"Santa will be on the air in a few minutes now, Mickey. Let's listen."

Thirty seconds later the loudspeaker blared.

"Hello, my little friends in the world everywhere. I've just finished looking through my big books, checking up on all little boys and little girls to make sure they've been good. I've had many, many requests. Some for candy; some for toys; some for many other things, but I found one that was bigger than all the rest... It comes from little Mickey. He wants only one little favor, that his mother will soon get well. Wherever you are, Mickey, Old Santa wants you to know that your mother will get well; so don't worry."

The smile that lit up Mickey's face more than repaid the page for what he had done. It was a perfect Christmas.

How's Your Health?

An intelligently organized project to keep Miss NBC in tip top physical trim is at last under way. Our own Al Walker, a physical culture instructor since 1919, and for the past year a half physical instructor to the guides and pages, has started a gym class for women employees of NBC on Tuesdays from 8 to 10 P.M. Representatives of nine departmental units can now be seen engaging in apparatus work, corrective and limbering up exercises, tennis, basketball, and badminton. Mr. Walker, at Extension 555, has complete information available.

C Adam Gayeck, the popular day page who carried the pack transmitter at the Horse Show in Madison Square Garden, did a swell job. "Pretty tiring lugging that thing around at night," said Adam. We think so too, Adam, but think of all the lovely horses you met.

Bud Holman

You ought to know Arthur "Bud" Holman, of Union City, New Jersey.

...because most superlatives are found inadequate to express the degree to which he is liked by all those who know him.

... because admiration for him extends even to those who have not seen him. Viz: a letter from one of the BRASS BUTTONS REVUE listeners: "The organisms of Mr. Holman were very soothing to my aesthetic soul. Is he married? Give him my regards and the prize." (Bud played the organ.)

... because he did win that prize, a week off with pay, as the performer who received the greatest number of letters from the listeners. He received 540 votes.

... because he remains his usual unruffled self even when he is called Gsniddlefritz, one of his mother's favorite terms of endearment.

... because not only was his work as a desk lieutenant beyond reproach, but also the precision which he exhibited in the routine duties thus involved, ranks him as a man of merit.

... because insubordination is unheard-of among the men working under him. There is a humorous twinkle which is sure to beam forth even under the most trying circumstances. (He has handled the desk on the two busiest days of the year, the eve of Labor and Armistice Days.)

... because his training in the engineering school of Swarthmore fits him with the equipment which will carry him far in this radio business. He was only 19 years old when, in 1933 he was graduated with the degree, Bachelor of Science in Electrical Engineering.

... because he greets all praise with modest blushes. On reading this piece, his countenance will probably generate enough heat to unbalance the whole air conditioning system.

... because he is the guide who (to use a time-worn, but adequate cliché) is most likely to succeed; we give you Bud Holman. What a man!

...and also because that success is already well on its way. Bud has just been advanced to a position in the Music Rights division where, we are told, he is proving his ability.
Christmas Greetings

With the approach of the Christmas holidays and the successful culmination of another year, I should like to take this means of thanking each member of Reception for displaying a fine co-operative spirit in our work this past year, for your support and goodwill in completing a job well done, and for exhibiting the priceless quality of good fellowship in your relationships with each other. May you all have the Merriest Christmas and the most Joyous New Year ever.

Thomas Tart,
Reception Supervisor.

Have You Any Books You Don’t Want?

Miss Frances Sprague, our genial and ever helpful librarian, could find some practical use for any histories, biographies, or books of fiction—you intend to discard. It seems that the literary thirst of the NBC could be brought closer to the satiation point if the shelves were more crowded with reading matter. So if you are moving and have no use for those books you intend to give away, remember Miss Sprague. These books would find a welcome haven in the congenial air-conditioned atmosphere of our General Library. The greatest demand has been for the three aforementioned types of books, but this does not mean other books are not welcome. Let Miss Sprague be the judge.

Welcome

Due to various promotions to other departments and in anticipation of increased business this winter, the Reception Department has hired almost a dozen new men for the staff during the past two months. We want to welcome these new men to our midst and wish them a pleasant and worth-while period of activity in their new positions.

All material for the Reception Staff Review should reach the editor’s desk by the twelfth of each month.

GO AHEAD AND SUE ME BUT...

C. Have you noticed that Jack McGibbe bears a close resemblance to the figure of the Page on the heading of this paper... The record for grunting the most cigarettes in the past month is now held by Night Page Howell... Officer Deming has finally decided that two can probably live almost as cheap as one may.

C. Johnny Romaine, ex-page of the old 711 days and now working under Mr. Bixter, will become a bridgetroom this Christmas... Tom Barry always allows himself a full hour to get into uniform before reporting for duty... Many merits to cashiers Stillman and Hassman for the perfect job they did handling the crowd on November 10th, the day before Armistice... "Diamond Dick" Diament, the little man with the big voice, is taking vocal lessons and intends to follow a singing career... Page Gross is an expert at taking German tourists around and conversing with them in their native tongue.

C. Pay-day is always conspicuous because of the new haircuts... Al Simmons of the check-room squad, is a World War vet and can speak French fluently... Earl Harder no longer smokes cork-tipped cigarettes because he doesn’t like the smell of burning cork... The height of accuracy is a Rooney program report... And the height of silence is Kurtz standing in the Main Hall in the morning... The locker-room around meal time would be a great advertisement for a well-known milk company... That delightful Dawson voice is making those commercials more pleasing than ever.

C. "Miniature" Cockburn goes about bragging that he never spends any evenings at home... "Bruno" Hoffman, the white hope, will challenge "Stop-that" Leak to a guide-stick twirling contest... Has anyone ever seen Day McKee or Night McCullough without their "toothpaste ad grins" spread all over their faces?... The height of emotion is Charlie Whalen on a three-tour-before-lunch day... Incognoite?... No—It’s just Ed Frank’s doctor who advised the specs... Herewith are presented some of the better Carl Cannon smiles... Stepin Fetchit’s performance was as speedy as a Gateway lunch delivery... A weekend off on the Guide staff is as rare as a Major Bowe’s ticket... And then these... As persistent as a song-plugger... As pert as Miss Wood’s smile... As quiet as the Main Hall on a Friday night.

C. And as another column has run itself down the page, I’ll say "so long!"
MINUTE INTERVIEWS

If you were starting a career in radio, what specialized knowledge would you acquire to meet the requirements of your department's work? Please list in order of importance.

Edgar Kobak, Vice President in Charge of Sales: "First, I should say a knowledge of people (types, habits, etc.) would be essential. Then experience in merchandising and marketing would be next in line while advertising, general business experience, and public speaking backgrounds would follow in close succession as important requisites."

William S. Rainey, Production Manager: "If we were to picture the ideal candidate for consideration as a Production Director he would be something as follows: A man old enough to carry authority and young enough to be enthusiastic. A man equipped with a thorough knowledge of and experience in show business, preferably as a director; conversant with the literature of music, both classical and popular; previous experience in radio is helpful but not essential. Most important is that he be equipped with a sense of showmanship, which is a sort of dramatic instinct based on creative imagination and an ingenuity in devising effective program material. He should have an appreciation of the problems of the advertiser. He should be able to cope with the frequently volatile temperaments of artists. He should be able to work cooperatively in an organization."

P. S. If I ever meet such an individual, I'll be tempted to paraphrase Shakespeare and quote,—"The elements are so mixed in him, that nature might stand up and say to all the world, 'This is a man!'"

George Engles, Vice President and Managing Director of Artists Service: "Know talent personally. This includes popular and classical artists. Understand the artists' particular professional qualifications. Sell yourself to the artist. Qualify yourself to sell the services of the artist by taking a sound course in salesmanship. Study showmanship by attending the theatre, opera, concerts, and lectures. Secure a knowledge of dance bands and their directors. Be a diplomat. Study the biographies of the Artists Service personnel."

Patrick J. Kelly, Supervisor of Announcers: "A young man starting a career as a radio announcer should first of all acquire a college education or its equivalent. Then if he has a good speaking voice, he should devote himself to a study of cultural subjects. Those offered in preparation for a B.A. degree make good training. Experience in writing and showmanship are also essential. A study of journalism and a period of work in the newspaper field is good practical experience, and a year or two in the theatre is also advisable."

"He should then try to secure employment as a junior announcer on some independent station before applying for work on a network key station."

R. M. Brophy, Station Relations Manager: "A position in the Station Relations Department requires an overall knowledge of radio broadcasting. Therefore, specialization in any one phase of the art is not recommended. The following requirements are essential to the success of Station Relations work:

(a) Knowledge of network operation from a national standpoint.
(b) The relation to and the position of the associated station to the national network.
(c) A familiarity with the policies and problems of independent or associated station operation.
(d) A knowledge of the fundamental and technical phases of radio broadcasting."

E. P. H. James, Advertising and Sales Promotion Manager: "This department is somewhat like a small advertising agency, although we give more attention to merchandising than agencies. If I were aiming at the strictly advertising side of this department I should spend some time as a commission salesman to get some real selling experience. Then I should endeavor to get into a small advertising agency and work up from the bottom."

"If I wanted to do merchandising work I should get some actual experience in a good department store or behind the counter of a drug store and at least one other kind of store, learning as much as possible about window display and store promotion methods."

George McElrath, Operating Engineer: "Ordinarily the first requirement for work in the Engineering Department would be a BS in EE degree. In order to be eligible to fill all positions in the department (either studio, field, or transmitter) a radio telephone-telegraph license is required. Acquire the ability to treat all situations diplomatically. School yourself to use your powers of observation to the highest degree. Always endeavor to place yourself in the other fellow's position; i.e., try to see his viewpoint on a problem as well as your own."

A Cashier's Nightmare

Two for the tour? Are children half price?
What do we see? Oh, isn't that nice.
We can't see a broadcast? Why back in Oshkosh
We see 'em and hear 'em for nothin', by gosh.
Where is the Rainbow Room? Do they serve tea?
Which tour would you take? Is anything free?
Where's the 'er washroom? How high is the roof?
Miss, isn't that Vallee? Now tell us the truth!
"Two for Major Bowes' Hour, please," face wreathed in smiles.
"What, you don't sell them—we've traveled for miles!"
An endless procession—yet always the same
To Miss Information—I'm changing my name.

Poet's Corner

In Memorium

KATHLEEN WELLS

She is gone from our very midst, 'tis true.
Leaving us, who knew her, feeling blue.
It's hard to believe she is no more.
We miss her from our third studio floor.
She had a very friendly smile for us all.
Seems strange not seeing her in the Main Hall.
Her voice which we all loved to hear.
Has been faded out by the Great Engineer.
And now that her theme song has reached its end.
We in Reception miss her—she was our friend.

Anonymous

Some day, perhaps, we'll cease to speak her name.
And smiles as gay, some cheer to life may loan,
And in our hearts a sweet a soul may claim.
The place that once, we knew, was hers alone—
But we'll never forget.

Anonymous
What's in a Name?

To: Tom Riley, Production.
From: Thomas J. Riley, Press.
Subject: NBC Riles.

During my nine months’ association with this company I have been the recipient of numerous letters, packages, telephone calls, bills, visitors and the like, not intended for me. The following partial list may give you some idea:

1. Four checks totaling $47.50.
2. Bills totaling about $160.
3. A letter from a woman in Ohio enclosing $1 for her niece to buy stockings and keep pure.
4. One swift kick in the pants from a relative who accused me of going high-hat.
5. Two hundred and sixty-seven (267) misdirected telephone calls.
6. One pint of Gordon Walker’s Acidophilus Milk delivered to my office for one week.

Now as you doubtless know, leading the life of Riley is had enough by itself, leading the life of four Riles—no to mention as everybody does, four Tom Riles—is too much. Now fun’s fun and all that. But too much is too much. Therefore, I deem it proper to inform you that I have this day instructed my attorneys to file application to change my first name to, let us say, Jerry. If conditions do not improve, I will then change my last name. I think I will select the name of Budemberg.

However, it may take some time to accomplish this. Realizing that all the Riles are undoubtedly subject to the same tortures of being one of four, I believe we should get together to keep things straight during the interim. I would like to suggest a luncheon with you, Mr. Thomas L. Riley of the Program Department, Mr. Thomas M. Reilly of the Auditing Department, and other NBC Riles, if any.

I’ll be frank with you. My main reason for suggesting this meeting is that I’d like to see what kind of a Riley drinks Acidophilus. Maybe he’s the guy who should change names.

THOMAS J. (Call me Jerry) RILEY.

c c Thomas L. Riley,
Thomas M. Reilly,
Riley's Gym, 1230 Sixth Ave.,
Mike Reilly, the Onyx Club.

To: Thomas J. Riley, Press Department.
From: Margaret Maloney, Telephone Department.
Subject: NBC Telephone Operators' Riley Brain-Teasers.

In answer to your letter of November 12th, stating the ordeal you go through living the “Life of Riley,” lemme tell you your troubles are small in comparison with those of the operators at the switchboard when answering calls for the Rileys, not forgetting the Smiths, Mortons, Nortons, Browns, Greens, and etc.

Therefore, I am taking this opportunity to give you a vague idea of what procedure the operator goes through when handling a call for a Mr. Riley.

Operator (When answering a call): This is the National Broadcasting Co.
Party Calling: Mr. Riley, please.
Operator: Which Mr. Riley do you wish, please?
Party: Tom Riley.
Operator: We have four Tom Rileys, do you know what department he is in?

Party: No, I don’t, but he’s bald-headed and has a mustache.
Operator: I will try to find out which one answers your description.

You state that you are changing your first name to Jerry, but the fact remains that your last name is still Riley. Therefore, I would appreciate it if you would cooperate with us by sending a picture of yourself and attach to it any information that could be kept on file in the telephone department until television is introduced in this department. Any information regarding this matter will be kept strictly confidential.

Thanking you in advance for your co-operation.

MARGARET MALONEY.

NBC Employees Sports Association

In view of the fact that numerous and diverse sports activities have been or are being organized within the National Broadcasting Company, it has been suggested that an NBC Employees Sports Association be organized to coordinate the activities of these various groups. Following several suggestions from members of various departments, Mr. John R. Carey is planning to call for volunteer representatives from each department to assemble and act as a central coordinating committee for all NBC sports activities. It is hoped that this sports organization will become one of the means through which members of different departments will be brought together, thus bringing about a closer and a more personal relationship among the rank and file of NBC. Many old-timers of NBC-RCA will probably recall the “Static Club” of 711 Fifth Avenue, which was very successful in bringing together NBC employees, and the good times that resulted therefrom.

Some of NBC’s sports activities are golf, tennis, squash, fencing, swimming, bowling, baseball, basketball and women’s gymnasium classes. The last mentioned being conducted by Albert Walker of the Reception Division. Some of the leaders in sports of our company who might be interested in this movement are Frank Jones, golf; George Milne, bowling; Erich Don Paul, fencing; Burke Boyce, fencing and squash; Albert Walker, calisthenics; several executives, flipping quarters; and Ray Sullivan, baseball.

Vice-President Royal Speaks

Vice-President John Royal’s open forum with the Reception Staff took place November 27. We found in Mr. Royal an inexhaustible source of information for all the answers which we needed to satisfy our appetites for a better knowledge of the Program Department, of which Mr. Royal is head. Since we could not do justice to his comprehensive talk in a summary and also since a record has been made by the Service Department for transcription purposes, the Review feels that it will suffice to wait until we can procure the talk “verbatim.”

C Congratulations to Otto Brandt on his recent promotion to the Stations Relations Dept. Otto has been one of our chief "go betweens" in the Reception Staff office, "284," for some time. Felicities and good luck, Otto!
Sincerely Yours

The duties of the Reception Division of the Service Department are many and varied. This division is composed of Pages, Guides, Hostesses, Checkroom Attendants, Main Hall Attendants, Cashiers and a Physical Training Instructor.

The National Broadcasting Company has no single group of employees that enjoys as much personal contact with clients, artists, employees and the general public as the Reception Staff. Our duties range from the filling of water bottles to the maintaining of the good will of every client or visitor entering the building.

During the month of October we had a total of 447 commercial programs originating in the New York studios, of which 273 had guests. For approximately every broadcast at least one representative of the client was present. It is through our services to the client during his presence in the building that a major portion of the good will, originally created by our salesmen, is maintained.

In addition to the courtesies shown to the clients we must also consider the guests attending their shows. The impression left in their minds as they leave our headquarters decides to a large extent their feeling toward the National Broadcasting Company and the client whose program they have witnessed.

This, therefore, places on our shoulders to a great degree the responsibility of making every guest feel welcome. If our duties are performed in accordance with the standard which we have established, we are doing our share toward the creation of good will for the National Broadcasting Company.

The importance of our relationship with the public cannot be over-emphasized. Many of our guests visit us but once, and it is during this visit that we, who make a first and lasting impression, are given an opportunity to create a favorable reaction toward the National Broadcasting Company. For this reason it is imperative that we definitely manifest in our conduct a desire to serve in a pleasing, friendly manner.

Between the hours of 8:30 A.M. and 6:00 P.M. our chief duty is to serve the company personnel. This operation is broken down into several services, for instance; maintaining regular mail service (delivery and collection); announce, direct and escort callers and visitors to their destinations; carry by hand all special material; fill water bottles; check dictaphones; deliver program logs and traffic sheets, etc.

To the artists and musicians we extend every possible courtesy while they are in rehearsal or on the air. Messages are held for them until they are free, visitors are announced to them, studios are guarded against unnecessary interruption, and artists are supplied with information as to the studio in which their rehearsal or broadcast is being held.

It is with this in mind that a manual is being prepared for the Reception Staff. This book will contain definitely established policies so that we can assume more efficiently the responsibility that is our. However, it is impossible to write a book that will cover every incident and emergency, and so we are relied upon to handle NBC's guests, clients, artists and employees with the greatest possible tact, courtesy and cheerfulness.

Ours is a great responsibility and I know you will continue to prove a credit to the National Broadcasting Company.

THOMAS TART.
Reception Supervisor.

Alden Edkins

Alden Edkins, popular NBC bass soloist and friend of Reception, has contributed several excellent pen and ink sketches to the REVIEW's pages this issue. More are forthcoming, as Mr. Edkins has kindly consented to become a regular contributor to our paper, thanks to Mr. Wallace Magill of the Music Library.

Mr. Edkins' career is an excellent illustration of an artist who didn't want to sing and is now one of the outstanding male soloists on the NBC networks. He decided early in life on art as a vocation—a logical selection in view of his talent in this line of endeavor. However, one cannot win the National Atwater Kent auditions and still be convinced that art is one's life work. So it happened with Mr. Edkins, and now he has behind him an impressive record of programs actively engaged in with a bigger and more promising future ahead. After Mr. Edkins had attracted nation-wide attention with his winning of the Atwater Kent auditions in 1931, one of the judges described his voice thus: "Edkins has the finest young voice I have ever heard in this country." This verdict carried a five thousand dollar cash prize and two years' study plus an NBC contract. However, art still rates high as his most preferred hobby. Though he is thoroughly convinced that singing is his real vocation, Edkins still loves to draw. Ask him about his pen sketches of fellow artists in characteristic poses which are recorded in his album of "studio sights."
Static

ON TOUR . . .
SIGN IN MAIN HALL —
Lots of NBC Guides fill the tourists with surprise.

40c, Who's next, please?

MEZZANINE —
It's 11:05 any week-day morning. You're leaving the mezzanine, with a party and Lieutenant Tormey says, "D is On the Air; did you ever see the Honeymooners in action?"

FOURTH FLOOR —
Methods for getting party into observation booth:
"Now please step inside NBCentured," or as one man might put it, "Pile right in, folks."

CAUSTIC COMMENTS —
Berger Hugert tells of the lady tourist who queried:
"Do moths ever get in the rock wool?"
"No," answered Bill Garden, who happened to be passing, "cause the wool comes from hydraulic rams!"

To be heard on almost any tour . . . where one of the party thinks he knows it all:
She: "Shush, dear, while the guide is talking."
He: "Why must you always come around shushing me when I'm trying to impress people?"

WHAT WOULD YOU DO?
With his back to the window, Mr. Fadden relates, he was explaining the mysteries of the air-conditioning control room. While mentioning the duties of the attendant in white, Mac suddenly turned to find the white-clad air-doctor was absent. The day was saved when a sotto voice in the party whimsied, "Oh, that's O. K.; he's probably out with the Lady in Red."

Jimmy Goode astounds listeners with this episode:

Question: "Mr. Goode, I've heard so much about this acoustics. Will you point them out and tell me where they're kept?"

Answer: "Well, er-ver-er-er oh, we use the Brunswick-Balke-Collendar type acue-sticks. They're kept in a rack in Daly & Dunleavy's pool room!"

"Well, folks, this is definitely the end of the tour. We have walked about one mile, and I do hope you're not too tired."

Usually full of puffs and wheezes
Are old ladies with aching knees.

FAMOUS FINALES:
. . . "No, thank you. It pleases me more to know you enjoyed the tour."

H. Weston Conant, late of Reception, who is doing a swell job haunting houses in his new role as Sound Effects Engineer, he "hoots, whistles, and roars" in such broadcasts as Hammerstein's Music Hall, Highlights in Harmony, The Eternal Question, Echoes of New York, and others, which bring his shows to a weekly average of an even dozen.

Jack Brennan, aper de luxe and second choice of the listeners to the "Brass Buttons Revue." If you are so unfortunate as not to have attended one of the dinners or parties at which Jack has entertained, just drop your hat in front of him some time, for he is always that willing to perform. Address all fan mail care of the Main Hall, NBC.

Charles Christian, whose good work in obtaining a scholarship to the University of Illinois while still in Reception, is now topped by his appointment to an instructorship in Chemistry at that university. He is now studying for his master's degree and will become an instructor next September.

Ralph Hallenbeck, late trumpet soloist of "Brass Button Revue," who is now connected with the Hudson-Delange Band making a national tour. He's due in New York's Roseland for a time and after a two week's engagement there, he then leaves with the band for Pennsylvania. He's one page who's blowing himself to places.

If You Have Read the Review Thoroughly You Will Know

(1) What the present total circulation of the REVIEW is.
(2) Whether or not an NBC Employees' Sports Association has been organized.
(3) What the average monthly volume of audience mail has been over the past ten months' period.
(4) Who won the Brass Buttons Revue contest.
(5) What cartoonist is stripping comics for us.
(6) What the prizes are in the new REVIEW contest.
(7) What Mr. Kobak considers a salesman's most essential attribute.
(8) What type of employee activity is now being planned.

Spotlight Shines On

Ray Sullivan, director of the last "Brass Buttons Revue." The listeners rated him as third choice in the entire group and as first among the solo vocalists. He showed excellent poise at the microphone, which was obtained, no doubt, from his previous microphone appearances at other stations.

HAPPY NEW YEAR

DECEMBER