



RECEPTION STAFF REVIEW



Mr. Moll

Vol. 1 No. 1

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SIX HOUR HOOK-UP FOR NEW YEAR'S EVE

From 10:30 PM on New Year's Eve, until 4:30 AM the next day, on a coast-to-coast hook-up, the "Let's Dance" program, sponsored by the National Biscuit Company, was broadcast.

Unquestionably, the high spot of the program came when Maria Jerltza 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 performances for the Mountain and Pacific Coast audience.

The New Year's Eve "Let's Dance" went on the air just 43 hours after the regular Saturday night broadcast and thereby abbreviated very definitely the holiday celebrations of engineers, announcers and three orchestras.

The orchestras are under the supervision of Joseph Bonime, leader of the *Death Valley 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 program, commutes from the Waldorf-Astoria to 8H twice every broadcast, pleases music lovers with his lilting rhythms of tangos and rumbas.

RECOGNIZED PAGES DISCARD UNIFORM FOR OFFICE CHAIRS

Congratulations and bon voyage to Messrs Thompson, Leonard, Snell, Pawlek, and Dunleavy. These alumni of the page staff have matriculated in the Service and TO&E Departments, 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 pass along your contributions, 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*.



John R. Carey

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 greatly 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 PRODUCTION MEN

The TO&E Department has installed an intercommunicating system in studios 8G and 8H 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 have thus far found significance in 8G.

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 conductors'. 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 the first of a series of lectures on continuity-writing. The hour between three and four o'clock was selected as the coefficient of possibility by the staff officers. Also present at the meeting were Mr Carey and the Reception Supervisors, Mr Tart and Mr Zabski.

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, née 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 first stages of commercial radio, Mr D'Agostino is arranging to include in the Museum the WEAF transmitter of the early 20's.

Let us not forget, there is something that precedes, historically, the first transmitting station. This "something" could only be the first transmitter and receiver which make 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 superheterodyne works is very vivid and self-explanatory. Nine Cathode Ray Tubes are included in the attempt by the 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.

"The Continuity Department is primarily a dramatic unit, for drama is the basis and background of continuity," began Mr Boyce. He then demonstrated that the fundamentals of play and short-story writing were dissimilar—mentioning that many authors of the world's best fiction proved incompetent at radio writing. Likewise, composers of good dialogue frequently, to their sorrow, find that

(Continued on page 3)

NBC DEPT. HEADS PLAN TRAINING COURSES FOR PAGES AND GUIDES

Training classes for the Reception Staff have begun in earnest. Wednesday, December 19th, under the supervision of Mr Burke Boyce, head of the Continuity Department at NBC, the second in a series of lectures was held in Studio 3B, which was temporarily converted into a lecture room.

A class in announcing is also being conducted by Commander E.V. Cusachs, famous linguist and authority on diction. The course has been in progress these past four weeks. Those permitted to attend the classes have been especially selected as having ability worthy of development. Under Commander Cusachs' instruction, they are required to take four courses which include English, elocution, pronunciation, and a foreign language.

Next, Mr Shaw, of our Sales Department, will assume the role of lecturer and instructor. In his series of addresses, many enlightening demonstrations of the important part played by sales in the daily life of the National Broadcasting Company will be portrayed.

It is the desire of those sponsoring this movement to eventually enlist someone from each department at NBC to deliver a group of lectures on the function, purpose, and value of his immediate department.

(Continued on Page 4, Col 4)

RECEPTION STAFF REVIEW

Published Monthly by the
Reception Staff of the
National Broadcasting Co.

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Editor-in-Chief

Frederic M. Kirkland . . . News
Adela B. Fort . . . Features
Russell E. Ahlbum . . . Make-Up

Contributors

Wendall H. Williams
Thomas A. Griffin

To know NBC is to know how
NBC Functions.

"CONGRATULATIONS ON
YOUR NEW PUBLICATION"

THOMAS TART

With great pleasure I bid you "Good Luck" on the launching of your new publication.

Much good will and better understanding can be affected between members of the Reception Staff and the general public only when this is first accomplished between members of the Reception Group itself.

I sincerely hope that the Editors will seek as their fundamental purpose the object of collecting and dispensing news which will further bind together the divergent viewpoints of those of you engaged as the NBC's representatives to the public. And that thru the Review you will present a faithful reproduction of NBC life, and continually strive 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 issuance. 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, stories, gags, 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 incumbencies available. 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.

GREETINGS!

I wish you all success in your new enterprise, and I feel confident that the Reception Staff as a whole having shown itself so efficient during these first months of our occupancy of our new quarters, will continue to excel and receive the merited commendation from our numerous visitors and guests.

You are a fine group of fellows and I'm sure your paper will be a grand success.

I'm in favor of this, as I hope to find out things about a couple of hostesses that I've had my eye on.

Carloads of orchids to NBC's latest blessed event.

There's no doubt that the Reception Staff is now the "cream of the NBC crop", and I wish your new endeavor good luck and bon voyage. Yeh Man!

PLAY, BOYS!!!

There is no doubt in my mind that your paper will help build and strengthen the "esprit de corps" which is such an integral part of an organization like ours.

ACKNOWLEDGMENT

The Reception Staff Review avails itself of this opportunity to speak in behalf of the entire Reception Staff in returning the kind and thoughtful holiday greetings received from the following:

Mr. Richard C. Patterson, our own Executive Vice President; Mr. Thomas Tart, Mr. Albert Walker, Mr. E. M. Lowell, Mr. Walter Koons, Mr. Anthony Stanford, Breen and deRose, Miss Alice Wood, Miss Adela B. Fort, Miss Ruth Thomas, Miss Etouise Dawson, Miss Peg LaCentra, Mr. Anthony Jimenez, Mr. Russ Ahlbum, Mr. Milton C. Herman, and the Night Page Officers.



BY ENQUIRER

Dame Rumor has it that Gene and Glenn, accompanied by Enric 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 is a reputed authority (on baseball) always runs a high temperature when Countess Albani is in close proximity?.... Gene Carroll has a cork-centered sphere that grazed the hickory stick wielded by the King of Swat, Babe Ruth, and also 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, "Thumbs Up".... Helen Pickens sleeps with a pillow over her head to keep out the noise....FLASH!!! Jimmie Melton has turned cook! On a recent visit 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 Dragonette keeps her figure amidships by skipping rope daily on the roof of her Manhattan apartment house.... What comedy duet which glorified the red network recently did the walk-out act on their sponsors?

John Holbrook, national diction award winner and ex-NBC announcer is now a free lancer....What aspiring young exec accidentally set off the "fire-chief's" siren while a symphony orchestra was dedicating KYW?

FLASH!!! by way of the high seas....A Caraguro Indian has a picture of Muriel Wilson atop his tent pole in Quayquil, Ecuador....Gene Carroll wound up one morning at 4 A.M. knocking at a preacher's door with Billie Leonard, beautiful Cleveland chorine; the ceremony did not follow....What engineer who was formerly with Bell Laboratories recently ricocheted a salt shaker off the cranium of Nils T Grantland?

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 five times as many people as any other man in the world?....Bradley Barker was once a screen hero in his prime....Scoop ahoy!! Frances Langford once got the decision over a man-eating shark....What sound effects manipulator was recently seen on Fifth Avenue leading a patrolman's horse by the bridle?

What adorable NBC hostess who was formerly on the Lum and Abner program over WTAM is now capitalizing on her faultless diction? Such articulation must be served....Gladys Swarthout has grabbed up a contract to appear with Paramount on the coast....What keyhold guardian that hands a spell over the air once a week is paid \$80,000 per annum for his gossip?....Frank Parker and Harry Horlick's Gypsies will soon blossom forth in a Warner Brothers short, "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 Exhibit?....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 20 cigars a day was once ejected from an elevator because he refused to show an 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 Bulogy" 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 "Hour of Smiles" economizes by utilizing the services of his wife as a Secretary?....Did you know that Jolly Coburn was a midshipman at Annapolis?

PHILADELPHIA'S KYW HOST TO MYSTERIOUS N. Y. DANCE TEAM

The new station, KYW in Philadelphia, seems to have quite a novel set-up. There are three floors of very attractive studios. On the fifth floor are two studios, which are used solely by the National Broadcasting Company. The seventh floor's two studios are devoted to the Columbia Broadcasting System, while the sixth floor has five studios which are "neutral". They have been generously offered to both broadcasting systems.

The opening on the night of December first appears to have been quite an affair. Everything was in confusion—no one knew how or when he should be where. So great was the confusion that the lone hostess in the foyer was more dead than alive. And thereby hangs a tale. For—as she sat at her desk with the program log before her, trying vainly to keep up with the vast number of new arrivals, the constant changing of studio assignments, and the mad dashings of the musicians—the door opened, and in puffed two very debonair and gay-spirited young gentlemen. They paused and looked at the hostess, then advanced to her desk, with enviable poise.

"We—" they obligingly explained, "are a dance team from New York. We are on tonight's broadcast. Could you please show us to our studio?"

The hostess, far too impressed by their bearing to doubt them, vainly looked on her chart for the so-called dance team. Finding no record of such a program, she led them into a vacant studio. The two gentlemen stalked after her, looking, with raised eyebrows, around the studio. They pointed to one end and demanded that a platform be placed there for their dancing. One indicated the windows and asked that the curtains be drawn, and the lights lowered. They then bowed gallantly to the dazed hostess, bowed to each other, and made their departure, promising to be back in time for their "broadcast".

And as the door closed upon them, they leaned upon each other in spasms of laughter... for the "dance team from New York" was none other than our own John S. Young and Charlie O'Connor.

CLASSES IN CONTINUITY

(Continued from page 1)
their talent alone does not suffice when writing a radio play because *DIALOGUE IS NOT DRAMA*. Every line of the radio play is relevant to the plot; the author must keep the script moving and develop his characters by their nat-

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 best method of advertising their product to the American public. After many ideas had been offered and rejected, and innumerable cigars had been consumed, they finally decided upon a radio program with which they could present a trade mark that would not be easily forgotten. 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 paged thru the foyers, and sat back to listen. Tall and short, fat and thin, bellhops announced "Call for Phillip Morris" periodically throughout the hotel foyers. Bellhops with high lyric voices, and bellhops with voices on the verge of changing dinned upon his ears. The greatest difficulty encountered by our agent was that in many cases he couldn't understand the name at all.

Finally, he wearily entered the portals of the great New Yorker hotel and approached the desk. Toward him came a tiny red-capped page boy, with a face wreathed with smiles. He bowed and said "Anything I can do for you, sir?" "Yes," muttered the agent in discouraged tones; "Page Phillip Morris for me."

And away went the tiny page, and as he went, he cried.... "Call for Phillip Morris!! Call for Phillip Morris!!"

And right away our agent's face brightened, and his heart leaped within him, as he hastened down the foyer after the page....

And ever since, the voice of Johnny Roventini 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.

How does one acquire the necessary dramatic technique? There are two paths—either or both of which may be followed. The embryonic dramatist may pin his hopes on text-book data, or he may tune in and criticize the drama of WJZ—WEAF. Although Mr Boyce is a staunch advocate of the latter type of schooling, he listed the following books for those interested:—

BAKER'S "Dramatic Technique"
UZZELL'S "Narrative Technique"
FOERSTEN'S "Sentences and Thinking"
BRANDE "Becoming a Writer"
SEYMOUR "How to Write for Radio"

CONSENSUS OF OPINION PORTRAYS HOSTESS AS JILL-OF-ALL TRADES

And this is what a hostess is supposed to be, according to the different departments of the National Broadcasting Company:

Production—A hostess should be primarily efficient.

Sound Effects—Sweet and charming, brainy and intelligent.

Announcers—A hostess should create an atmosphere of charm. Studio Service—"The Smile that Wins!" Send them away laughing....

Musician—A hostess should be informal and at ease.

Pages—A hostess should be intelligent but with personality.

Guides—A hostess should be able to be quick on the trigger and highly efficient, and yet remain charming.

A visitor from Philadelphia—Trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent.

An actor—A hostess should have a yen for facts, and a remembrance for names.

Executive—A hostess should be primarily gracious with a touch of common ordinary Horse Sense.

Sales—A hostess should be able to meet trying circumstances with poise and grace.

Dramatic actor—A hostess should be charming and gentle, very well versed in all things pertaining to NBC so she may be able to answer any questions that may arise in a manner to satisfy the 40¢ visitor, the weary production man, the artist in search of a studio he knows not where, and the temperamental musician, who wants to know why he can't take his bass fiddle up the front elevator.

After this somewhat arduous study, the student is ready for concrete preparation. How is he to begin writing his play? With a written outline? "Not necessarily," commented the lecturer, "but he must have formulated (in his mind) the plot and characters. To quote the illustrious deMau-passant, "I have finished my story; now all I have to do is write it."

However, "writing it" is scarcely just a matter of course to the average page or guide. They were urged to write steadily and under stress. Those who sit in comfortable chairs, working only after digesting a heavy meal, are handicapped at the start. "Don't wait for an inspiration. Practice the technique of writing so that you will be ready when the idea does come. Why else, indeed, did Joseph Hergesheimer so faithfully turn out one thousand words a day?"

Unfortunately, technique is not enough in itself. Know-

IDIOSYNCRACIES OF THE STARS

C. B. VAN BERGEN

There are 13 NBC stars with 13 letters to their names who fear Friday the 13th and have formed the "13 Club".

Graham McNamee, announcer: a rabbit foot will grace his watch chain. John Shaw Young, announcer, fears every business transaction. On that fatal day only a veteran barber shaves him. Robert Simmons, tenor: breakfast salt goes over his left shoulder. Baby Rose Marie: will step on thirteen sidewalk cracks. Will Donaldson, pianist: thirteen lucky pennies in shoes and clothing pockets. Alois Havrilla, announcer: his thirteen dinner guests that night will each eat thirteen hot dogs. Patrick J Kelly, dean of announcers: a fourleaf clover for his coat lapel—if he can find one. Raymond Knight, punster roysterer: will commit thirteen puns during the day. Duke Ellington, orchestra leader: the thirteen members of his band will get thirteen miniature horse shoes. Three X Sisters, harmony trio: Vi will not wear her shoes in the studios, Jessie will not race her beetles that day, and Pearl will leave her mirror home to be sure she won't break it. Richard Gordon, alias Sherlock Holmes: will not risk solving mysteries that day. Rosey Rowswell, humorist: will kiss the driver of each truck that he sees bearing empty barrels.

equally essential. A true account of the theatre, for example, can best be rendered by a man who has worked in the theatre. On the other hand, familiarity with the subject can prove detrimental if not handled with care. Briefly, knowing one's subject is no more important than knowing what to leave out.

The writer should criticize his own plays. At the theatre he should "watch the wheels go round"... To emulate the coach, it is necessary to follow the guards and tackles as well as the hero-half-back. Does the play he is watching show good taste? Does the plot contain the proper sequence? Is there conflict, suspense, surprise, and victory (or defeat)?

In conclusion, Mr Boyce admonished the class to confine its attention to half-hour scripts rather than serials. He expressed willingness to receive any plots that might be contributed by the students at the next meeting of the class. He promised to bring Miss Katharine Seymour to the meeting so that she might give her conception as to how these plots might be developed. At that meeting, on December 19th, Miss Seymour received hearty cooperation, and the lecture was consequently very successful.

NEW ACQUISITIONS TO NBC GENERAL LIBRARY

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

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

SHORT WAVE WIRELESS COMMUNICATION. Ladner, A. W. and Stoner, C. R. 2nd ed. 1934.

AMERICAN BALLADS AND POLE SONGS. Lomax, John A. and Lomax, Alan, comp. Songs gathered from all parts of America illustrating many phases of life and manners.

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

THE VICTOR BOOK OF THE SYMPHONY. O'Connell, Charles. More than 240 outstanding orchestral selections interpreted. One section devoted to the instruments of the modern orchestra.

MOBILIZING FOR CHAOS. THE STORY OF THE NEW PROPAGANDA. Riegel, O. W. Radio, news-gathering agencies, cable services, are studied, and danger shown in ways in which they are being used as means of propaganda in government hands in various countries.

THE STUFF OF RADIO. Sieveking, Lance. Radio drama by one who has been producing it on the B.B.C. for several years. Extracts from radio plays included.

SO-O-O-O YOU'RE GOING ON THE AIR. West, Robert. Program production. Includes chapters on facing 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 Boyce. 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.

I like 'em. They have my very best wishes for their new enterprise.

Frank Lusher

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

Barry McKinley

ONE WINTER DAY

One calm Winter Day, I was sitting on the second floor not doing anyone any harm, when I was called down to the Main Hall Cashier's booth to relieve the Cashier, who they said was on the verge of giving up this life for another. I had never had the pleasure of serving in this capacity before, but I hurried down to the Main Hall. There I beheld the Cashier looking pale and rather harried, and about 200 people waiting in line for their tickets. I sat down and with a nervous but bright 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, where it 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 Show-boat?"

"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 High Hill, and they said that I would get to see a broadcast."

"I'm sorry, but who said that?"

"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 was 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 up for a long time. All the guides and pages have been very sweet to me and I sincerely appreciate it.

Nary Small

THE QUESTION BOX

F. M. K.

Editor's note:

Those questions (submitted in writing via the Press Box in Room 284) which are of general interest, will be answered in this column.

(Q) Why are sound-absorbing studio walls so vital to perfect reception when dance orchestras are picked up very clearly from hotel grills which have no special acoustics?

(A) 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. 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.

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

(A) 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 on the air.

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

(A) 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.

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

(A) Yes, 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. "Hansel and Gretel" was broadcast December 23rd.

(Q) How is the temperature of the air in the audition studios on the second floor transmitted to the control room on the tenth?

(A) This is accomplished by means of the longest vapor tension tube 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.

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

(A) 3564 people paid to take guided tours on Labor Day (Monday September 23rd).

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

(A) These 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.

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

(A) 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 inspire the guides, will simultaneously make the tours more worthy of promotion. Whereas the initial program consisted of a demonstration 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 ABC of Radio.

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

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 of our Statistical Department.



RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.

VOL. 1 NO 2

Published by Reception Staff of NBC, 30 Rockefeller Plaza, Radio City

FEB. 1935

—WE WONDER IF—

The executives realize that Mr Nelson in the Mail Room maintains a staff of messengers who handle all outside errands?

"Special attention" is not as satisfactory as "By Hand" in many instances. We are referring especially to those stenographers who get such pleasure out of sending hairpins back and forth labelled as inter-departmental correspondence?

Certain offices do not unnecessarily tax the efficiency of the Page staff by demanding mail collections every ten minutes instead of being satisfied with the regular half hour service?

The ball-players suspected that within a few months their captain and short-stop would be filling Ted Jewett's shoes as Evening Supervisor of Announcers?

The employees of NBC who allow their broadcast tickets to go unused realize the amount of work involved in making it possible to supply them with these ducks?

BUD —" THANKS MUCH" CAROLE LOMBARD

Carole Lombard, beautiful motion picture star, recently gave the NBC personnel something of a treat by having her picture taken in the NBC Master Control Room. One of the few guests ever to invade this sanctuary
continued on page 4

" 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, tour-popularity is on the increase rather than the decrease as some think.

It is the opinion of Colonel Mangan, general manager of the Gray Line Sight-Seeing Company of New York, and of Mr Donovan, president of the Royal Blue Line, and of the representatives of Thomas Cook, American Express, and the like that we have an outstanding sight-seeing point in New York which will maintain a constant flow of traffic indefinitely. The Statue of Liberty, for example attracts paying visitors year after year; yet it is not centrally located in the city, no improvements are made to sustain interest therein,
continued on page 4

NBC BASEBALL TEAM MEETS SING SING

Toward the end of March, first call for "Bat-swingers" will be made. Manager Ray Sullivan of last year's Motion Picture League Champions anticipates indoor practice to begin about March 20th and transfer to the "Great Outdoors" set for April 23rd. With all of 1934's regulars still available, the nucleus of last year's team will

be ready to meet all comers. However, this should not be interpreted to mean that newcomers will have to be satisfied with second string positions.

The tentative schedule for 1935 includes a game with the Manhattan College Frosh, Sing Sing Penitentiary, and General Electric, all of which will be played away from home. The final official
continued on page 4



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 1919 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.

continued on page 3

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

BUILDER VS WRECKER

Editor's Note:

J.L.Kraft, president of Kraft-Phenix Cheese Corp., read the following at a convention banquet given for all Eastern Salesman of this organization.

I've watched them tearing a building down.

A gang of men in a busy town;

With a "Ho, Heave Ho," and a lusty yell

They swing a beam and the side wall fell:

I asked the foreman, "Are these men skilled?

And the kind you would Hire were you to build?"

He laughed and said, "Why no indeed,

Just common laborers are all I need:

They can easily wreck in a day or two

That which has taken a builder years to do."

So I said to myself as I went on my way,

What part in the game of life do I play:

Am I shaping my deeds to a well made plan,

Patiently doing the very best I can,

Or am I a wrecker who walks the town,

Content with the labor of tearing down.

A WORD TO THE WISE

All employees of NBC are invited to use the general Library for research and study.

In addition to books of general nature, there is a collection on radio broadcasting which is especially important, embracing technical and general books, pamphlets and periodicals. There is also an extensive group of books on music, musicians and drama.

Frances Sprague
Librarian

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 KDKA, 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. WEAJ, at that time, was the broadcasting outlet for the American Telephone and Telegraph Co., and had its 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.

● 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.
Fourth Edition. 1934.

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

OUR VERSION OF "YOUR THE TOP"

By
W H Williams and P T 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 8H "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.

● 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.

Frank:

"Miller" Story

The recent advancement of dynamic Mr. ^{William} 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 a 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 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 unpretentious 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 Zeppelins, 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, 60 feet under-ground in a black, 150 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 kindness and we left him with sincere appreciation for his cooperation and wishing him the best of success in his present undertaking.

Angl Mall



LOCKER ROOM CHATTER

I'm not fooling when I tell you that....Bill Mead's middle initial is A for Aloysious...."Kid" Hayes is the most consistent grubber of cigarettes in the locker room, and Bill Collander is the most consistent giver.....Paul Rittenhouse has a new set of stream-lined 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) Heerdt 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 More to wear those high riding boots on rainy days..... Andy Devine's favorite Broadcast 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!"

PATTERSON CONT.

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.

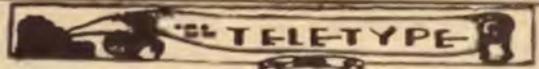
Part of Mr.Patterson's business life was passed with the J.G.White Engineering Corporation and the E.I.duPont deNemours Company. He is a trustee of the Central Savings Bank of New York and a member of the advisory board of the Chemical Bank and Trust Company. He served for a while as Secretary of New 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, 1896, Mr.Patterson attended the University of Nebraska and the Columbia Univ. 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 284, care of RECEPTION STAFF REVIEW.



BY ENQUIRER

What engineer on the "Lombardo Show" was seen arm and arm with Fay Baldwin, ex-Ziegfeld chorine, 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 Mrs 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.

FLASH—— 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—and double FLASH—— Lionel Stander has left "Town Hall Tonight" and departed for the BKO 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 Bourdon once won a silver cup for shooting golf—— T'was way back before the war.

A certain dapper young beau Brummel 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 Baily 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 superhetrodyne 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

GUEST TOUR OUTLOOK
continued

and it boasts of no outstanding activity. Our tour has all these attributes, and our studios are 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 208% 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 reknown. People have begun coming at times which are inconvenient to them just to appease their curiosity. Complimentary letters continue to come from satisfied visitors, and the outlook, on the whole is very bright.

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.

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 Mr. 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 information regarding the date, price, and final arrangements for the trip will be forthcoming in the next issue.



RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.

VOL. 1 NO 3

Published by Reception Staff of NBC, 30 Rockefeller Plaza, Radio City

1935

- WE WONDER IF -

Considerable time is not wasted when the office personnel give errands 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 Southernaires got their "looked studio" idea from Maude Adams or Nellie Revell?

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

Anyone regrets the passing of NBC's least-liked chiseler—Sooty, the non-waterproof raincoat merchant?

continued on page 3

MAY 19 SET FOR SING SING TRIP

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

Apparently appreciative of their rival's ability, the NBC cohorts 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 of a penitentiary was like. The idea immediately arouses our 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 unkind in our efforts to interview an NBC executive busy getting acquainted with his new job, news is news—Soooooo, 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—though 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 during the past two years Mr. Rosenblum has worked closely with the executive officers of the Company. Trade-Ways, the organization of which he was formerly Executive Vice-president, was retained by NBC about 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 Departments.

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

RADIO SALESMAN'S PROBLEMS DISCUSSED BY DIVISION HEAD IN INITIAL LECTURE

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 a plan by means of which he could become acquainted with the inner workings of the various departments. For how else is a page to know what department to strive for or in what field he is best qualified?

For the especial benefit of those who believe that announcing was to be their vocation, Mr. Pat Kelly persuaded Commander Carlos Cusachs to inculcate 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 foremost 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 pronounce French, Italian, Spanish, and German, like

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 inaugurated for all pages. If enough men are interested, free instruction in both life saving and swimming may be received by those whose schedules permit. Due to the demanding nature of their work, guides will not be able to take advantage of this opportunity.

Although calisthenics are sufficient forms of exercise, business may be mixed with pleasure and education by taking a course of 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 consent to drown to "give the teachers a chance."

On March 25th, in Studio 3H, Donald S. Shaw, Sales Manager of Eastern Division, opened a series of lectures, the purpose of which being to further acquaint the Reception Staff with the policy and methods of the Sales Department of the National Broadcasting Company. So coherent and well arranged was Mr. Shaw's talk, that the majority of his listeners took written notes.

The lecture concerned itself chiefly with the problems encountered by a radio salesman. "What to sell and how to sell radio requires thought and planning," began Mr. Shaw. "The salesman must ask himself, 'What companies would make good prospects? What members of the company do I interview? What is my argument for radio?'"

"Prospects" may be divided into three classes: local advertisers, spot advertisers, and coast-to-coast, or network advertisers. Local advertisers, such as department stores and local drug and grocer chains, are those whose limited distribution makes national advertising both unwise and unnecessary. The spot advertiser is the type of manufacturer whose sales are confined to certain sections of the country; videlicet, 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, served to educate the 68 men who attended. These are located in 25 states and three foreign countries, France, Switzerland and Belgium.

13 different tongues are spoken by the staff including Swedish, French, German, Russian and Japanese.

The men represent 36 states, and 28 foreign countries have been traveled. The average age is 20 years, 1 month; height 5 feet, 11½ inches; weight 164 lbs.

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.

Vol. 1 April, 1935 No. 3

F. C. Lepore
Editor

Associate Editors

F. M. Kirkland
-News

A. B. Fort
-features

R. E. Ahlbum
-Makeup-

Contributors

W. Clark
D. C. Davis

M. C. Gartland
A. E. Walker

J. Costello

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 namely to a necessity arising 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 a selfish few.

Thomas Hart

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 yours 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 prove of 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 pages and guides. 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 is a six-day week is a six-day week. But a six-day week is not really a six-day week for a six-day week is really a six-day week of a seven day week. If a six day week is in reality a six-day week of a seven-day week-then a seven-day week is undeniably a 7 of 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. A six-night week will always be a six-night week, though it be a six night week of a seven-day week.

THE REVIEWER

Ben Grauer and his brother have written a book. It is a very tiny book, but yet a most interesting bit of literature. It concerns a vacation trip of four men, who arise early one fine day to climb the 2,500 feet of Mt. Pharaoh in the Adirondacks.

The four men cross a lake, climb the mountain, mount the observatory, view the scenery and then descend the mountain. That is all there is to it, except that when you flip over the last page you feel that you have been a silent fifth partner on one of the jolliest trips in the world.

You will laugh aloud at the increasing appetite of Joe, as he toils up the mountain, regarding the whole trip as "a prelude to a meal". You will admire the stolid Paul, who climbs a mountain as he would run his business, and the sly and delicious remarks of the Grauer Brothers (Alvin and Ben). You will feel every bit of the trip: the muddy roads, the swim in the lake with "cool water folding all around you", the lunch of smoke-smelling sirloin steaks after-lunch cigarettes "for civilization", the hard climb to the top of the mountain, and finally the summit with the view revealed: "Valleys are spangled with lakes, and stained with marshes" also "mountains bearded with forest". You heave a sigh of content with the travelers, and feel that life is good.

Aside from the narrative, the style of this tale of a trip exceedingly commendable. It is gracefully written with an informality that makes it very attractive. The greatest merit in the book lies in the unexpected and unusual descriptive passages. They come up in the most unlooked for places, and make you pause and savor them in your mind. There is humor and there are passages in which imagination is outstanding. You will wonder why the Grauer Brothers don't put pen to paper to do a bit of serious writing. After reading "A March on Pharaoh", you will be left with a yearn for "Just a bit more".

The split-second system used in broadcasting stations has made the radio engineer the only person who is fined, not paid, for overtime.

QUESTION BOX

Q. Why is it necessary to give station identifications at regular intervals?
A. The chief reason for this procedure is to enable ships at sea to get their bearings by means of their radio beacon direction-finders.

Q. What is the significance of the "K" and "W" in the call letters?
A. Originally the call letters of all stations east of the Mississippi began with "W" and those west of it with "K" for the benefit of seamen. KDKA and KYW are obvious exceptions.

Q. About how many miles does a guide cover on a four tour day?
A. Since each tour is about a mile and a half long, he would walk about six miles.

Q. What announcer has the most commercial programs and what are they?
A. Ben Grauer. He has programs sponsored by Bakera, Pontiac, Ralston Wheatena, Lux, Jergen's, Dog Food, Kellogg's, R C A Radiotron and R C A Victor.

Q. Who is in charge of sustaining programs at NBC?
A. Mr Phillips Carlin.

Q. What is used for grounding a radio in an airplane?
A. All the metal parts of an airplane are banned together in such a way as to form a ground for a radio. The larger the plane the better the radio reception.

Q. How many of the guides and pages have been with the NBC for more than a year?
A. One page has been here seven years, and the next longest is five years with three men on the list. Three have been here four years; Two, three years; and one, two years. Eighty nine others have worked with NBC over a year and six months; twenty three more than six months.

INTRODUCIN'-NEMO!



LOCKER ROOM CHATTER

I'm not fooling when I tell you that....George Murray resigned as office man because he was getting too fat in a certain place....Ming Toy Meehan wishes the Pickens Sisters would broadcast more often....St. George has a mysterious interest in those dancers on the "Let's Dance" program....We give a merit or two to "Sugar" Cain for his excellent work on the 8th floor.

Blondy Weir is anxious to know if the boys would like to start a bowling tournament.... George Campbell, is the President of the "Jane Froman Club".....Paul Rittenhouse has traded in his fur-lined undies for a set of air-conditioned ones....Ole Boy Fitz has finally become a sub on some basketball team from the Bronx.... Keegan swears that he'll make the baseball team this year or know the reason why. We already know the reason why.... Adam Gayook's girl-friend loves curly hair and that explains everything.... "Opera" Amory eats more fruit in one day than the rest of the boys do in a month.... "JoJo" Marrin is starting to put on weight which proves that being in love agrees with some fellows.... Whenever Chas. Hawel needs some good oil in his oar, he takes some of the fellows out. Pete Bonardi will vouch for the methods used.... Pages Bigelow and McGhie are heartbroken since the Onyx Club burned down... ..Bill Bell eats a dozen oysters every day.... Jerry Wolke is a nightly visitor to the First Aid room. (Something for a headache, no doubt).... Zsch Halpin's uniform is getting extremely tight around the waist.... Pete Bonardi of the baseball team will help in every game but the one with Sing Sing.... Beau Weston is the envy of all the boys since he bought that new stiff-front shirt.... And that's that.... detail 'ten shun fall out.

WE WONDER IF

continued

The guides realize the significance of the work now being done by the Cities Service men who are removing the middle pane of glass (for washing) in all the three pane combinations?

The printer will be able to get this issue back to us in less than

WE DOFF OUR HATS

With so many changes being made since we last went to press, we were unable to drop bouquets to those who deserved them. Hence, permit us now to congratulate --

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.

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.

Hubert MacIlrevey, not long since a talented guide, at present announcer at WFIL, Philadelphia.

Richard Birtwhistle, formerly Reception at the date of issue to be found slinging music sheets around 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 Collins, until a few weeks ago, the First Lieutenant of Guides, now in Artists Service.

Gerard Wolke, from Page to Page Captain (on the Night Force) all within two months.

Willard Butler, former Receptionist, to the Local Sales Department.

Joseph Casey, also ex-Receptionist, 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 1934 Addresses given before the Institute for Education by Radio.

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

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

Roosevelt Omnibus: edited by Wharton. Articles by and about Franklin D. Roosevelt. Profusely illustrated.

TELETYPE

Old "DeMaupassant", Arnold Nygren, who was recently elevated to master control supervisor at WFIL was seen at Dempsey's with "Jackie" Gilbert having a few picker-uppers in the wee ama' hours, mind you..... Gladys Swarouth and Helen Jepson will soon vie for the plaudits in a flicker..... "Red" Corcoran has a flint box which was lost by the rear guard of Sherman's march to the sea..... Did you know that Jack Carstairs, (ex-Philip Morris) was once a jockey for the late Otto Kahn and Mrs Harry Payne Whitney.

"Flash and Double Flash"—Why were three taxi cabs chasing Ford Bond down Fifth Avenue, after he had lunched with Charles Francis Coe..... "Big" Jack Parker should refrain from teasing "Dona" on the "Let's Dance" program—He can't go on missing half choruses.... 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 Pennsylvania prison—what's the matter Jack, lonesome?,,,,,, Did you know that Phil Duey is a Phi Beta Kappa man?

A certain alleged comedian who smokes twenty cigars a day can't get over the ribbing he received from Ben Bernie and fellow-jokester, Walter Winchell..... Why is Frank Parker going to California shortly—and who is going with him?..... A rumor claims that Beatrice Lillie has received an offer from Earl Carroll to play in his forthcoming "Vanities"..... That trio of feminine pulchritude, the Pickens Sisters, were seen running hither and yon, searching for the culprit who "borrowed" their handbags..... Why is a certain young showman and crooner visiting the Rainbow Room nightly between 12 m., and 12:15 a.m.?

Lowell Thomas, ace news commentator is now "Hot Coal", an adopted brave of the Mohawk Indians.... Who was the mysterious femme that called Winchell from Hollywood as he was bound for Bernie's show?—popular Walter..... Jay Fallon's hair turned curly after a prolonged illness..... What was Don Lowe doing at the "Club 17" with a beautiful queer several nights ago..... *Flash and Double Flash*..... The men who pay for Ed Wynn's antics on the Texaco show recently checked up on his popularity. They used the Crosby test—15,000 phone calls each week for two weeks... Result:—over 90% of those reached were listening to Wynn's inane chattering

Dale Winbrow, "the Mississippi Minstrel", just missed being blown to hades after having been "chlorined in France"—He was left behind 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 B C house musicians (very much married) cannot resist holding each others hands between programs..... Mr and Mrs Ben Baker have a rendezvous in a nearby Rathskellar 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 bound for California next week for a prolonged rest,—or a flicker.

George Hicks, crack 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., tempermental George..... We have in our midst an announcer who is aspiring to become a formidable pug—he works out at Jack O'Briens's abattoir—judging from his sun-kissed physiognomy it must be quite a camp. *Flash-Flash*—Harry McNaughton and Jean Rauley will middle-aiate it next month..... Likewise Leon Belasco and Julie Bruner will take each other for better or worse..... Believe it or not, but Alma Kitchell, contralto, once swallowed a fly while singing an operatic aria—the show was wrecked..... What is in the envelope presented to each of Major Bowes' amateurs?..... and so to press.

SHAW'S TALK ON SALES

continued

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

"Whom do I interview?" is not so easily answered. The salesman must contact not only the potential client, but also his advertising agency. At some agencies, he must approach the representatives of five different departments. First, he solicits the interest of the "space-buyer," who handles the advertising space of the client. Then he goes to the "radio director," who is the agency's Sales and Program Department. The "space clerk" will be interested in the details about prices and estimates; the "company officers" should not be overlooked; but the most important target is the "account executive," because he has charge of the client's accounts. Finally, whom he has thus covered the agency, the time salesman goes to the office of the client himself, where he calls on the "advertising manager" and the "Vice President 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 to be derived from ethereal advertising: it is *speedy*; no other advertising medium produces 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 deadline as against the five weeks required by the Saturday Evening Post. It offers the sponsor a *preferred position*; adapting the program to the time of reception equals the 'cover', or 'next-to-the-contents' position in a magazine. It is *timely*; "Next week at this time you will hear...." It precludes *purchasing power*; those who can afford radio sets can usually afford the commodities that radio advertises. Its coverage is both *local and national*; rural communities are reached as quickly as urban ones. It is the *dealer's choice*: surveys reveal that approximately 70% of the druggists, grocers, and gas and oilmen interviewed in 1934 prefer radio advertising to magazines, bill-boards, newspapers. Radio is also the *salesman's choice*. It provides *mass coverage*: no

TRIP TO SING SING SET

continued

of red tape? When are visiting hours? How much would it cost?

If YOU would like to see the parade of the black and white squads, if YOU would be interested in more than fleeting glimpses of Sing Sing cells, if YOU would appreciate a more vivid picture of society's outcasts... then buy yourself a ticket and help drown out the convict roar, by joining the others on the NBC side of the diamond.

The Page and Guide captains, if asked in advance, will try to make the necessary schedule-changes. Everyone is invited. The bus trip will be good fun; the game will be exciting; and the visit to the pen unusual as well as educational... from the standpoint of sociology.... all for a dollar and seventy-five cents (\$1.75). For further information call or write Ray Sullivan, Room 284, Ext. 555 or 581. NBC Reception.

CLASSES IN ANNOUNCING

continued

natives. They learn good articulation, convincing expression, and colorful discourse. They study the art of reading as one speaks. This course includes subjects which are not taught at any college since colleges lack the teachers. Commander Cusachs, for example, has developed an entirely new method of securing the proper pitch by changing the spoken to the musical note. He even illustrates the difficulties involved in obtaining the desired intonation when reading such seemingly simple sentences as "This is the National Broadcasting Company."

This famous linguist, whose work has brought him in contact with students all over the world, says that he has never encountered such an enthusiastic group of students as the NBC guides who are now under his tutelage.

chain of newspapers has so wide a circulation. It has a *personal appeal*, (word-to-ear).

After perusing this resume, it should not be hard for the reader to appreciate the value of such lectures to the guides and pages — the salesmen of the future. For, in no other way, can they obtain a true picture of the functions of the various departments of the National Broadcasting Company.

A SHORT HISTORY OF NBC

Attempting 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 soaring over the Atlantic; in other words, its history still is in the making. A progressive history of broadcasting thus far would be to ambitious for the limited space available. However research has brought to light many anecdotes and incidents which in themselves are historical and interesting.

Some have in them the quality of being born of time. Some incidents which are amusing to us today were the solemn problems of yesterday. There is 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 unsuccessful due to its bad acoustical qualities, 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 it was that Fall that the gale blew the station down. Consequently the tent was set up indoors. But for the recent development of Non-resonant materials for studios, we might still enter a room to find Lowell Thomas and Jimmy Wallington crouching in a tent, broadcasting the news of the day.... Did you know that....

Graham McNamee and Phillips Carlin once caused much waging throughout the land? Their voices used to sound so much alike that WEAJ was swamped with calls to settle bets.

Women were originally disqualified as announcers because of a "school Teacher" tendency in the voice?

Station WJZ originally occupied a small room used as a cloakroom by employees?

In the old days announcers were known by letter only? Such statements as "This is ACN announcing" were familiar anywhere the station was heard. "A" stood for announcer; the middle initial signified the first letter of the announcers name; and the "N" was for Newark. Kelvin Keech would have been AKN.

Two tom oats once stole the show during a program? In the "pre-air-conditioning era" in order to relieve the heat a window opening on a fire escape was opened. Two giant oats arrived and began to stage a terrific fight. As the battle progressed it came nearer and nearer the mike until the artist finally had to give way to a different kind-of-singing.

ROSENBLUM LAUDS STAFF

continued

tion with the surveys, Trade-Ways suggested the desirability of placing rates to advertisers and compensation to stations on a basis of potential circulation of our network stations. This recommendation led to further extensive studies, covering a period of 18 months, which resulted in the new rates which were announced last month.

As Vice-president and Treasurer, Mr. Rosenblum is the financial officer of the company. Fortunately, he told us, our company does not have many financial problems, and his chief job is to see that the budgets of the various departments of the company are properly planned and maintained.

One can see that Mr. Rosenblum is an enthusiast about NBC and Radio, as was manifested by his remarks to us. "Three or four years ago," he said, "the radio business pass-

ed out of the development stage. It had demonstrated its importance and power as an educational and cultural force and as a means of communication in reaching the people of this country. It has also demonstrated its great value as an advertising medium. NBC has been more responsible for this rapid development of radio to its present position, than any other organization, and through its relationship with the Radio Corporation of America, is in an ideal position to keep the lead as new developments come along".

"The Reception Staff is doing fine work in receiving and handling the thousands of visitors who come to our studios each day. I am all for keeping up this work and for providing an opportunity, through the study of personnel records, for the pages and guides to be promoted into other divisions of the company, as the opportunity permits."

RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.

VOL. 1 NO. 4

NATIONAL BROADCASTING CO. 30 ROCKEFELLER PLAZA, N. Y.

JUNE, 1935

We wonder if —

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

Phil Cook is really as 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 284 ?

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 calked the dike in the course 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 ?

SURVEY OF GUIDES AND PAGES REVEALS MANY UNIQUE HOBBIES

At Miss Slater's suggestion, we diligently delved into the innermost lives of the guides and pages to ascertain what they do in their spare-time. The idea was good but the results, if enviable, were not quite what one would expect. Consequently, we beg the reader to remember that this is all in the spirit of "joie de vivre" & "le diable est mort", which, when translated to the locker-room vernacular, means "Don't take it seriously".

"Main Hall Miller" sadly tells that he is temporarily unable to indulge in his favorite sideline, flying, because he has no license. However, Page Campbell, (technically, 2nd Floor Louey), encumbered by no such obstacles, continues to do his bit toward helping the new stamp shop onto its feet by purchasing a few of its more tempting offerings now and then. Someone told us that Miss Thomas's chief extra-curricular activity was horse-rac-

ing.....Page Bond is too tired to remember what his hobby is... (it is possibly swatting barflies or jumping at conclusions). With no particular license to do so, we are now making this an opportunity to thank and congratulate Ken Cronin on his epoch-making cross-word puzzle. (we knew that SOMETHING was missing from our little paper). By the way, all those who can solve that puzzle will receive six free copies of the next issue of the Staff Review.

Now, to get back off the subject, we continue with the razing revelations about the Reception Staff. Mr Malcom's idea of pleasurable diversion is Gardening; we hope Bill doesn't mind. Charles Young, the miniature Marconi, continues to sever the ether with short waves from his 500 watt station. (don't get us wrong; he's not a Boy Scout. Poor Bud Faillace...His letter

continued on page 4

NBC BALL TEAM TAKES SIX OUT OF SIX TO LEAD THE LEAGUE IN GAMES WON

There are seven teams in the Motion Picture League. The Baseball season is divided into two brackets. This means that the winner of the most games played during the first half of the season will play the winner of the second bracket. Two cups are donated every year; one for winning the championship, the other for winning the most games. So far NBC has played six teams and beaten all six of these opponents.

Upon inquiring as to some of the outstanding reasons for the NBC team's top notch position, several reasons were proffered. First, "Sugar" Cain is no ordinary ball slinger; the catcher has merely to indicate the direction and position the ball is desired when no sooner said—than it is done. Secondly, the "bat swingers" are accurate enuf to allow an average handicap to our team of four errors a game. Pete Bonardi, the south-paw guard in of the initial sack, has already received a baseball auto-

continued on page 2

GUEST-TOUR'S NEW SYSTEM INAUGURATED BY HANCOCK IN STUDIO BEFORE 250

If Sunday isn't the busiest day of the week for the guides, then Saturday certainly is. One Saturday not long ago, the Guest Tour-department was asked to ready itself for the invasion of 150 friends of Messrs La Guardia and Moss. Their time was limited, their numerical strength formidable, their purpose, to get the more salient facts pertaining to broadcasting. What was to be done?

"Put them in BH. Have one of your best guides give them a talk on the "whys and wherefores" were instructions received by James Borst, Guide Captain. Nor did the swift-footed Achilles lose many moments in fulfilling the demands thus given him. He proceeded at once to make the necessary preparations for the "on-coming" Trojans. "We must have sound effects, for they will satiate the curiosity of the white horde; nor can we work very speedily without interpreters—", he said to himself.

And somewhat along these

continued on page 4



MARK WOODS

ASSISTANT EXECUTIVE VICE PRESIDENT

MARK WOODS SEES PAGES AS DEPARTMENT HEADS OF THE FUTURE

oooooooooooo

"You fellows are doing a fine job. The RECEPTION STAFF REVIEW is receiving widespread attention, not only among the office 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 & 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 connote honor and distinction—all of us are proud

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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

Vol. 1 June, 1935 No. 4

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EMPLOYEES' ASSOCIATION
BEING CONSIDERED

Upon hearing rumors that NBC might organize an employees' association to sponsor outings, dances, athletic games, picnics, and other such diversions for the benefit of all employees, a REVIEW correspondent sought out Mr John R Carey, Manager of the 300 Service Department employees, and asked the question as to whether or not the rumor was founded on reality.

"I hope to see plans which I have in mind for an NBC Employees' Association receive thoughtful consideration and approval, for I have no doubt that such an organization within the company would bring many benefits to each and every one of us," Mr Carey said to assure the interviewer that the rumor was not an idle one.

Various attempts have been made in the past to organize NBC employees in one well-knit, smooth functioning mutual benefit group but the attempts failed due primarily to the small size of the employee personnel. But this does not hold true any longer what with 700 strong to be found on NBC's employee payroll. Therefore the time seems to be ripe for an organization of this type.

HOW ABOUT IT ?

Scientists claim that if one could utilize those odd moments of idleness which we lose every day, we would live ten years longer. A conservative estimate would reveal several centuries lost strayed, or stolen somewhere in our locker room. Why not have a set of checkers for those not desirous of "just killing time"? An intra-staff checker tournament to determine who are our checker wizards should be welcome; so let's see your smoke, checker champs! Leave your name with the office man to be included in the entries. The tournament shall be sponsored by the RECEPTION STAFF REVIEW and minute details regarding the progress of the contest shall be set forth in these columns regularly. The winners and runners-up shall receive due recognition for their efforts.

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 Cgden Ayers was revealed recently. The ceremony took place on June 16.

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 everyone on his toes. It is 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 looms 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 former members of our page staff, Wendell Williams and George Murray, have been quite recently promoted into the Continuity Acceptance Department, we think it is high time we investigated and 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 over National Broadcasting Company facilities; we have established this new department whose function it will be to see that all material offered for broadcasting meets the requirements of NBC policies of fairness to radio listeners, of ethical advertising, common sense and taste." So contrary to most peoples' idea that "anything goes" over the air-waves, here are some of the DONT'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. (1 year in jail or \$1000.00 fine.)

You cannot broadcast obscene, indecent, or profane language. (Two years in prison or \$10,000 fine.)

Dwight Herrick spent his vacation in Bermuda.

Leon Leak will spend his vacation at his home in Louisiana.



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...Red 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 palm 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 Gayeck, 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 revue...."Tiny" Cockburn 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 Leon Leak 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 Finerty 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—Keep your chin up so that someone can take a better slam at it next time....O 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 who gets 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.

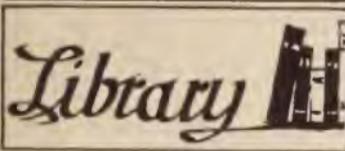


POTLIGHT OF THE MONTH

"Imagine a femme radio artist:

She has Beatrice Lillie's sense of humor; the personal beauty of Olga Albani; the figure of Gogo De Lys; the soulful eyes of Zora Layman; the purity of voice that is Virginia Rea's; the sartorial taste and poise of Kay Thompson; the personality of Bernice Claire; and the diction of the NBC Hostess, Elouise Dawson who lately has been taking the curse off many a commercial announcement;—Aircaster (Martin J. Porter) N.Y. Journal.—

Day Page Vincent Ragusa last month walked off with a first prize 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 sponsor.



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A review of the leading articles in the radio and television field, together with a list of new books and pamphlets, is being issued by the NBC General Library each week. It is hoped that this list will prove of real value to the NBC employees in enabling them to review quickly the material published on broadcasting and television developments during the previous week, and in calling to their attention articles which they might not otherwise see. The list is divided into the following sections—General, Advertising, Programs and Artists, Technical, Television. If anyone wishes to see the complete articles the librarians will be glad to send the magazines in which these articles appear. In case the magazines are already on loan they will be sent as soon as they are available.

A PERFECT HOSTESS MUST HAVE

- The style of Kay Lillis.
- 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 Jochum.
- 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.

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 crack drill platoon.

—because the United States Military Academy at West Point records his outstanding achievements 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 without a compass or water for three days. Finally, Spotted rays of light from Fire Island lightship 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.

From this angle — by Allen Kent

Within the walls of NBC there are some very interesting people some are not so interesting. It's all a matter of one's own digestion. In the spirit of good clean fun, however, we have decided that there are few personalities whose respective egos should be held up to the light and shaken just to see what it is that makes them tick. Hence, — Frank Black.

A head man, a thorough musician, composer, conductor, and arranger, and despite all that imposing array of accomplishments — a regular guy. He arrived at NBC by way of Fox Films, the Century Theatre, Brunswick Recording Company and a now defunct nickelodeon in Philadelphia. Philadelphia was his birthplace in 1894 and the piano playing episode of the nickelodeon at the age of nine was his first venture into the field of commercialized art, which business step was cut short after several days by father and a grim hairbrush. Leaving "the injuns" to scalp each other in silence, Frank Black started out to be a chemist, but music whispered sweet nothings in his ear so he dropped the test tubes, picked up a near by baton and waved it too well. He is now "THE TOP".

You can thank him for a dozen and one musical innovations. Among them are classic jazz, jazzed classics, singing violins, muted voices and, of course, the now famous string symphony programs. Back in the year 1924 he met the "Revelers" and here began a series of experiments which eventually took the "barber shop" out of quartet. America sat up, took notice, and shouted for more. They're still shouting.

Just recently he made one of his dreams come true — a dream which he has cherished since 1922 when he first went on the air. Frank Black wanted an orchestra of instruments and voices. On the Coca Cola program sixty-five of New York's finest musicians and a chorus of twenty-five singers performed on a coast-to-coast network. He conducts, composes, and with the aid of twelve copyists arranged the entire program. The resultant success of "The Pause That Refreshes On the Air" was phenomenal. Soon again he shall realize still another ambition — the conductorship of a huge symphony orchestra. Don't say that we told you but several offers of the handsome variety have already been received — and also refused. But there will come a time.....

We have managed by dint of much "pussy-footing" to amass the following list of joys in his life. We must mention first his happy marriage, then an East River apartment, a practically priceless private library of music, sixteen cylinders of Cadillac, a harpsichord, clothes by Earl Benham and a hunger for succotash. There is also one George Voutsas, a bespectacled right arm, who has developed the "Man Friday" idea to the point of perfection.

We understand that Mr Black cannot sleep after six o'clock, so he arrives at the office around eight in the morning, and leaves about ten at night. This has been going on for years. His last day off was September 10, 1934. We asked: "Why?" "I like my work. Music is my hobby," he said. He meant it, too.

While he is kept pretty busy in the studios, he always finds time to sit behind his desk and discharge the duties of General Musical Director. We might also add that he sends no memos, and further that this shattering of a time honored NBC custom is being "viewed with alarm" by the "lads".

We didn't ask for his secret to success, nor did we ask his opinion on Radio. If you get the chance sometime, just watch the half smile that occasionally lights his features. You'll get the answer.....

SHOULD HE HAVE FOSTER ?

After taking the FERRI to the Isle of MALTA, the YOUNG man met the MOLL while strolling through the GARDEN. With a TART "GOODE morning," he startled the sweet thing. However, after much persuasion he took her to his NEW-HOUSE WEIR they looked at the family AHLBUM. Suddenly the sweet YOUNG thing decided the BOND between them was growing too serious. So discarding her DALY routine and being perfectly FRANK with herself as a GOODE CHRISTIAN, she wanted to get away from the FLOOD of emotions that was raising CAIN with her conscience. It was a terrible PRICE to pay for such a GROSS misunderstanding. —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 caresses of these languid Spring breezes Bill's soul awakened anew to the realization of the coming of "printemps". Upon seeing a vision (1935 model), very trim and blonde, approaching his desk, his cardiac muscle started to perform gyrations. What portended to be a lovely afternoon was soon shattered, however, when the vision astounded him by saying, "How much are the tickets to the forty-cent tour?"

Henry Weston visited Mt. Desert Island, Maine, on his vacation.

WHY OUR TEAM TOPS THE LEAGUE

May 11	NBC -9	vs	Radio Keith Orpheum	-0
21	NBC -5		Columbia Pictures	-0
25	NBC -5		Electrical Research Products Industries	-2
June 1	NBC -8		United Artists Corp	-4
6	NBC -15		Metro-Goldwyn-Mayer	-3
13	NBC -18		Universal Pictures	-3
			at Geo Washington High	
22	NBC -		RKO	-
			at J Madison High-Brooklyn	

Note.....

* Sat. Games will be played at James Madison High in Brooklyn until the 1st of July.

* Tues. and Thurs. games will start at 6:15 p.m. and will be played at George Washington High - 191st Str. and Audubon Ave., Manhattan.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

MARK WOODS

COMMENDS STAFF

continued

of the Boys in Uniform. We are training them to be the department heads of tomorrow; it is through them that we believe 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 they insisted upon sending 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; what 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 balance wheel between the practical and the theoretical. Whenever departmental changes are contemplated; whenever the budget is to be altered; whenever the company policy is 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 unusual ability and experience make him an ideal person to assist Mr. Patterson in carrying the heavy responsibilities of the Executive Vice-President's office. At present Mr. Woods acts as chairman at nearly all committee and departmental meetings. In general he is definitely a 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 bevy of beautiful girls cheering, Andy Ferri staring intently at a stop-watch and urging on a flying figure rushing madly down the hall—and we know that Charlie (Dixie) Hawel is trying to better the NBC record of 52 errands in 60 minutes, which he established some months ago. This astonishing young man does not attribute his success to any special brand of corn flakes—or corn plasters) but modestly says:—

"I'm a great admirer of Frank Hawks and Sir Malcolm Campbell!"

HANCOCK LECTURES

continued

lines, it came about that 150 children, the oldest of whom having 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 interpreters). They were instructed by that well liked pedagogue, Guide Hancock (whose tall, lean limbed, figure revives memories of Hawthorne's beloved prelector at SLEEPY HOLLOW). They played their fifes and bugles.

In short, they came, saw, and conquered NBC in exactly one hour on Saturday afternoon. Is the Guest Tour department versatile, or are we wrong?

HOBBIES REVEALED

continued

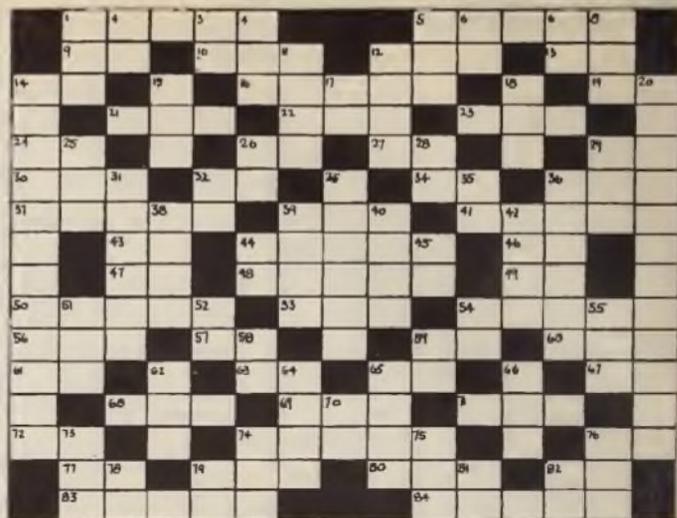
requesting Carole Lombard's photo was returned because he forgot to include the return postage.

"Chain Letter Davis", whose crotchet was popular like the NRA, (till confidence waned), is still in mourning. Bob Kennedy comments that one of the advantages of going on a vacation is that there will be no guide parties to give him a guilty conscience when he bites his nails. Page Adams will devote the major part of the days off to admiring his new uniform. McCarthy and Finnerty, Ryan and Fitzpatrick, who spend most of their spare time looking for each other, are in search of a new vocation. "It doesn't matter...", says James Goode. Vinnie Kommer continues to live up to his reputation as Locker-room Chatter-box, while Tom Severin cogitates on the advantages of living in Florida. "Sergeant" Kinbacher is still hoping to find someone who will help him pick up in the locker-room; Guide Wood is willing to help but one can't do two things at once.....and sleep is very important. Sal Malta, whose secret occupation is checking up on the guides, is a little discouraged because there are so many new guides that he can't identify the culprits.

Jorgenson and Kirkland can not understand why more people don't play bridge; Eckberg feels the same say about Camelot. Page Nordstrom is down to the low eighties now; (Luckily, Rittenhouse has no time for anything but tennis). "Family Ahlbum's propensity toward the Music Hall has been on the decline lately.. never mind Russ, if Lepore can't win her back for you, Devine won't fail.

Much to our reader's disappointment, it is now fitting and proper, if we would form a more perfect union, insure domestic tranquility, and provide for the common defense.....that this most succulent morsel, (meaning the above article), be masticated very slowly. Therefore, while the reader thus caters to his so sensitive digestion, the writer will meander to the Gateway....

CROSSWORD PUZZLE



EDITOR'S NOTE

In this issue of the Reception Staff review we inaugurate a new policy...the Crossword Puzzle. The solution of this puzzle will appear in the July issue of the Review. Four efforts will not be in vain...A day off has been allowed for the number of the staff that hands in the most complete puzzle. Mr Post will be the judge. So get busy. Dust off the memory and dig into the encyclopedia...and your telephone directory. The puzzle concerns radio in general and most directly NBC.

HORIZONTAL

- 1 VICE-PRESIDENT IN CHARGE OF PROGRAMS
2 ORCHESTRA LEADER OF THE BAKER'S BROADCAST (INITIALS)
3 N F HENCOFF HEADS THE (ABB.)
4 COULD BE USED TO WASH THE QUARTZ CRUSTAL IN A LAPID MINE
5 FIRST THREE LETTERS OF ARMY'S LAST NAME
6 WHO SHOULD BE HERE ANOTHER ONE HAS BEEN PAINTED IN SC STUDIO?
7 EVER REC GUIDES PAY \$40 TO GO HERE (ABB.)
8 NICKNAME OF A MAN IN THE SALES DEPARTMENT
9 CLARE, LU, AND
10 USED TO BE AN REC HOSTESS
11 PRESIDENT OF RADIO PICTURES AND CHAIRMAN OF THE BOARD OF REC
12 FIRST NAME OF ORCHESTRA LEADER OF "WALTZ TIME"
13 PREFIX TWO LETTERS AND YOU GET "RENO"
14 REC STATION IN WASHINGTON
15 EXECUTIVE VICE-PRESIDENT (TITLE ABB.)
16 COUNTRY, WHO HAS IN ROOM 610
17 INITIALS OF THE "MURKIN LADY'S" SPONSOR (LETTERS REVERSED)
18 HAS MORE COMMERCIAL PROGRAM THAN ANY OTHER REC ANNOUNCER
19 ON COMMERCIAL PROGRAMS, THE ANNOUNCERS HOPE TO GET THIS
20 AN REC EXECUTIVE WHO LEFT US TO GO TO RCA
21 INITIALS OF MR ROYCE'S STAR WRITER NOW HELPER MAJOR BOBIS
22 SUSTAINING PROGRAM MANAGER
23 POPULAR COMEDienne OF CBS (INITIALS)
24 AN REC ENGINEER
25 THE FOR MR CUTTING'S PROTEGES IS ALWAYS VERY GREAT
26 A NEW MEMBER OF THE PRODUCTION DEPT WHO ONCE PLAYED OPPOSITE JOAN CHAMFORD
27 MR J BRANT'S FAVORITE ANNOUNCER WHO AT REC
28 AN IMPORTANT COG IN ARTISTS SERVICE MANAGER
29 SPONSOR OF THE "COVERTED HOUR" (ABB.)
30 1ST TWO LETTERS IN LAST NAME OF BASH... OF THE PROGRAM DEPT
31 UNIT OF ELECTRICAL RESISTANCE USED IN THE POWER ROOM
32 MR O V RICHARD'S JOB (ABB.)
33 1ST AND 3RD LETTERS IN MR NAVRILLA'S CHRISTIAN NAME
34 A MEMBER OF PAT HELLY'S STAFF
35 E P H JAMES HEADS THIS DIVISION FOR THE NETWORK (ABB.)
36 WHERE THE STUDIO ELEVATORS DO NOT GO (ABB.)
37 HE CAN BE REACHED ON JETERSON 4325
38 PRODUCTION WHO WHOSE NICKNAME SHOULD BE "LIBERTY"
39 HE ONCE GAVE VHF CALL LETTERS FROM HIS BATH-TUB
40 CHRISTIAN NAME (ABB.) OF ORCHESTRA LEADER OF "SINGING PRODUCTS"
41 1ST TWO LETTERS IN LAST NAME OF WELCH PROGRAM'S TVO
42 REC OUTLET IN PHILADELPHIA (LETTERS REVERSED)
43 1ST THREE LETTERS IN NAME OF NATIONAL BARR GARDER'S SPONSOR
44 FOR WOULD SOUND LIKE THIS IF YOU DROPPED THE "G"
45 REC FACILITIES ENGINEER-ROOM 517
46 INITIALS OF A PAGE WHO BEARS THE NAME OF A FAMOUS RACING DRIVER
47 1ST TWO LETTERS IN NAME OF VAUGHN DE LEATH'S SPONSOR
48 A MUSICAL TRIO AT REC CALL THEMSELVES THE (ABB.)
49 HE WAS A PAGE AND (ABB.) IN SALES (INITIALS)

VERTICAL

- 1 REC HOPES TO SCOR RE... OF "TIRED FEELING" ANNOUNCEMENTS

RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.

VOL 1 NO. 5

NATIONAL BROADCASTING CO. 30 ROCKEFELLER PLAZA, N. Y.

JULY 1935

We wonder if

NBC office boys don't have guilty consciences about the way they get pages to do all their work?

It wouldn't be much simpler and more efficient to deliver inter-department correspondence if the sender would write out the room number of the receiver?

"Ink Spots" and some of the more popular sustaining programs couldn't originate on the third instead of the eighth floor studios, thereby giving the guide parties the benefit of the doubt?

There is a very good reason shown by Execs and department heads in the construction of a new wall and check room on the Mezzanine?

There are many announcers or bearers of well-known N.B.C. names who have not yet been immortalized on a certain Famous Door?

Any or our readers would like to supply us with a crossword puzzle for the August issue of the Reception Staff Review?

DISTINGUISHED GUESTS OPEN NEW EXHIBIT

The Polish exhibit in the Clover-Leaf studios has been succeeded by an interesting and very complete display of German radio. The German unit which was assembled and set up under the supervision of Mr. D'Agostino, was formally opened on July 10, when it was viewed by Messrs. Borchers, Muller, Portack, and Sell, who were the guests of Messrs. Patterson, Morton, McElrath, Mills, and D'Agostino. Dr. Borchers is the Consul General of Germany, Dr. Muller, the Vice-Consul, Mr. Portack, the head of German Railways, and Mr. Sell, the U.S. representative of the Reich Rundfunk Gesellschaft (German Broadcasting Co.)

Although the exhibit is to a large extent self-explanatory, there are many features which do not at first appear on the surface. Therefore, in our effort to delve a little into its true significance, we sought out Mr. Morton, who very kindly furnished us with behind-the-scenes

Continued on page 4

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 28 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 dissension or danger, then we hear from Merlin 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 discourgeageo.

Such is the man who directs the policies of our company, a man who forgets the future to concentrate on the present and forgets himself to worry 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 read this with care, and profit thereby.

E P H James, whom we all hold in especial esteem since his elucidating Sales Promotion lectures, reveals that musical comedies, dramatics, 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; (maybe he could be of assistance to our ever restless Service Department when next it begins its hobby of ripping down and sewing up office walls).

Continued on page 4

PUBLIC'S GOOD WILL VITALLY IMPORTANT TO N.B.C.'S GROWTH

A small booklet published by RCA Communications, Inc. lists numerous pertinent and meaty guides pertaining to the good will relations of the RCA employees with the public. However when one stops to reflect on the important position each NBC Page Guide, and Hostess occupies in NBC's public relation policy with the general public and 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 G. Harbord, Chairman of the Board, has inscribed a thought which in itself is a significant guide.. "Let us not forget", he writes, "that anyone 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

This checker tournament has us thinking. What is going to happen when such stalwarts as Goode, Kommer, Davis, Cottingham, Malta, Conant, Bond, Rittenhouse, Cain, Amory, Hawel, Jorgensen, and Heerdt get together? Will "Wet Hands" Mocar-ski or "Johnstown" Flood clean up "Tammany Hall" Finnerty? When "King" Mac Fadden and "Crown 'em" Mapes start battling it's sure one royal family will top ple. "Boom, Boom" Cannon may shoot the works with "Teddy Bear" Brown at that. When "Smart Money" Kirkland gets going Wesche may be in "The Red". "Your Move" Mc Carthy may put "X" Juliam on the spot, you know. Either "Six Jump" Ahlbum or "Triple Jump" Fitzpatrick will make his last jump soon.. Macomber, the "Checker - Board-Ace" and "Checker-Board" Daly should have a lot to talk about. lots of luck, fellows. May you all live up to your "noms de guerre".

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

Vol.1 July 1935 No.5

F.C. Lepore -Editor-

F.M. Kirkland -News-

Ary R. Moll -Exploitation-

R.E. Ahlbum -Makeup-

Adele B. Fort -features-

Contributors

D.C. Davis John Hancock

Charles Young Allwyn Foster

HAPPY BIRTHDAY! MR. PRESIDENT

All the 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-gozaïmasu".

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 just plain inertia has resulted in nothing being done in this direction. We hereby submit our vote in favor of the proposal to continue these shows. Are you with us?

INDUCEMENT 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 pleasanter 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; Mr. W L Randall, Press Dept., Mr. H Hede, Purchasing Dept., Mr. F Reynolds, Drafting Dept., Mrs. E.M. Bergholz, Miss H Fencil and Miss M.Moline, Transcribing Division, and Miss H E Slater, Service Dept. Publication of the RECEPTION STAFF REVIEW has been made possible through the enthusiastic co-operation of the aforementioned.

IT IS MR. AND MRS. BILL COLLINS NOW

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

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, Betterton, Md. 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., Bronx, N. Y. Mr. Vernon C. Judge attended Colgate University and the Harvard Business School. Before being employed by the NBC, he was connected with the Rodney-Boon organization.

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

DID YOU KNOW THAT-

Alice Wood used to trip the dramatic boards with the Marx Brothers and as you may have guessed, the combination must have been pret-ty good!

Sydney Evans appeared in the Follies at one time, and many were the hearts that fluttered! She also modelled.

Georgia Price is a harpist of eminence, and her concert tours of one time were very highly considered.

Ruth Thomas was a model not so long ago, and is still the apple of our eye!

And the new hostess, Miss Osborne, has modelled for two years and gave it all up just to grace our forlorn halls.

Elouise Dawson rates a long list of accomplishments, for she was an NBC Hostess in Cleveland, Ohio, a dancer, and was (and still is) a dramatic actress of no mean talent.

Adele Fort was another former NBC Hostess, at WAPI, in Birmingham, Alabama, and also sang over that same station on several commercials a week.

Florence Tyner was a model too! (We'll have to look into this modelling business), and once displayed the too, too gorgeous clothes of Bergdorf-Goodman.

Martha Trueblood was a professional artist before coming to NBC and if you aren't good, she will draw a wicked caricature of you!

And that is all for today....isn't it enough???

MANY THANKS!

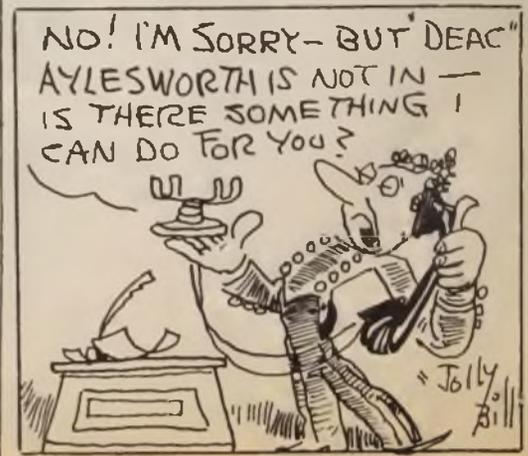
Mr. William Burke Miller, Evening Program Manager, does not believe in allowing "tempus to fugit". When asked to cooperate with the Guest Tours Dept by supplying an announcer to help entertain a special group, three announcers appeared on the scene within fifteen minutes, insuring a perfect afternoon of pleasant memories to 250 guests who traveled many miles to visit the NBC. Action seems to be the Burke Miller by-word.



As Bud Faillace says; Are you listen? We're wondering what's causing Jack Brennan's sudden interest in writing those lovely poems—"Little rock-wool in the wall" etc.—Weir and "the best cabarello in Mejico" nearly sued the Review for calling them dreams a'walking. St. George maintains Weir is not a dream but a nightmare. Tsk, tsk.—Does Alice Wood practice her quips on her favorite mount?—The boys haven't followed Aristides Rene' in his choice of summer headgear—maybe they've seen what he looks like in a straw—Pete Bonardi's batting average has dwindled to a mere .590—Is Mr. Tart's look of pre-occupation due to reception troubles or an "affaire du coeur"?—Yes, Davison, it is a beautiful day out!—What is Al Simmons doing with that nudist magazine?—Mrs. Bill Callander wants to know who the excellent cook is who's fattening Bill up.—Mr. Carey's fishing trip was not in vain. He came back with a swell tan.—The force lost a good program man when Eric, the Red, went to Auditing. Good Luck, kid!—Guide Joe Cook stepped in as a singer-entertainer at the Newark Essex House one evening and got a big hand—Whalen the Cynic wants to know where the hand landed—John Newhouse's "enamorada" from the Majestic still has failed to show up for that date. A stand-up John?—Our own K-7 has told us Mrs. Heerd is peeved because "Horse-hair" Heerd has not as yet appeared in CHATTER. After all, Mrs. Heerd,—"Horse-hair" must keep his dignity—Van Bergen, now promoted to press, and Otto Brandt's idea of sport is looking for a spaghetti place at 1:30 in the morning—Puckit almost got into trouble for not speaking clearly over the phone the other day—if you want a laugh, ask Ed Deming to tell you the story of Ernie Clark's adventure with "the Gypsy"—Al Peterson is worrying 'cause lately he's had nothing to worry about, which makes everything all right.—When Zack Malpin was appointed Reserve Seat Lieutenant, he decided to get in trim so he went out to get his appendix extracted. Welcome back Zack!—Stick out your chins again, will ya, hey?—

FAMOUS REMARKS

"If not.....drastic action will be taken..."
"Malta 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...no! beyond the staircase. 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!.....!"



POTLIGHT OF THE MONTH

Guide Allwyn Foster's scholastic ranking at Stuyvesant High of No. 4 in a class of 400 obtained for him a three year scholarship at Columbia. We further congratulate him now upon his graduation from Columbia with an enviable record. Although he's also been working, he has managed to pass his last semester of five major courses with an average of 87%.

We have another Bachelor (of Science) amongst us. This time—Sal Malta—graduate City College 1935. A hearty handshake, Sal!

Some time ago, Loretta Lee, popular singer, advised a young chap to come to New York if he wanted to make a career of writing lyrics. He came and now some of his lyrics are under the consideration of several "big time" arrangers. Allow us to present Jay Page James Gibney. There are big things ahead for this boy.

Guest Tour's decision to publicize NBC tours with a script show has resulted in the guides coming through again. Costello's well written script has caused his temporary assignment to Continuity for the summer as Junior Reader. He is also writing continuity for sustaining shows.

THE QUESTION BOX

Editor's Note: Nail all queries to the Question Box, c/o RECEPTION STAFF REVIEW, Drawer A Room 284, NBC. All questions pertaining to radio will be answered through these columns provided the addresser signs his name to the note.

Q. How many programs are broadcast annually over WJZ and WEAF?
A. Approximately 30,000.

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

Q. On the Amour Hour does Beetle'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. QD was used before 1921

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 wattages from uniform illumination and decorative illumination in the studios. The varying proportions of heat given off by studio occupants at rest and in motion would present quite a problem; fluctuating loads would be hard to compensate. The relative humidity would get out of control.

LET'S GET ACQUAINTED

BILL GARDEN'S BIG HOBBY =



WITH- BILL GARDEN

—because Bryant High School graduated him as a member of Arista(Scholastic Honor Society) while there became active in the Dramatic Society and played a mean first violin in the school orchestra; also captained the winning team in the Greater New York Church League Championship while still in high school.

—because after one year of Brooklyn College, busily engaged in the pursuit of higher learning, he resigned to accept a position in a bronze foundry, the same one, by the way, which constructed the statuary in Radio City and many are the hours Bill sat and polished and polished the giant forms until their bronze skins acquired that necessary glint. Says Mr. Garden, "He may have been a big fellow, but I sure gave him a going over."

—because on Nov. 3, 1915 Mr. and Mrs. Allan A. Garden of Brooklyn, N. Y., were blessed by the advent of a bouncing baby boy with black curly hair and weighing 10 lbs. and 6½ ozs. who is now earning the daily bread by enlightening the public on the miraculous wonders of our radio age, particularly as regards the NBC's function in this capacity—and doing a mighty good job of it.

—because he has the honor of having received the most written commendations from the public. Has received fifteen officially recorded "fan letters" since 1935 made its advent. A man to be watched is William Garden, as he is going places or this correspondent is off on his predictions. (Batting average to date .999%). Congrats, ole man!

Q. What is static?
A. It is a natural atmospheric interference encountered when sending or receiving by radio. It is caused by stray natural electrical discharges. They are more prevalent by day than by night and are more troublesome in summer than in winter.

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.

For 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 NBC 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 NBC clients, and prepares suggestions and layouts for window displays, dealer broadsides and other tie-ins. As a whole this department serves as a clearing-house for information about NBC and radio merchandising.

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 advertising experience most of these men have also had great experience in merchandising. These men have also, at some time or another, done selling 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 work, dynamite, and many others.

Among the men in the department the following occupy the key positions: Mr Hauser is in charge of internal sales promotion, and program presentations. He was at one time with a direct mail agency. Mr William C Roux supervises production of literature and advertising agency. Mr Gar Young writes copy and supplies articles to trade publications. Mr Joseph K Mason takes care of the merchandising service, on which he is an authority. Mr Frank C Chizzini does the promotion for NBC managed and operated stations. He left a direct mail agency to join Mr James' staff at NBC. Mr James Martin specializes in presenting the NBC story to agency group meetings.

E P H James has had a very interesting life. He is a veteran of the broadcast advertising business and he has been with NBC since 1927. He received his early training with an advertising agency in London, England. In 1926 he came to 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 to establish its 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 branch. There are more offices in San Francisco and Chicago. 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 NBC. 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 on advertising and merchandising. We, therefore, 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
	1 st Game....	Protectory	
July 27	NBC	vs	COL
	1 st Game....	Protectory	
Aug. 1	NBC	vs	UAC
		G. Washington	
Aug. 3	NBC	vs	MGM
	1 st Game....	Protectory	

*Catholic Protectory located at East Tremont Avenue, Bronx. G. Washington Field, located at 191st Street and Audubon Avenue, Manhattan.

WESTON WONDERS

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

MORE WE WONDER IF-

The lady who asked six people where the "Crystal Gardens" were has learned the answer yet?

HOBBIES OF EXECUTIVES COVER WIDE RANGE

continued

Those who like boxing, short stories, and trout-snatching have three major interests in common with Phillips Carlin. A couple of his novelties are talking with his hands and throwing away cigarettes after they have been one third smoked. "My 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 to them when they are finished, we don't know, but he also devotes considerable time to writing and to composing lyrics— Cheerio!

"Scotch tweeds....and bitters", retaliated the omnipresent-Lundell. Draw your own conclusions. (Miss Trueblood will gladly help out if you are not talented in that way). When not engaged in introducing Blue Sunoco's popular news effervesces, Lowell Thomas Jimmy Wallington may be found at the controls of an air—plane or high-powered "road-burner";—nothing to worry about as long as NBC license plates travel along with him—On the other hand, Ben Grauer, book collector and tennis player. Long live those trembling victims who find themselves pitted against this demon of the courts, armed with a feeble-looking piece of wood tied together with string and shielded only by a flimsy sort of fish net!

A diminutive china menagerie and an autograph collection which reads like an international "Who's Who" call to mind the owner of an executive office on the second floor—J. deJara Almonte. In our opinion, his hobbies are the most interesting of them all. However, we do not mean to detract from the value of the hobbies, of our most business-like epicurean, Frank Black, whose sideline is collecting brass vessels and rare music. "Although handball, tennis, golf, pipe-smoking, and swimming are very enjoyable," comments Louis Titterton, "they hardly compare with riding atop a Fifth Ave bus." Personally, we are rather looking forward to the proposed stream-lined type....notwithstanding "Rockefeller Center Weekly's" sentimental sentiments on this subject).

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 continuance of the Saturday night bridge games 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 countless cigars), goes to football games, likes fishing and hunting, is a confirmed bachelor and is a perpetual memo writer", writes Miss Heneman.....We wouldn't know....Much

GERMAN EXHIBIT

continued

material. He informed us that at present Germany is doing more international short wave broadcasting than any other country—on the air eighteen to twenty hours a day, broadcasting (chiefly news) from a special building in Berlin programs in English, Spanish, French, and Portuguese. In 1934, NBC picked up from Germany's short wave transmitters 31 programs including opera, the Passion Play from Oberammergau, political events, including speeches by Hitler, and various other news events. In 1936, we expect to pick up eye-witness accounts of some of the Winter Olympics from Garmisch-Partenkirchen ("amende honorable" if that is mis-spelled), and also the Summer Olympics from the great new Olympic stadium now being built in Berlin. Like NBC, Germany has both sending and receiving stations, thus making it possible to carry on a two-way conversation at one time.

As indicated by the chart in the exhibit, the number of radio listeners in Germany has grown rapidly since 1933, until at the present time there are 6,500,000 homes equipped with receiving sets. All but 400,000 of these listeners pay a license fee of 24 marks a year; charitable in-

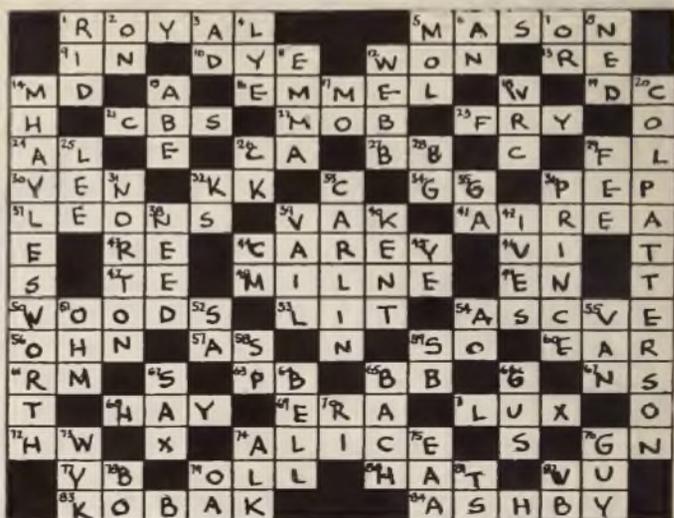
F.T. BROWN WINS FIRST PRIZE

Guide F. Tilden Brown won the first prize in the RECEPTION STAFF REVIEW'S Cross Word Puzzle Contest by completing the solution in 4½ hours. Robert F. Devine was runner-up, having completed the puzzle 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.

stitutions, hospitals, blind people, and unemployed persons are free of assessment. In this fashion, about \$60,000,000 is taken in. Of this amount, the R.R.C. requires one-third, while the rest is allocated to the Post-Office and other government activities. Commercial broadcasting is not allowed.

Mr. Morton says that German radio engineers are greatly interested in television, and are carrying on very extensive experimentation in this new field. They have constructed several trucks which go around taking pictures. The film is passed through the roof of the truck into a developing bath, and then through an electric drier. Thence it goes to the television scanner, and finally, via the television transmitter, to the receivers in the immediate radius.

SOLUTION TO THE JUNE ISSUE'S PUZZLE



PUBLIC'S GOOD WILL NECESSARY TO N.B.C.

continued

"Service is nothing more or less than putting yourself in the visitor's place and asking '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 undivided attention. The greeting should be gracious, tactful, and friendly. The caller's first reaction is to your PERSONAL APPEARANCE. This can do much to create a good or bad first impression. It should be a neat and orderly appearance to be used to impress the newcomer."

COURTESY is expected, no one resents 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 so doing 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 disagreeable, remember he may have been made so by impolite treatment. The greatest return from courtesy is the economic reward—the satisfied patron, the reputation for efficient and courteous service."

"The public may be timid, arrogant, thoughtless, rude, stupid, 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 good will asset of any company is that picture of the company which is carried in the minds of its customers. Those of Reception who are 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."

continued

MUSIC LIBRARY PERSONNEL DECIDE TEMPERMENT NO ASSET

The N.B.C. Music Library is a genial madhouse, according to Mr. William Marshall of that department. Every musician in 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 hot-chas. 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 woe is he who 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 the second to the last piece sung on the Valler Hour was?" They ask for texts from the Bible for hymn titles (so they keep a Bible in the Music Library now) and they even ask for tickets to a broadcast!

Music soothes the savage breast—but not in the N.B.C. 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 factor in all walks of life.

RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.

NATIONAL BROADCASTING CO. 30 ROCKEFELLER PLAZA, N. Y.

August 1935

We wonder if —

Ex-guides Harder and Quinn will consent to have those locks of which they have recently been shorn, installed within the Mezzanine's glass-cased museum?

How the popular maestro, Harold Levy, would look if he jumped around as much when he was dancing as he does when leading NBC musicians?

The pages realize the significance, from their view-point, of the recent vacancies that have opened up in the Guide Staff?

It wouldn't be a good idea to have Prometheus (popularly known as the "Man on the Flying Trapeze") lighted up at night?

It is common knowledge that Guest Tours' business has picked up 47% since last year?

Someone, somehow, could think of an irrefutable answer to "How do I get tickets to a broadcast?"

Some of the guides couldn't give clearer explanations if they had clearer understanding?

"Major Bowes" Gartland has been officially congratulated on the acceptance and broadcast of the half-hour script which he turned in?

NEW MERIT PLAN ADOPTED

A new merit system 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 E F G*. 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 any day off they choose and 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 *E* and *F* men will be told by their

Continued on Page 4

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 PM, EDT.

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 this town was split into two factions. One desired that a stove be bought to keep church-goers warm during the long sermons on winter Sundays. Considering that a Puritan spent much of his Sabbath in church, this was not an unreasonable desire. The other faction believed that comfort was no aid to Godliness. The

Continued on Page 4

SALES CONFERENCE HUGE SUCCESS

On June 24 and 25 the National Broadcasting Company assembled fifty-one sales executives of its three divisions, East, Central and West at the Westchester Country Club, Rye, N.Y. for an intensive two day Sales Management Conference—the first ever held by NBC.

Among those present were our President, M.H. Aylesworth; Executive Vice President, R.C. Patterson, Jr.; Niles Trammel, Vice President in Charge of our Central Division; Kenneth Carpenter, Sales Manager, Central Division; Sheldon Coons, Executive Vice President of Lord and Thomas; Miss Bertha Brainard, NBC's Commercial Head, most of our Vice Presidents; J. deJara Almonte, Evening General Manager; and many other notables.

The conference was a complete success and much was accomplished. This first attempt by our officials to meet periodically has proven to be a boon to the cause of increasing cooperation between the vast and far flung units of the NBC.

PAGES AND GUIDES HAVE MOST VITAL CONTACT POSTS IN NBC



A.L. ASHBY
VICE PRESIDENT AND
GENERAL ATTORNEY

RECEPTION STARTS NEW NBC GLEE CLUB

Last November the tenth, there was a show called the "Brass Buttons Revue". According to all authorities, it was a great success. One of the outstanding features of the show was a male chorus. "Why not perpetuate the outfit," asked someone? Well why not?....and that was as far as the matter went. Too many other activities interfered. Although the idea was dropped, the spirit still lived on. At odd moments during reliefs, the locker room was heard to break forth in song. It was noticed that some of the voices were quite good. Many of the boys had a natural sense of harmony. This was too good to allow it to slip away. Several of the fellows who formed the nucleus of these singing groups decided to do something about it.

The possible formation of a glee club was mentioned to Mr. Tart. He declared himself in favor of the idea although it was impossible to enter it as a regular company activity. Un-

Continued on Page 4

The Reception Staff extends its condolences to the family of the late deceased Daniel McCloskey, NBC Studio Engineer, who passed away on Aug. 11, 1935 at the age of 22. The funeral was held on August 14, 1935.

"He's a fiend for work," commented, smiling Florence E. Marger, his secretary, "demanding perfection from everyone and most particularly from himself. With the eye of an eagle and the assiduity of Hugo's "Javert", he tabs on every departmental activity, frequently inspiring acute pains in all 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 on Christmas Eve; observe his interest and curiosity when listening to a good story; visualize him planning that garden which he loves so much, or listening in calm rapture, to a popular Beethoven sonata; picture a man whose only vice (that I know of) is smoking. But, above all else perhaps his most positive attribute is his ability to be as great in great matters as he is small in the lesser ones."

Such is Mr. A.L. Ashby, Vice-President and General-Attorney in charge of the Legal Department of the 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 necessary material; a manual of routine and special duties of every phase of paging was suggested. Mr. Tart, Mr. Weston and the officers collaborated to the result that an eighty-four page booklet 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 instructed in the use of this booklet, it is hoped that the employment of a new man on a floor or at a program post will cause no disruption at all.

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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F. C. Lepore -Editor-

Associate Editors

F. M. 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 outburst when it comes. The parallelism in this case is obvious. We've a chance 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 to have something to sell. For every person who can take shorthand, twenty cannot. 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 had good vocal training (as many of them have) may have an opportunity to increase their abilities in this branch of musical expression.

The comments received of the work of 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"

Dame 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 Kobak does not find a name for "Old Nameless", de Sales Dept.'s., new mouthpiece, all guides and pages are going to be turned loose on the project. It says so in the cards. So Massa Kobak yo' all better get a-goin' or else -- --!"

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 an eye cocked toward this department. It's a swell sheet and very intimate.

PERSONALS

Miss Ruth Kaufer "middle-aisled" it out of the Guest Tours Department on July 20 with Mr Hinderling, culminating a seven year romance during which time they saw each other but once.

Ary Moll, Al Peterson and Jack Richard of Guides changed their blue togs for the drab brown of the U S Army while rifles replaced swagger sticks at Camp Smith where the famous 7th Regiment spent its annual two-week sojourn. Al Peterson distinguished himself by winning the "Co. L" Lieutenant's Trophy for making the highest rookie score in rifle marksmanship with 225 out of a possible 250 shots. Ary came through with a rifle marksmanship rating.

"Commander" Jim Borst rested far from the Mezzanine and spent part of his vacation painting his Gloucester, Mass. cottage.

Sal Malta betook himself to Greenwood Lake for a week to "forget it all" by swimming, boating and fishing.

Ray Ryan and James Fitzpatrick the "2-in-1" inseparables are spending their long-awaited two weeks trying to get away from Ocean Grove's (N J) blue laws. Imagine justice's embarrassment when it tries to tell these two they can't dance on Sunday.

RECEPTION GOING HOLLYWOOD

Four of the members of the Reception Staff can now be classed as bona-fide motion picture actors. When the Paramount Pictures Corporation decided to make "Sweet Surrender", a picture woven around broadcasting, they sent a call for some real NBC pages. Ted Thompson, Ray Sullivan, Bert Petterson and Ernest Clark were the fortunate choices.

Mr Kemp of the NBC Artist Service knew the pages would be used in some advisory capacities besides appearing as extras, so he managed to obtain from Monty Brice, the Hollywood director, a stipend double the usual extra's salary for the boys.

Besides creating atmosphere by walking about the set built in the style of NBC's 8G studio, the boys were always answering questions regarding broadcasting routine. Our dashing Ernie Clark in addition had some close-ups taken after the make-up man had clipped off a very persistent curl which spoiled his beautiful coiffure.

The boys are now back again hard at work after the three day interlude which may have perhaps caused them to dream of that glamorous mythical city, Hollywood.

NOTHING WILL EVER BE ATTEMPTED IF ALL POSSIBLE OBJECTIONS MUST BE FIRST OVERCOME

Dr. Johnson . . .



chatter

GO 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 Hall ticket booth?.....And it has also been noted that a certain well-known Count spends considerable time among the fairer 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.

"Speed" Cockburn has been reading. Anthony Adverse for the past six weeks and hasn't finished yet—but then who has finished it in such a short time....."Brown-eyes Brennan", the only one who ever requested to be posted in the Main Hall, is busy working on a new idea which will "wow" the radio audience. Pete Finnerty and Jerry Daly had a date with some girls recently, but all they spent was the evening. One of the girls was a relative of Paul Rittenhouse.....Here's a hot one.....That tall blonde page on the Night Staff went to Southampton recently to attend his loved one's nineteenth birthday party. Imagine his surprise when, quite by accident, he discovered that she was only fifteen years old.....

The officers on the Day Page staff were instructed to pick out two tall good-looking pages and send them to the Paramount Studios in Astoria to take part in the filming of "Sweet Surrender".Ernie Clark and Bertil Peterson, those two great big Page Officers, agreed that they were quite good-looking if compared to Frankenstein's monster and really quite tall if they stood next to a Singer's midget.....P.S. They took the jobs without considering anyone else.....

Mr. Tart is always anxious to take up collections for employees when they get married.....Methinks there's method in his madness.....Paul Rittenhouse walked into 8 H 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....."Horsey" Heerdtd tried to get a few days off to visit a sick relative at Saratoga.....Honest, Heerdtd, I didn't think you had four-legged thoroughbreds in your family.....Come-by, now!

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.



POTLIGHT OF THE MONTH

Spotlight now turns to three guides, lately promoted to higher positions.....

Dwight Herrick now representing Guest Tours in evening operations. This former guide-lieutenant came to NBC with an A.B. from Colgate University and after being on the page staff only a short time he became a guide and finally a guide officer. His experience proves that it always pays to do a little more than one's regular share of work.

Walt Davison acts now as Guest Tours' day ticket supervisor. "Dave" at present is taking NYU's advertising course although he has already attended Peddie Prep and Pratt Institute. We shall miss his fine bass voice at our next "Brass Buttons Revue".

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

OUT OF THE MAIL BOX

Editor's Note: John N. Laing was formerly a guide at NBC and is now with Station WRC in Washington as announcer. This letter comes to us after Laing's absence from NBC since July 15, 1934. These excerpts from the letter are quite significant of someone who was once one of us.

.....In reading the neatly printed and well-written pages of the REVIEW I found my memory pleasantly jarred by a familiar name or incident recalling seven 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 servicewas marred by the belief that he 'was not getting anywhere' but who now recognizes the incalculable rewards that can be reaped from the high standard of the discipline maintained by the uniformed 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 order for a subscription to the RECEPTION STAFF REVIEW.....Please give my regards to the fellows who might happen to remember me. Believe me to be"

Most sincerely,
John N. Laing

LET'S GET ACQUAINTED



SWEET GEORGIA PRICE GEORGIA PRICE

-because at the age of fourteen she played first violin with an orchestra, the only woman and the youngest member of the unit. While she was finishing her violin studies at the School of Music of the University of Michigan, she decided to take up the harp. She immediately started studying in New York City under noted teachers, and in Paris, for one season, under the great French artist, Renie.

-because during these years of study she had a home in North East, Penn., where she owned and found time to operate a large vineyard—not only the more executive duties in this connection, but participating in the actual management: picking, packing, shipping, etc. Although the greater part of her life has been taken up with the study of music, Miss Price considers the time she spent in the vineyard the most interesting of her career.

-because her next step was to Boston, where within three days she was under contract, with a manager, for a series of concerts. Concert tours on the east coast kept her busy for nine years. Then in the January of 1927 Mr Sam Ross of the NBC Artists Bureau engaged her as field representative, a job she held until November, when she became a hostess.

-because as a harpist she was one of the most sought-after in this country, as a hostess she is one of the most charming "grande dames" in NBC, and as a person, she is one of the swell-est in the world.

DAVIS' "SHORT" 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

HITS AND BITS IN SPORTS!

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 straightaway course at Worcester, Massachusetts.

"O K" Paul Rittenhouse was State of Main 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 forward on the Bishop Toughlin Quintet for 3 years. Jerry captained the teams that captured the city title 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.

Pete "Harp" Finnerty a 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.

George "Brother" Flood, NBC's illustrious third sacker captained the Power Memorial baseball and basketball aggregations, and had the singular honor of being elected class President in 1935.

Adios

Jack McCarthy

FACTS AND FIGURES FOUR NBC GUIDES COMPETE FOR POST

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 Hour heretofore 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 —

In 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 vote for one broadcast of 17,887 votes, Montreal 2nd with 14,064, and Milwaukee 3rd with 11,273 —

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

If all the ballot and tabulating forms used during this time, were laid end to end they would reach the entire length of Broadway, a distance of nine (9) miles —

In a summary of the types of winning acts, male singers hold a 6 to 1 lead in popularity over women singers — 40 percent of them singing popular songs —

On Saturday afternoon, July 27, at 2 PM Mr Pat Kelly, NBC Head of Announcers, held announcing auditions for four guides, Leon Sydney Leak, Bud Faillace, 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, news flashes, giving a description 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 Diction, Versatility, Selling Force, and ability to speak extemporaneously.

After preliminary try-outs Roberts and Leak 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 Russell, linguist and announcer. Keep your eyes open for the announcement if you are interested.

RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.

VOL 1 NO. 7

NATIONAL BROADCASTING CO. 30 ROCKEFELLER PLAZA, N. Y.

SEPT. 1935

We wonder —

If the announcers on the big shows could think up a new crack to get a laugh from the audience other than, "Come back again,... if you can get more tickets?"

If Mr. Patterson was pleasantly surprised when Page Faller, whom he had despatched to procure two Corona-Coronas returned promptly with two 1935 model type-writers Maybe they were Royals?

If the trousers of Messrs Milroy and Sullivan will long be able to survive the process of sliding down the chromium banister in the International Building?

If it would be possible to give the current edition of the Brass Button Revue sufficient advance publicity to insure some recognition for any deserving?

If we couldn't get the checker table enlarged about six inches so that nobody could get into the locker-room?

If the volunteered assistance of Mr Chizzini of Sales Promotion won't help us considerably in preparing the make-up of the RECEPTION STAFF REVIEW?

PAGE'S NEW SCRIPT ACCEPTED BY BOYCE

William C. Gartland's second radio script, "The Chimney," has been accepted by the Continuity Department

The story, like Gartland's previous effort about the New England stove controversy, is based on old New England tales and legends. This script deals with the habit of escaped American patriots, fleeing from the British army, of using the hollow, stone base of the large chimneys as a hiding place... Gartland wove drama, romance, and suspense in such a flawless pattern as to receive special commendation for his work by Burke Boyce, NBC Continuity Head

"William Gartland's pluck in sticking to the arduous job of writing and re-writing his first scripts is responsible for his

Continued on Page 4

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 excel those of Europe; however, the size of our country (as compared, for example, to England), coupled with technical, program, and financial problems, makes it impractical to erect and maintain a system of television on a nation-wide 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.

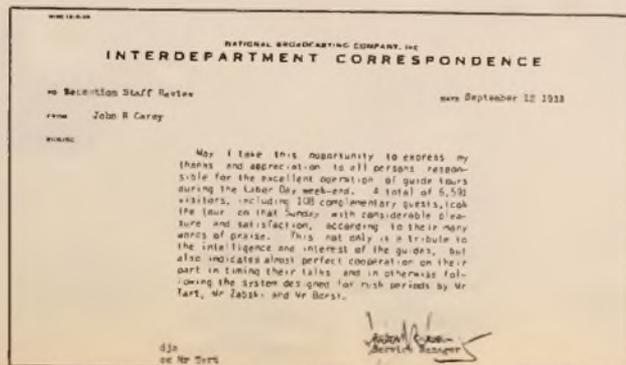
Then Mr Aylesworth, in an interview with Mr McGarry, of ROCKEFELLER CENTER WEEKLY, divulged that it would be his job to put to work the fruits of RCA's proposed million-dollar expenditure for experimental equipment and programs. He added that "when television goes on the market now, it will be a finished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

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, are over twelve hundred 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 M 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 special advanced studies 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!

AN OPEN LETTER FROM MR. CAREY



EDGAR KOBAK

VICE-PRESIDENT IN CHARGE OF SALES

"COURTEOUS PAGES DEFINITE 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."

Continued on P. 4

SUCCESS REWARDS OUR BASEBALL TEAM

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

In 1935 the radio squad rose to new heights by winning the pennant and first place in the M.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. At

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RECEPTION STAFF REVIEW

Official organ of the Reception Staff of the National Broadcasting Co., 30 Rockefeller Plaza, New York City. Published monthly throughout the year.

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● IN THE FUTURE

Merlin H Aylesworth, our president, is quoted in the September 5th issue of the ROCKEFELLER CENTER WEEKLY as saying: "Sometime in the not too distant future the newspaper of the air—RADIO—is going in for pictures.....in the home". The statement is short, terse, decisive and significant. Interpreting this message in its direct application to Reception, let's look at the facts. When and how will we fit into the picture when television becomes a permanent factor?

As surely as tomorrow is a new day, television will mean but one thing to those of us who are interested in radio's future.....newer and more interesting occupations along with a pioneering spot in this futuristic medium of sight and sound transmission. True it will be some time before it becomes an actuality but think of the rare opportunities existent for study and observation in this new field. They are unlimited. Careful application and concentrated study would bring ample rewards to whomever should decide to seek a future in television.

Atop of all these arguments we find one which in itself is the biggest selling point...YOUTH.. A fresh mind, adaptability, and a little responsibility are all conducive to directed specialization in an endeavor which promises much.

It's worth consideration, isn't it?

● LET'S HAVE LECTURES

Enthusiasm being what it is, we can easily find a reason for the "shelving" of the lecture series idea. The Brass Button Revue, formation of the Glee Club, vacations, and many other activities have shadowed the importance and purpose of the educational talks on departmental functions which were so much a part of our weekly attractions.

We heartily recommend that they be resumed!

(Off the record: We understand one Mr. Daniel S. Tuthill of our Artist Service Department remarked to our Mr. Thomas Tart that some day after the summer vacations were a matter of memory in his office he would be willing to undertake to enlighten Reception on the intricacies of A.S.) Well, sir, we don't mean to be impatient but can we expect you down soon?

In Memoriam

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

PERSONALS

Joe "284" Milroy went up to Popolo Lakes, N. Y. to visit his girl friend. Joe reports lots of hiking; the only time he took a ride in the car with "La Flame" it broke down and they had to stay there for six hours till help arrived.

"Sugar" Cain spent the "Rest Period" at Bailey's Island up in Maine. Cain says he caught a 600 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, Frank had six dates a day— vacationists please note.—

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

NEW BRASS BUTTONS REVUE REHEARSING

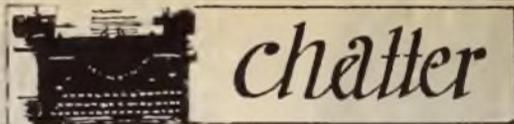
If all the speeches ever written were burned in one heap, they would supply enough heat to keep the world warm for some time, but the price of butter would still be about the same. Which all means that talk is dirt cheap. It is the action that it inspires which counts. "Let's have another Brass Button 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 page and 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 M.C. for each half 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 a gong, an ambulance, an A.S.P.C.A. wagon or something? After all there is a lot of good robust comedy thus aroused. The few tears accom-

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



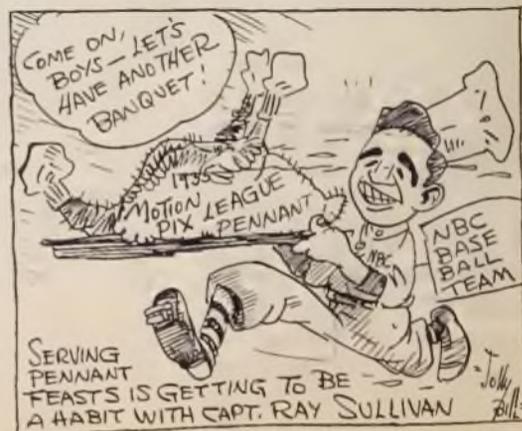
Go Ahead And Sue Me But.....Have you heard about Henry Weston, the palmist, selling trinkets knick-knacks and etc., in front of the Riverside Church recently? He was to be an usher at a Wedding but the bride and groom didn't show up so he threw caution to the winds....."Huey" Weir, that rabid Yankee 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 Koehler is a red-hot drummer in one of those snappy Jersey bands.....Kaskoun 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 script for the forthcoming Brass Button Revue.....Have you noticed how tight Page Marrin's uniform is getting—especially around the waistline....Charlie Howel is "Chief" Mocariski's only rival when it comes to being the biggest man on the staff.....George 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 dime. When all the officers start eating at their specially constructed table in Rm. 288, the place is the living image of a scene during Salvation Army Chow-Time.....The height of worry is when "Sherlock" Demming is soft-shoeing through the halls on a mail complaint.....and by the way, what's become of Vinnie Sexton's big heart-throb?

That happy light in Kay Lillis's eyes is due to her forthcoming marriage in October.....the boys are glad to hear of Chase and Sanborn's renewal for 13 weeks...the loss of Fred Wesche, who is attending Rutgers, and Office Man 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 foldglad to have you back, Frank!...be sure and see that your radio is in tip top shape to hear that swellest of swell shows — the Brass Button Revue of 1935.





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 WHA. 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, no doubt.

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

LET'S GET ACQUAINTED



WITH HENRY WESTON

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 he also found time to run the circulation department on the "Lawrence", his school paper.

--because he was a traveling salesman, (now we're getting somewhere) for a cleansing product concern.

--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 KDKA's new studios, read the palms of almost everyone on the staff and consumed no less than 365 assorted Drug Store & Gateway 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 (1 PM-9 PM) 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 gossip "Chatter".

HITS and BITS in SPORTS



Comrades, fellow workers, lend me your eyes while I record for posterity what happened up in the Catholic Protectory ball 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 horde -- (Quick Frank, get out the dictionary and dig up a few more superlatives.) representing the NBC did battle with a group of knaves and varlets representing the RKO.

Sing the praises of such gallant yoemen as Sir Vincent Kommer, the loquacious one; Baron Gayeck, who hails from a small hamlet in far off Jersey; Lord Ray Sullivan, the Mighty Atom, whose tricks with a baseball put the deeds of Merlin the Magician to shame; who performed so valiantly both afield and at bat, whilst the mighty men of NBC were victorious by a score of 2-1, thereby capturing the pennant for 1935.

An aura of mystery surrounded the disappearance of Duke Cain 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 Cain 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 answering to the cognomen of "Crying Jack" White, who was laboring in behalf of RKO.

In the third inning Sir Kommer singled and stole second.. Baron Flood and Jack McCarthy, the Irish Bard, took vicious cuts at the ball but all they could do was stir up a 300 breeze around homeplate. At this point the knave that was catching for RKO retired to the dugout to put on another shirt. He was afraid he would contract pneumonia from the breeze. Count Pete Bonardi, an Italian Nobleman, doubled and Sir Vincent scampered over the plate. In the last half of the third, RKO scored 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 bases 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 man smashed a hard grounder to Sir Frank Crowley who forced the man out at second. From then on the Moviemen were held in check by Sullivan, the Mighty Atom, until the game was over.

PAST, PRESENT, AND FUTURE

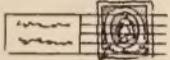
By Ruth Keeler Guest Tours Dept.

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 WEA 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. McKeon 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 Alice Smith 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 McNamee; Miss Cuthbert and Miss Tucker were just starting their climb in the Program Department; John Carey was deciding to let the AT&T building at 195 Broadway fall down, if 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 McNamee dash out of the glassed-in turkish bath called a studio and cry to Kathleen Stewart, "Hey,-- play a piece to last minute 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 the Press.

The company's move from 195 Broadway to 711 Fifth Avenue served to provide the last word in luxury and adequacy of equipment. Then came into being that illustrious corps, the Reception Staff. And I use that adjective advisedly, for its members have, with but few exceptions, been a real credit to the NBC. Mrs. Evans and Miss Price are the only original members still associated with the division, and George Lowther can scarcely recall, I imagine, his early and brief career as one of our first pages. I can wish for the splendid youngmen now comprising the staff of guides and pages no greater good fortune than that they are able to emulate the examples of their predecessors -- Tom Tart, Tom Velotta, George Farrell, William Popp, George Sax, James Stirton, Frank Murtha, Ray Diaz, John Pawlek, Ted Kruse, A. Burke Crotty, William Fairbanks, Phillip Falcone -- to name but a few on NBC's role of honor.

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, so 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 your Mr. Walter A. Wiebel whom I believe is designated as Guide #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 companion and myself in order that we might express our appreciation to him and to you..

Again thanking you for this privilege and pleasure, I am,

Yours very truly,
(Signed)

(Mrs.) Horse E. Finke

PROPHECY OF BIGGER BUSINESS FULFILLED

In the February issue of the *RECEPTION STAFF REVIEW* Mr Gordon H. Mills, head of the Guest 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 Mills' optimistic prophecy was not mere idle talk to step up the business, which, at that time, was at its lowest ebb due to seasonal fluctuations 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 in every single instance. The Guide force had to be enlarged this summer to take care of the increased activity. During August, which is considered the peak month, 73,921 persons took the tour. This is 15,188 more than the number of people that took the tour in August 1934. On the week-end of Labor Day of 1934, 10,534 guests were conducted through the studios in three days. On the corresponding week-end this year 15,558 persons visited the studios; an increase of approximately 50% over last year's figures. This year on the Sunday before Labor Day a record number of people were taken through the studios — 6,483! This number by far exceeds what was considered the maximum number of people that the guide force could take through in one day. These hundreds of people were conducted through the building at an average of about thirty persons every four minutes.

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 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. The total for the corresponding months this year exceeds that of 1934 by 30,727. This means an increase of 23% over last year's 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 for 18 years with the McGraw Hill Publishing Company during which time he rose from subscription salesman to 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 Board of 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 Sales we had assimilated from various and miscellaneous sources, but it was not sufficient; we wanted to know more. Only an interview would satisfy the ever curious *Reception Staff Review* — but how to get that interview? We have interviewed many executives; they are always busy; we have to warn them a month in advance. On this occasion, that could not be done. In short, we were worried and not very hopeful of success as we "crossed the Rubicon". With our objective within ten yards and only two guards obstructing the path, we decided to break for it. Strangely enough, Miss Ramsey 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 their worries are my worries. I am only too glad to be able to cooperate and to try to make suggestions which might prove helpful to them."

Although our experiences as "inquiring 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; in fact, Mr Kobak quite frankly termed our visit a genuine compliment to him. He did not talk as though everything he said were to be held against him nor did he treat us as visitors. No subject seemed to be insignificant—or too complex.

"The pages and guides" commented Mr Kobak, "are in a position to be NBC's best salesmen.

The impression which they make upon our visitors can, and frequently does, have considerable influence upon existent and potential clients. Courteous and thoughtful treatment of guests by the men in the uniformed staff often is of great assistance to our salesmen. In fact, we have many letters on file commending the work of the Re-

YOU MATCH 'EM

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

Failace	"\$5 for \$6 on payday"
Helen George	"Razz-dazz!"
Rittenhouse	"How Ridiculous!"
Finnerty	"O.K."
Alice Wood	"Iron Man"
Howell	"Spruce Up"
Leak	"Hello Toots!"
Mary Jane Hassman	"Quiet, we're on the air"

GARTLAND

Continued from Page 1

present success", said Mr Boyce. I am exceptionally pleased with him for his courage and perseverance. Bill has learned a lot in the past few months and I'm sure he has a bright future in this field. Regarding you other chaps in Reception, don't 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

present they are in the midst of a "round robin" tournament which is played at the conclusion of every league season to decide the undisputed champions. The team wishes to express their thanks and gratitude to Messrs Carey and Tart for wholehearted 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 1

panying this laughter, however, are undesirable. Thus, no one who does not show up well in the auditions will be allowed on the show. The humor will be provided by several blackout skits which will end in the pandemonium of a police siren or an ambulance gong.

The question of music for these shows has been a sore spot 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 recruited from the staff along with any other incidentals 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.

R E C E P T I O N S T A F F



30 ROCKEFELLER PLAZ

NEW YORK, N. Y.

VOL. 1, NO. 9

NATIONAL BROADCASTING COMPANY

NOVEMBER, 1935

A Royal Interview

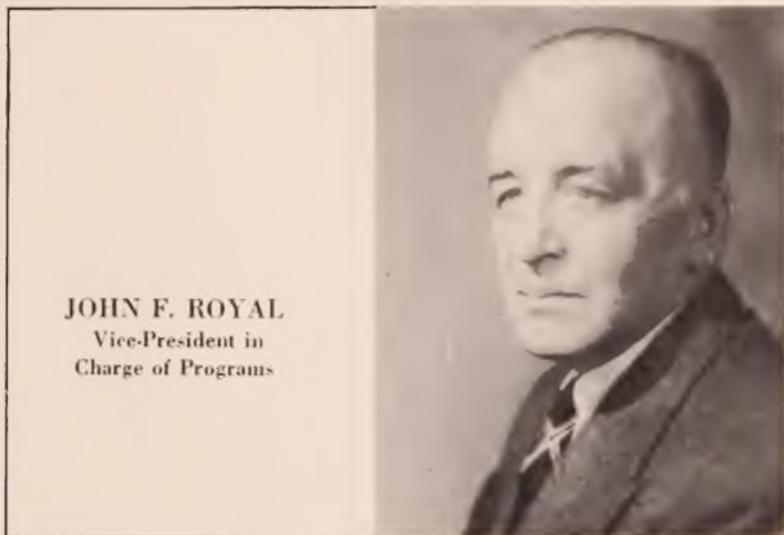
Mr. John Royal, whom we all know as Vice-President-in-Charge-of-Programs, spoke briefly but cogently. We learned from him, in fifteen very short minutes, smatterings on everything from a real-life Horatio Alger office-boy-to-executive epitome to pertinent data on the intricacies and composition of SHOWMANSHIP.

"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 un-



JOHN F. ROYAL
Vice-President in
Charge of Programs

usual, 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.

RECEPTION STAFF REVIEW



Official organ of the Reception Staff of the National Broadcasting Company, 30 Rockefeller Plaza, New York City. Published monthly throughout the year.

VOL. I NOVEMBER, 1935 NO. 9

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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. Keuny, 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... Hallenback 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 lugging 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 Wagenman 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!





Shines On:

FREDERIC M. KIRKLAND, our No. 1 exhibit. We know him for his untiring work on the RECEPTION STAFF REVIEW, for his superior abilities as a writer, and for his shrewdness in ascertaining the essential value of a situation.

MARY L. IRVINE, our one-time radiant, cheery fellow Main Haller, who moves up. Her precise work came to the attention of the Treasurer's Dept. and soon she was afforded a trial in that department. We all knew what the result would be—Miss Irvine has been permanently transferred from out of our midst into the sanctum sanctorum.

DORIAN ST. GEORGE, former guide, who found the radio knowledge acquired at NBC helpful in aiding him to qualify for a position offered by Station WLVA, Lynchburg, Virginia. Besides announcing, "Saint" is receiving technical training and experience under the tutelage of the studio engineers.

ROBERT COTTINGHAM, Reception office man, who is another promotion to the Press Dept. An unlimited capacity for accurate work coupled with an excellence in typewriter manipulation has rewarded him at last.

MANDEVILLE WERR, who after only a short stay in Reception as page and office relief man, was promoted to Press. We have no doubt "Mandy" will make his way as well in his new capacity as he did when he was one of us.

Acknowledgment

The time and place is proper for mention of our appreciation to Messrs.: Willan C. Roux, in charge of Advertising, NBC Sales Promotion Dept., for supervising and executing our new RECEPTION STAFF REVIEW; Frank C. Chizzini, Sales Promotion, for his helpful and beneficial editorial advice; and Harrison W. Bullard, Sales Promotion Production Manager, for suggestions relating to the physical improvement of the paper.

To Mr. Wayne L. Randall, Manager, NBC Press Dept.; Mr. A. A. Schecter, News Editor; Miss Betty Goodwin, Fashion Editor; and Emil Corwin, Editor NBC News Service, for their continued interest, advice, and guidance in perpetuating the future of the RECEPTION STAFF REVIEW.

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 47-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 Dramatist 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 mystery 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 not 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 711 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 astrologist, 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.

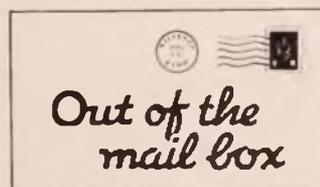
Without the formality of a personal introduction, or the knowledge of a single name of any one of the group of young men whose destiny I was to pilot, I took command with an animated sympathy for the late and lamented Daniel as he faced the lions.

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 scores 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, 1934, 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 the 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,
Reception Supervisor

Let's get acquainted with



JIM COSTELLO

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 ten 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, studios 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 Muzey, The Honeymooners, and Ozzie Nelson. Three more songs are now in the process of being written by this song-writing duo.

● 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 Inkspots, 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 impersona-

tions 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 Hill 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; 56,897 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. Scherter, News Editor, Press Department.

Minute Interviews:

● Edgar Kobak: "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.)



DECEMBER, 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 remem-



RICHARD C. PATTERSON, JR.

Executive Vice-President

"I am happy to help usher in the Christmas and New Year issue of the Reception Staff Review. When I look back over this year at NBC there are a good many bright spots. Not all of these bright spots show up, directly, in our ledgers. But that doesn't mean that they are not significant. And I want to assure you that the Reception Staff Review—however modestly it may twinkle—is one of the most welcome of the new stars in NBC's 1935 sky.

"I welcome it because—like all really worthwhile planetary bodies—its light is warm and friendly—and warmth and friendliness are important for business as well as for heavenly constellations.

"Feeling that way about the Reception Staff Review, perhaps the most and the best that I can say at this holiday time is: 'A Merry Christmas, A Happy New Year and Long May You Shine!'"

ber, 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,

*Finast 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 Prothroes' *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 that 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 and 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.

☞ Adam Cayeck, 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 eves 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.

RECEPTION STAFF REVIEW

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VOL. I

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NO. 10

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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.

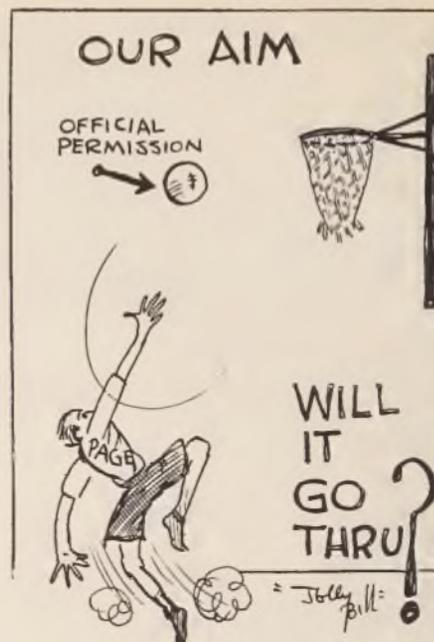
Have You Any Books You Don't Want?

■ 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.



Chatter

☞ GO AHEAD AND SUE ME BUT . . . Have you noticed that Jack McGhie bears a close resemblance to the figure of the Page on the heading of this paper . . . The record for grubbing 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 maybe.

☞ Johnny Romaine, ex-page of the old 711 days and now working under Mr. Bixler, will become a bridegroom 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" Diamant, 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.

☞ 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.

☞ "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 . . . Incognito? . . . 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.

☞ 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 hands 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 most 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 Memoriam

KATHLEEN WELLS

*She is gone from our very midst, 'tis true.
Leaving we, 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 greeting 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 as 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 Rileys.

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 bad enough by itself. Leading the life of four Rileys—not to mention as everybody does, four Tom Rileys—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 Budenbender.

However, it may take some time to accomplish this. Realizing that all the Rileys 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 Rileys, 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.

cc Thomas L. Riley,
Thomas M. Reilly,
Reilly'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," lem'me 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 Pam, 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."

☞ 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. Felicitations 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 cour-

tesy 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 NBCeated," or as one man might put it, "Pile right in, folks."

* * *

CAUSTIC COMMENTS—

Berger Hugerth 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:

Stu: "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, McFadden 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 the acoustics. Will you point them out and tell me where they're kept?"

Answer: "Well, er-e-er-oh, we use the Brunswick-Balke-Collendar type a-cue-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 kneezes.

* * *

FAMOUS FINALES:

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

* * *

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.

H. Weston Conant, late of Reception, who is doing a swell job haunting houses in his new role as Sound Effects Engineer. He "toots, 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 Rose-land 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.

