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

The New Year’s Eve “Let’s Dance” went on the air just 49 years after the regular Saturday night broadcast and thereby abbreviated very definitely the holiday celebration engineering companies and three orchestras.

The orchestras are under the supervision of Joseph Roman, leader of the area Victory Days musical aggregation. He, as generalissmo, 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 vernas.

RECOGNIZED PAGES DISCARD UNIFORM FOR OFFICE CHAIRS

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

MAN BITES DOG!

That’s News! All right what do you do after the incident happens? Those responsible for this newspaper have a suggestion to offer which might greatly facilitate the work of news gathering.

Merely pick-up a near-by phone, dial 551 or 542, and place the call 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.
CONGRATULATIONS

THOMAS TART

With great pleasure I bid you "Good Luck" on the launching of your new publication. Much could be written on the 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 find it fundamental to use 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 this pursuit will be presented in a faithful reproduction of NBC life, and continue to grow 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 will be available.

The Press Box located in the room in Room 284 will, we hope, soon be clogged with Johnnie, Al Shade, Leghorn, ace, Eavesdropper, 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 typography newspace, many incitements and vague. 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 your readers will be willing to relieve us of a sense of the burdensome. 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!

Wish you all success in your new enterprise and 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.

Jessica Dragonette

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

Frank Parker

Carloads of orchids to NBC's latest blessed even and I'm sure your paper will be a grand success.

Valter Finchell

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

George Sicks

PLAY, BOYS!!!

Jack Benny

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.

Alton Back

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 Niles, Mr. E. H. Lower, Walter Koons, Mr. Anthony Stanford, Breen and deRose, Miss Alice Wood, Miss Adele B. Fort Miss Ruth Thomas, Miss Elrouse Davidson, Miss Peg LaMont, Mr. Anthony Jimenez, Mr. Russ Alhambra, Mr. Milton C. Herman, and the Night Page Officers.

Dune Honor has it that Gene and Glenn, accompanied by Eric Madriguera's musicians and announced by Edith James, will begin a new series in January advertising a woman's product. What dean of sports commentators once won $42 from a president of the United States?...What NBC announcer who was an authority for his given temperature when Countess Alabini is in close proximity?...Gene Carroll has a cork-centered sphere that grazed the hockey stick wielded by the King of Swat, Babe Ruth, and is 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 Welton has turned cook...If you recently 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 Barkle 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 amishads 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 dictation award winner and ex-NBC announcer is now a free lancer...What aspiring young engineer recently set the "fire-chief's" siren while a symphony orchestra was recording "Violet"?

FLASH!! by the way of this seas...A Caraguro Indian has a picture of Muriel Wilson atop his tent pole in Quayqui, Ecuador...Gene Carroll wound up another 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 "cocheted a salt shaker on the cranium of Nils T Grantland".

Ed Wynn recently lost fifty cents pitching quarter 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 million 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 adorle NBC hostess who was formerly on the Lum and Abner program over WTM is now capitalizing on her faultless diction? Such artichute must be served...Glady Swarthout has grabbed a contract to appear with Paramount on coast...What keyhold guard union that hands a spell over the air once a week is paid $90,000 per annum...Frank Parker and Harry Horlick's Gypsies will soon blossom forth in a Warner Brothers show, "Gypsy".

Morton Downey's father-in-law has suddenly decided to visit "the wild 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 his "passbook" 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 Saylgy" in the NBC studios.

Don Bestor does the shopping for all the foodstuffs consumed in his domicile—his wife attends to the cooking...What singing sensation appearing on the "Flour of Smiles" economizes by utilizing the services of his wife as a Secretary?...Did you know that Jolly Coburn was a midshipman at Annapolis.
PHILADELPHIA'S KYW HOST TO MYSTERY'S N. Y. DANCE TEAM

The new station, KYW in Philadelphia, seems to have quite a novel set-up. There are a number of attractive studios. On the fifth floor there are two studios, which are used solely by the National Broadcasting Company. The fifth floor, so to say, is devoted to the Columbia Broadcasting System, while the sixth floor has a studio which is "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 where or when he should be. Where was the confusion that the lone hostess in the foyer was more dead than alive. And that hangs a tale. For—as she sat at her desk with the program log before her, trying vainly to make head or tail of the vast number of new arrivals, the constant changing of studio assignments, and the mad dashing of the musicians—the door opened, and in stepped two very debonair and gay-spirited young gentlemen. They paused and looked at the hostess, the desk, the door, and the windows, and then got up and walked towards her desk.

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

The hostess, far too imperturbable to be taken aback by such a request, showed the agents to a waiting room near the broadcasting area.

The two gentlemen stalked after her, looking, with raised eyebrows, around the studio. Then they paused and demanded that a platform be placed there for their dancing audience.

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 the back of their figures, their other inquins of laughter... for the "dance team from New York" was none other than our own, S. Young and Charlie O'Connor.

CALL FOR PHILIP 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, the immemorial cigar had been consumed, they finally decided upon a radio program with which they could present their product to a market that would not be easily forgotten. They delegated one of their agents, a very bright young man, to go to a New York hotel and find a bellhop or page who had a distinctive manner of calling out names.

So the bright young man, having visited countless New York hotels, gave the name of Philip Morris to be called through the foyers, and sat back to listen. Tall and fat and thin, bellhops announced "Call for Philip Morris" periodically through the hotel foyers, with high-lyr voices, and bellhops with voices on the verge of changing dinners to the verge of changing dinner. The difficulty encountered by our agent was that in many cases he could not understand the name at all.

Finally, he weakly entered the portals of the great New York hotel and approached the desk. Toward him came a red-capped page, face wreathed with smiles, and the agent, with a face wreathed with smiles, said, "Anything I can do for you, sir?"

"No!" muttered the agent in disconsolate tones, "Call for Philip Morris for me."

And away went the tiny page, as he went, he sang, "Call for Philip Morris, Call for Philip Morris!"

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

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

One uses such dramatic 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 by the amateur dramaticist who plans his roles on the basis of a complete, reliable, and invisible book, or he may tune in and criticize the drama of the day. Although Mr. Boyce is a staunch advocate of this latter type of school, he listed the following books for his interested: BAKER'S "Dramatic Technique" in "peel's "Narrative Technique" in "Words and Meanings" 1967. "Writing How to Write for Radio" in "How to Write for Radio"

CONSENSUS OF OPINION PORTRAYS HOSTS 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 vigorous, efficient, and charming. Sound Effects—Sweet and charming, brainy and intelligent. Announcer—A host 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 personal guides—A hostess should be able to keep on the trigger and highly efficient, and possess an enviable charm. A visitor from Philadelphia—Trustworthy, loyal, helpful, friendly, courteous, kind, cheerful, thrifty, brave, clean and reverent.

An actor—A hostess should have a voice for facts, and a manner of speaking. Executive Hostess—A host should be primarily gracious with a touch of common ordinary sense.

Solemnly a hostess should be able to meet trying circumstances with poise and grace.

Dramatic actor—A host should be charming and gentle and versatile in all the pertinence to the broadcast. As she may be able to answer any questions that may arise in the manner to satisfy the host, the weary production man, the artist in search of a studio he knows not where, the tempo musical, 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 to make a few concrete preparations. How is he to begin writing his play? A written outline, "Not necessarily," commented the critic. "For all I know, you may have formulated in (his mind) the plot and characters. To quote the illustrious de Maurer, 'I have finished my story; now all I have to do is write it.'"

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

Unfortunately, technique is not enough in itself. He must know of one's subject is 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 the stage back. The writer should criticize his own plays. At the theatre he should "watch the wheels go round" to emulate his coach, it is necessary to follow the guards and tackle as well as the back. Does the player he is watching show good taste? Does the plot contain the proper sequence? Does the suspense build up? Yes, is the suspense consistent, suspense, surprise, and victory for defeat. Mr. Boyce admonished the class to confine its attention to half-hour scripts rather than serials. To receive any plots that might be contributed by the students at the next meeting of the class. He promised to bring a few examples 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

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

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

SMALL AND WANDERING COMMUNICATION, Laddie, A. W. and Stebbins, C. S. American ballads and old songs, Lomax, John A and Lomax, Alan, comp. Songs gathered from all parts of America illustrating many phases of life and manners.

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

THE FLOOR BOOK OF THE STARMONT, O. C. O. News, more than 240 outstanding orchestral selections interpreted. One section devoted to the instruments of the modern orchestra.

THE STORY OF THE PROPOVIDA Riegel, O. W. Radio, newsgathering agencies, cable services, are studied, and damage shown in cases in which they are being used as means of propaganda in government hands in various countries.

THE STORY OF RQGIO, Stieglitz,5. The RQGIO, Radio drama by one who has been producing it on the B.B.C. for several years. Extracts from radio plays included.

20-O-O-O YOU'RE GOD OF THE AIR, West, Robert. Program production, includes chapters on finding the telephone; radio drama; rise of the sponsors; cult of the announcer; radio speech. Appendix lists radio advertising agencies and producing companies.


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've got them all, and 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 McClain

THE QUESTION BOX

One Winter Day

One calm Winter Day, I was sitting on the second floor not doing anyone any harm, when Miss Cashier's husband came to relieve the Cashier, who said was on the verge of giving up this life for another. However, he had the pleasure of serving in this capacity, 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 tickets. Sat down and with a nervous, half 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 show would start, where it would end, and whether or not they would see a broadcast. It went something like this: "How much is it?" "Forty cents, please." "Well, can we see the showboat?" "No, I'm sorry but admission to broadcasts are by invitation only." "Well, can I get a ticket to a broadcast?" "You can't unless you have contact with the sponsors of the program or business affiliations with NBC." "Well, if I wrote a letter to the sponsors, could I get a ticket?" "No, you see they are used for business only." "Well, I came all the way from Hill and they said that I would get to see a broadcast." "I'm sorry, but said they." "Mr Jenkins of High Hill and he said that I would get to see a broadcast." "Well, I'm sorry, but Mr Jenkins was mistaken." "Well, then I can't get to see a broadcast." "No, I'm sorry." "Can't I see one at all?" "Not unless you have a ticket." "Well, how much are these two 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 Ticket seller's booth I could be heard murmuring...."Well...." "It is wonderful to have an opportunity to write for your paper. I've been saving this inspiring the guides, will hold up for a long time. All the facts and pages have been very sweet to me and sincerely appreciate it.

Larry Small

CONFIDENTIAL

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've got them all, and 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 McClain

THE QUESTION BOX

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

1. Why are sound-absorbing studio walls so vital to perfect reception when dance orchestras are picked up very clearly in the studio but not with 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 hotel doors 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.

2. 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 being the air.

.......

3. To what extent is the temperature in the studios affected by the outdoor temperature? (B) The studio soundproofing is thermally equivalent to seven 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.

4. Has Eddie Cantor definitely left the Chase and Sanborn program? (C) 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.

"Bansel and Gretel" was broadcast December 23rd.

.......

5. What is the greatest number of paid admissions for NBC tours recorded on one day? (D) 3564 people paid to take guided tours on Labor Day (Monday September 3rd).

.......

6. Why is it impossible to obtain as smooth a tone from marketable radio receivers as from those used throughout NBC headquarters? (A) High-quality loud speakers differ from others in that they are constructed in two units. There is one cone for high frequencies, and another for low.

.......

7. 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 radio dramas concerning the NBC tours went on the air. The series is to be managed in such a way as to accomplish a dual purpose. The broadcasts are to be written and produced almost in entirety by those most immediately concerned with publicizing the tours; namely, the guides. Hence, this new group of broadcasts not only serves to promote the tours, but, by paper, I've been saving this inspiring the guides, will simultaneously make the tours more worthy of promotion.

Whereas the initial program consisted of a demonstration and explanation of our Statistical Department's new machine.

CLOVER LEAF EXHIBIT

(Continued from Page 1)
"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 60,000 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.

RICHARD C. PATTERSON JR.

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

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

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

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

NBC BASEBALL TEAM MEETS SING SING

Toward the end of March, first call for "Batswingers" 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

continued on page 3
• 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.

• IN THE LIBRARY

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

OUR VERSION OF "YOUR THE TOP"

The American Theatre; as seen by its critics 1752-1934;
Edited by Moses A. Brown.
PARDON MY ACCENT;
by Cullinan.
Experiences of a radio News announce.

TELEVISION;
by Moseley and Chappell.

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;

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 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 Pittsburgh, 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. WEA, at that time, was the broadcasting outlet for the American Telephone and Telegraph Co., and had its studios in the AM&Y 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.

EDITORIAL
The recent advancement of dynamic Mr. Burke Miller to the newly established position of Night Program Director makes him the youngest NBC executive. Creating new positions and working without precedent is distinctly a Burke Miller characteristic. We know him here primarily, for 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 looks much younger than he really is, belies his stature. He perceptually 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-string 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 unpertinent 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 boats, yachts, 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 monstrocities.

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 in 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 underground in a black, 160 foot passage, so narrow at times that it was necessary for him to expel his breath and relax his muscles to squeeze through an inch at a time. Since Mr. Miller's reserve and modesty prevented him from talking about his own exploits, your correspondent turned to the article which Mr. Miller wrote for United Press on that case and which won him the Pulitzer Prize for journalism in 1925 and also national recognition.

This, however, has not erased his kindliness and we left him with sincere appreciation for his cooperation and wishing him the best of success in his present undertaking.
LOCKER ROOM CHATTER

I'm not fooling when I tell you that....Bill Meld's middle initial is A for Aloysious...."Kid" Hayes is the most consistent gruber of cigarettes in the locker room, and Bill Collander is the most consistent river......Paul Rittenhouse has a new set of 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 Moore 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 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 University School of Mines, where he obtained his engineering degree in 1911.

IS YOUR NAME ON OUR MAILING LIST?

In order to ascertain that everyone interested receives a copy of the REVIEW, we ask that you write your name and department on a sheet of paper and send it along to Room 224, care of RECEPTION STAFF REVIEW.

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 — aliasing 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 Newman 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 — 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 Philips 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 Durand once won a silver cup for shooting golf — I 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 Daily once performed at her broadcast while maintaining a temperature of 102 — Some orchestra, I'd say.
LETS 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.

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 200% more visitors to the NBC studios than to the Observation Tower.

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

AN INVITATION

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

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

Gordon H. Mills
Guest Tours Supervisor

QUESTION BOX

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

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

Q... The radio in my automobile works perfectly. But why? 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.
WE WONDER IF

Considerable time is not wasted when the office personnel give ideas 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 byword of the Reception Staff?

The Southerners got their "Southside Studios" from Maude Adams and Nellie Revel?

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

Anyone regrets the passing of NBC's least-liked executive? 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-swingers" will meet the Sing Sing team. Although champions of the Motion Picture League, our boys will have no easy time in defeating the reputed conquering force 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 is like. The idea immediately aroused curiosity. How does one pay to visit the "pen" without getting a pass or going through other forms...

continued on page 4

MR. DAVID ROSENBLUM LAUDS STAFF FOR EFFICIENT WORK

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

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

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

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

continued on page 4

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 open the gate to the layout of the various departments. Now how close is a page to know what department to strive for or in what field he is best qualified? For the special benefit of those who believe that announcing was to be their vocation, Mr. Kelly persuaded Commander Carl Cusachs to institute a course in foreign phonetics. Commander Cusach's is not only a Navy man and one-time member of the Harvard faculty, but he is one of the most linguists in the 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 properly 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 by the company.

If enough men are interested, free instruction in both life saving and swimming may be received by those who desire permission. Due to the demanding nature of the course, guides will not be able to take advantage of this opportunity.

Although oarsmanship is sufficient form 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, Morse have already enlisted as instructors.

All that is needed now is a few worthies who will consent to show the teachers a chance."

continued on page 4

SURVEY REVEALS INTERESTING FACTS

A survey of the Reception personnel has been completed by Mr. Walker. He found that 31 colleges and universities, and 26 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.

The men represent 56 states, and 26 foreign countries have been traveled. The average age is 20 years, 7 months. 8 feet, 14 inches weight 164 lbs.
RECEPTION STAFF REVIEW

Published monthly by the members of the Reception Division of the National Broadcasting Company, at the RCA Building, 3D Rockefeller Plaza, Radio City.

Vol. 1 April, 1935 No. 3

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Editor

Associate Editors

P. W. Kirkland
"Feus"

R. E. Ablum
"Makeup"

Contributors

W. Clark
M. J. Gartland

D. C. Davis

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 mainly to all the writing 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 penalising those men who have formed the nucleus of rule-breakers in the past and this measure requires the entire staff to suffer because of the few.

Home Art

RCA "FAMILY CIRCLE" MARKS

STEP FORWARD

We warmly greet our new parent publication, the RCA Family Circle. Sincerely we think you have done a great job and hope that subsequent issues will be as well constructed. A group newspaper such as ours is indeed timely; it will do much to unite the various parts of RCA into a closer understanding and to acquaint us with the work of our senior corporation. We truly hope that there will be a time when the Reception Staff Review will be 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 radio 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 real a seven-day week of a six-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 in real 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 and would 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 book. It concerns a vacation trip of four men, who arise early one fine day to an altitude of 17,700 feet 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 fifth partner on one of the jolliest trips in the world.

You will laugh aloud at the increasing appitite 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 shy 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 steak after-lunch cigarettes for civilization", the hard climb to the top of the mountain, and finally the summit with the view revealed: "Valleys are spotted with lakes, and stained with marshes also "mountains bearded with forest. You have a sight of your life's paces, 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 out standing. You will wonder why the Grauer Brothers don't put pen to paper to do a bit of serious writing. After reading "March on Pharaoh", you will be left with a yearning for your bit more.

The split-second system used in broadcasting stations has made the radio engineers the only personnel not paid, for overtime.

INTERDUCIN' NEMO!

I. 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 "K" and those west of it with "W" for the benefit of seamen. XDA and KTV are obvious exceptions.

II. 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.

III. What announcer has the most commercial programs and what are they?
   A. Ben Grauer. He has programs sponsored by Bakers, Pentlno, Halton Wheatens, Lux, Jergen's, Dog Food, Kellogg's, RCA Radiotrons and RCA Victor.

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

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

VI. 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.
With so many changes being made since we last went to press, we were unable to drop bouquets on those who deserved them. Hence, permit us now to congratulate: Mendell S. Gibbs, former Guide Lieutenant, now American Representative of the French Broadcasting Company; George E. Merritt, ex-Night Page Captain now assistant manager of Trans-Lux in Brooklyn, N.Y.; Mendell 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 MacIverley, not long since a talented guide, at present announcer at WFIL, Philadelphia, Richard Birthwhistle, formerly Reception at the date of issue to be found with a new service round up in the Music Library.

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

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

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

Receptionist, to the Local Sales Department.

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

Good Luck!!

**IN THE LIBRARY**

**Broadcasting:** 1935 Yearbook: 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. Journalism and war; television; and other applications.

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

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

**LOCKER ROOM CHATTER**

I'm not feeling when I tell you that...George Murray resigned as office man because he was getting ready to go on vacation. The party wishes the Ploenke sisters would broadcast more often....Ike Stadler has a mysterious interest in those dancers on the "Lots O' Dance" program. We give a hard time to Doug Cavin for his excellent work on the 8th floor.

Blondy Neir is anxious to know if the boys would like to start a bowling tournament...George Campbell, the President of the "Jane Froman Club," has lost his job. Rittenhouse has traded in his fur-lined undies for a set of air-conditioned ones. ..O. B. Sc HOHS has finally become a sub on some basketball team from the Bronx....Kewai Williams made the baseball team this year or know the reason why. We already know the reason why....Adam Golub loves our hair and that explains everything...."Opera" Amory eats more fruit in a day than the rest of the boys do in a month...."Joe" Marrin is starting out on weight which makes that boy in love agrees with some fellows....Whenever Chas. Hawel needs some good oil in his system, he gets one of the fellows out. Pete Bonardi will vouch for the methods used....Pages Bigelow and Bichle are heartbroken since Onyx Club burned down....Bill Bell eats a dozen oysters every day....Jerry Walker is a visitor to the First Aid Room. (Something for a headache, no doubt)....Zeth Hadley's uniform is getting extremely tight around the waist....Peter Bonardi of the baseball team will never take over the game but the one with Song 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 DOFF OUR HATS**

Old "Dekapassant," Arnold Nygren, who was recently elevated to master control supervisor at WFIL, was seen at Dempsey's with "Jackie" Gilbert having a few picker-upper in the wee a.m.'s hours, mind you. His good friend Swarthout and Helen Johnson will soon vie for the plaudits in a flier...."Red" Corcoran has a float box which was lost by the guard of Sherman's march to the sea....Did you know that "Pete" Morris was once a jockey for the late Otto Kahn and Mrs. Harry Whitney Payne.

"Flash and Double Flash"—Why were three taxi cabs chasing Ford Bond down Fifth Avenue, after he had lunched with Charles Francis Cee...."Big" Jack Parker should refrain from teasing "Dona" on the "Lots O' Dance" program. He can't keep half choruses...."Abe" Loomis rumor has it on good info', that Clem McCarthy, Dean of Horse Race Announcers, will soon "tell 'em" on a tobacco program....Jack Benny corresponds with an inmate of a Penney's private...Flash on Double Flash...looseome??...Did you know that Phil Dey is a Phi Beta Kappa man?

A certain alleged comedian who smokes twenty cigars a day can't get over the ribbon he received from Ben Bernie and Fallow—jokester, Walter Winchell....Why is Frank Parker going to California with his wife? Donald rumor claims that Beatrice Lillie has received an offer from Earl Carroll to play in his forthcoming "Vanities." That trio of feminine pulchritude, the Loomise Sisthers, have signed for another song, searching for the oupurl who "bored" their handbags....Why is a certain young showman and crooner visiting the Rainbow Room nightly between 12 m., and 15:15 a.m.

Lovell Thomas, ace news commentator is now "Hot Coal," an adopted brave of the Mohawk Indians....He was the mysterious female that called Winchell from Hollywood the other day and said, "I'm going to be your new announcer—pretty Walter....."Jaff Fallon's hair turned curly after a prolonged illness....What was Don Lowe doing at the "Club 19" with a beautiful queer several nights ago?....Flash on Double Flash....The men who pay for Ed Wing'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 Winchell's name-charting chatter.

Dale Winbrow, "the Mississippi Minstrel," just missed being blown to hades after having been "chlorinated" 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 WBC announcers is claiming to become a formidable pair—he works out at Jack O'Brien's abattoir judging from his sun-kissed physiogamy it must be quite a coup. Flash—Flash—Harry McDonought and Jean Bailey will middle-aside it next month....Will Gib数字货币n the other for better or worse....Believe it or not, but Alka Kitchoff, contralto, once swallowed a fly while singing an operatic aria—the show was wrecked. Who is in the envelope presented to each of Major Bowes' amateurs?.....and so to press.
A SHORT HISTORY OF NBC

Attemping 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 sitting on the cockpit. In other words, its history is still in the making. A progressive history of broadcasting thus far would be to ambitious for the limited space available. However, some descriptive briefs brought by many anecdotes and incidents which in themselves are historical and interesting.

Some have in them the quality of being born of time and place, and, allowing us to today, were the same 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 desirable that in some cases the studio.”

TRIP TO SING SING SET

continued

of red tape? When are visiting hours? How much would one expect to pay?

If you would like to see the parade of the black and white squads, you should be interested in joining the miles, the glimpses of Sing Sing cells, if you would appreciate a more vivid conception of the ‘dead-coasts’ then buy yourself a ticket and help drawn out the convicts roar, by the miles, the glimpses of the NBC side of the diamond.

The Page and Guide captains, if asked in advance, will try to provide the necessary schedule—changes. Everyone is invited. The bus trip will be as good, much the same exciting, and the visit to the pen unusual as well as educational...from the standpoint of physiology and psychology, a dollar and seventy-five cents ($1.75). For further information call or write the Nan Reagan, Room 2043, Ext. 555 or 891. NBC Receptions.

CLASSES IN ANNOUNCING

continued

natives. They learn good articulation, pronunciation, and colorful discourse. They study the art of reading as one speaks. This course includes supplementary subjects which are not taught at any college since colleges lack the teachers. Commander Custer developed an entirely new method of securing the proper pitch by changing the volume of his vocal note. He even illustrates the difficulties involved in obtaining the intonations. In reading such seemingly simple sentences as ‘This is the National Broadcasting Company’ this famous linguist, whose work has brought him in contact with students, teachers, and the writers, that he has never encountered such an enthusiastic group of students as the NBC guides have now under his tutelage.

chain of newspapers has so wide a circulation. It has a personal appeal, (wordplay). After pursuing this resume, it should not be hard for the reader to appreciate the value of such a treasure chest of guides and pages — the salesmen of the future. For, in no other way, can they obtain the full story of the functions of the various departments of the National Broadcasting Company.

At the outset, it is true, Mr. Rosenblum is an enthusiastic.”

ROSENBLUM LAUDS STAFF

continued

tion with the surveys, Trade-Ways suggested the possibility that local rates are more popular with advertisers and compensation to stations on a basis of potential skill in the area of potential stations. This recommendation led to further extensive studies, covering a period of six 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 enthusiastic — through the study of personnel, some of the pages and guides to be promoted into other divisions of the company, an opportunity permits...
We wonder if—

The announcers who introduce 84 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 294?

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

Ray Sullivan's Fred Allen "Amateur Hour" audition turned out as he had hoped?

Helpful-hints on the horses from one Al Jolson, haven't already calked the dike in the curse 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 working lives of guides and pages to ascertain what they do in their spare-time. The idea was good but the results, if evaluable, were not quite what one would expect. Consequently, we beg the reader to remember that this is all in the spirit of "le diable est mort", which, when translated to the locker-room vernacular, means "Don't take it seriously."

"Main Hall Millers" 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 on 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-racing?

NATIONAL BROADCASTING COMPANY, INC.

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

JUNE, 1935

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. Last Saturday certainly is. Saturday not long ago, the Guest Tour department was asked to read itself, or the invasion of 150 friends of Messrs. La Guardia and Moss. Their time was limited, their numerical strength formidable, their purpose, to get the most salient fact concerning the attitude of the guides that can be done?

Put them in BH. Have one of your best guides make a talk on the "whys and wherefores" of their work. In the past, instructions received by the guides have been left to the discretion of the guides themselves. We must have sound effects, for they will satiate the curiosity of the white horse; nor can we work very speedily without interpreters—", he said to himself. And somewhat along these

continued on page 2

continued on page 4

continued on page 4

MARK WOODS
ASSISTANT EXECUTIVE VICE PRESIDENT

MARK WOODS SEES PAGES AS DEPARTMENT HEADS OF THE FUTURE

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"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 and pages was to both of us a real revelation.

"To my mind the uniformed staff of the National Broadcasting Company is the finest group, of its kind in the United States. During the past year we have received thousands of letters of gratitude and appreciation commending the efficient and courteous way in which the Reception Staff handles the public. We have letters from artisans, white-collar clerks and executives. The Brass Buttons of NBC connote honor and distinction—all of us are proud of continued on page 4

continued on page 4

continued on page 4

continued on page 2

continued on page 2
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

F. C. Lepore - Editor-

Associate Editors
F. W. Kirkland A. B. Fort - News - Features-
R. E. Ahlbum Ary R. Moll - Make-up - Exploitation-

Staff Correspondents
Walter Clark Wm. C. Gartland

CONTINUITY ACCEPTANCE DUTIES KEEPING WILLIAMS AND MURRAY BUSY

Due to the fact that two former members of our staff, Wendell Williams and George Murray, have been quite recently promoted into the Continuity Acceptance Department, we think it is high time we investigate their last year's success. Let's hope they bring home the championship for the second consecutive year.

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, 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 whose checker would 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 214, or phone extension 542-531 and deposit information with office man. Leave the name 'cause we like to give credit where credit is due.

Ayers - Slater... good luck

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

TEAM LEADS LEAGUE

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 looks awfully large in the foreground. Will the NBC boys repeat their last year's success? Let's hope they bring home the championship for the second consecutive year.

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 whoops the station but doesn't listen to the program. (The majority of the fans were experts)

I know of a man who never made a crystal set himself.
"Imagine a female 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 Zina Layman; the purity of voice that is Virginia Rea's; the sartorial taste and poise of Kay Thompson; the personality of Bernie in Three, and the dictation of the NBC Hostess, Elouise Dawson who lately has been taking the curse off many a commercial announce each "A Perfect Hostess" (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均匀 trained staff to receive recognition by a commercial sponsor.

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 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 Lillie.
- The poise of Sidney Evans.
- The humor of Doris Campbell.
- The smarsh 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 school as captain of the Varsity Swimming Team; member of the rifle, boxing and track teams, and commander of the drill platoon.
- because the United States Military Academy at West Point records his outstanding achievement as Captain Plebe Swimming Team and holder of the 100 yard crawl record, which still stands; yearling Regimental Sergeant Major, and member of Varsity Swimming Team.
- because in the summer of 1932 he was lost in a sailboat 35 miles outside of Fire Island with no 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.

WHY OUR TEAM TOPS THE LEAGUE

May 11
N.B.C. -6
vs Radio Keith Orpheeum -0

N.B.C. -5

N.B.C. -5

May 21

June 1
N.B.C. -8

United Artists Corp -4

N.B.C. -15

Metro-Goldwyn-Mayer -3

N.B.C. -18

Universal Pictures -3

22

NBC

at Geo Washington High -2

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 St. and Audubon Ave., Manhattan.

A PERFECT HOSTESS MUST HAVE

The style of Kay Lillie.
The cool efficiency of Alice Wood.
The poise of Sidney Evans.
The humor of Doris Campbell.
The smarsh 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.
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SHOULD HE HAVE FOSTERED?

After taking the FERRI to the Isle of MALTA, the YOUNG man met the MOLL while strolling through the GARDEN. With a TART "GOODE morning," he startled the sweet thing. However, after much persuasion he took her to his HOME. She was confused, "You HOUSE WEIR they looked at the family AHLBLOM. Suddenly the sweet YOUNG thing decided the BOND between them was growing too strong, and if she were careless, the DALY routine and being perfectly FRANK with herself as a GOODE CHRISTIAN, she wanted to get away from him. With emotion she was raising CAIN with her conscience. It was a terrible PRICE to pay for such a GROSS misunderstanding." - Albert Walker.

RECEPTION STAFF REVIEW

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 these reviews of 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, is also a real gentleman. As a rule, he doesn't care much for the air which he breathes and he is often heard to say, "Do anything, but let me be 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 first of nine little Black children that 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 quickly glimpsed sweet nothings in his ear so he dropped the test tubes, picked up a near by baton and waved it well. He is now "THE TOP".

You can thank him for a dozen and one musical innovations. Among them are classic jazz, jazz classics, swing violins, muted voices and, of course, the now famous swing show programs. Back in the year 1924 he met the "Revelers" and here began a series of experiments which eventually took out 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 Coco-Nut Grove for New York, the orchestra. 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 Refreshed" the idea was then his. He was given the opportunity and he realizes 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 be.

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 cylinder orchestra, a harp, a harpsichord, clothes by Earl Reynolds, a brass band, 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 about ten. 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 time to sit down 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 ladies. 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...-

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 a new to the realization of the coming of "printtemps". Upon seeing a vision (1935 model), very trim and blonde, approaching his hale, his career muscle started to perform gyrations. What tended to be a lovely afternoon was soon shattered, however, when a vision astounded him by saying, "How much are the tickets to the forty-cent tour?"
MARK WOODS  
COMMENTS STAFF  
continued

of the Boys in uniform. We are training them to be the uniform  
dept. head of tomorrow; it is through them that we feel the time  
will eventually come when it is no longer necessary to import  
executives from other organs. In fact, the company had so much  
respect for the part played by the pages in winning the goodwill  
of the public that the six of Mr. Carey's page boys all went to  
the Pittsburg just to make sure that everything went well  
at the opening of the  
new studios, KWY, 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 link between the practical  
and the theoretical.

Whenever department charges are contemplated; whenever the  
budget is to be altered; whenever the company 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 prominent being that  
of Treasurer. Although in years he is the youngest executive,  
in point of service he is easily the oldest; his ability and experience make him  
an ideal person to assist Mr. Patterson in carrying the heavy  
responsibilities of a newspaper. Mr. Woods' aim is to develop the  
active Vice-President's office. At present Mr. Woods acts as chairman  
at nearly all committee and departmental meetings. In general  
he is the right hand man of the valuable type.

We left the newly 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 OF THE NAME IS HAWEL"  

A bevy of beautiful girls  
cheering, Andy Ferri staring  
intently at the program and  
running on a flying figure,  
whirling down the hall—and we know that Charlie (Dixie) Hawel is  
trying to better the NBC record of 52 easy steps, which he established some months ago. This astonishing young man does not attribute his success to any secret, but to firm ankles—or corn plasters—but modestly says:

"I'm a great admirer of Frank  
Hawk's and Sir Malcolm Campbell."

HANCOCK LECTURES  
continue

lines, it came about that 150  
children, the oldest of whom  
having scarcely attained his fif- 
thteenth birthday, were well  
rewarded for having come this  
way from Meriden, Connecticut.  
They were entertained by Messrs  
Bond, Young, Grauer and Kent  
(the theatricals). The event was  
constructed by that well liked  
pedagogue, Guide Hancock (whose  
tall, lean figure, light re  
volutionaries, Hawthorne's  
beloved preceptor at SLEEP  
WELL). They played their  
roles 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," who creates  
the world's popular style, like  
NRA, (still 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 22 is on the major part  
of the days off to adorn his  
new uniform. McCarthy and  
Finney, Ryan and Fitzpatrick,  
who spend most of their spare  
time looking for each other  
in search of a new vocation. "It  
doesn't matter...," says James  
Goode. Vinnie Konner comes  
to live up to his reputation  
as Locker-room Chatter-box,  
while Tom Severin cogitates on the  
advantages of living in Florida.  "Over here," says Bobbinbank  
hoping to find someone who will  
help him pick up in the locker-  
room; Guide Wood is willing  
to do just two days at once......and sleep is very  
important. Sal Malta, whose secret  
occupation is checking up on  
the guides, is a little discour- 
aging because there are new  
guides that he can't identify  
the culprit.

Jorgenson and Kirkland can  
understand why nobody don't  
play bridge; Eckberg feels the  
same way about Camelot. Page  
Nordstrom is down to the low  
minimum; all the "likes" (only  
house has no time for anything  
but tennis). "Family Abhun's  
propensity toward the Music Hall  
committees is another late...  
never mind Russia; if  
can't win her back for you,  
Devine won't fail.

Much to our reader's disappoi  
tation, it is now fitting proper,  
if we would form a more  
perfect union, insure domestic  
tranquility, and provide for the  
comfort of the consuming...that  
most succulent morsel, (meaning  
the above article), be masticat- 
ed very slowly. Therefore,  
while the reader thus turns to his  
sensitive digestion, the writer  
will meander to the Gateway....
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 along 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 RCA and Chairman of the Board of Radio Pictures. He organized NBC and has reorganized RCA. 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, we hear from Mr. Aylesworth; then he makes a speech, and, if he can visualize their fulfillment, a few promises. Last year, for example, at the RKO Pictures Sales Convention in Chicago, he was called upon to make a speech; he made one which started a wave of enthusiasm that is still going strong. He promised technicolor and "Becky Sharp" is here; he spoiled the fun of calling Bantu "Bantu" and Frank Buck is now in Singapore. He complimented the deserving and revived the discouraged.

Such is the man who directs the policies of our company, a man who foresees the future to concentrate on the present and forget the fate of his organization. He is, as has often been said, "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 pitiful object than a shark without molars. So-o-o-o-o-o read this with care and profit thereby.

E. P. H. James, when we all held in especial esteem since his elucidating Sales Promotion lectures, reveals that musical comedies, dramas, and concert singing go to make life interesting for him when other diversions lose their appeal. Meanwhile, another Reception Staff pedagogue, Don Shaw, announces that the business of destroying and rebuilding automobiles is his idea of fun; (may be 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).

PUBLIC'S GOOD WILL
VITALY 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 important each position page Guide, and Hostess occupies in NBC's public relations policy, there is no doubt that 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 none 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 an opportunity."

A MIDSUMMER'S NIGHT DREAM - N.B.C. VERSION

The checker tournament has us thinking. What is going to happen when such stalwarts as Goode, Konner, Davis, Cottingham, Malta, Conant, Bond, Rittenhouse, Cain, Amory, Hawel, Jorgensen, and Heerd got together? Will "Wet Hands" Wescaski or "Johnstown" Flood clean up "Tammany Hall" Finkenw? When "King" Mac Fadden and "Crown" them atop stars battling it's one royal family will top ple. "Boom, Boom" Cannon may shoot the works with "Teddy" W. Broadway in that. When "Smart Money" Kirkland gets going Wescaski may be in the "Red". "Your Move" McCarthy may put rules Juliam on the spot, you know. Either "Six Jump" Ahlibum or "Triple Jump" Fitzpatrick will make his last jump soon. "Macomerons" from "Cheeky" Bonce, "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".

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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 abundant of opportunities to help round out a long, energetic and successful career. The Japanese have a word for it: "Omedeto-goizaimasu."

REVELATION OF BRASS BUTTONS REVUE

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 pages. Are you with us?

INDUCING TO TIDINESS

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

WELCOME

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

ACKNOWLEDGEMENT

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

IT IS MR. AND MRS. BILL COLLINS NOW

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

VERNON C. JUDGE DIES SUDDENLY

Vernon C. Judge, late assistant to Mr. Wills, Guest Tours Department, died suddenly on the afternoon of Thursday, July 4th, while swimming in Chesapeake Bay. Mr. Judge's death 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. Judge attended College 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 sincerest condolences.

DID YOU KNOW THAT—

Alice Wood used to rip the dramatic boards with the Marx Brothers and as you may have guessed it was a great picture. The Majestic still must have been pretty good! Sydney Evans appeared in the Follies at one time, and many with his efforts. 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 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 beautiful actress of no mean talent.

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

Florence Tyner was a model tool (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 know a wicked caricature of you! And that is all for today...isn't it enough???

FAMOUS REMARKS

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

"Mall will take the fifth studio this evening..."

"May I see Mr. Delmonte..."

"Second floor lieutenant, Campbell!"

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

"Spruce up!"

"Is this NBC?"

"This car down, please!!!..."
THE QUESTION BOX

Editor's Note: Has all quer-
yes to the Question Box, c/o RECEPTION STAFF REVIEW, Drawer R, Room 354, NBC, all questions re-
taining to radio will be answered through these columns provided the addresser signs his name to the note.

Q. How many programs are broad-
cast over WZB and WEAF? A. Approximately 30,000.

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

Q. On the Armory Hour does Beet-
le's voice sound distant be-
cause 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 re-
ognized distress signal? A. No. CUD was used before 1912.

Q. Why would an ordinary system of ventilation be unsatisfactory in the Studio Section of NBC? A. An ordinary system could not withstand the effects of high temps from unilumi-
nation and decorative illumination in the studios. The varying propor-
tions 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

—from Bryant High School

—garden

—Arista-Scholastic Honor Society, while there were active in the Dramatic Society on the University of New York Church League for high school

—after the one year of Brooklyn College, busy engaged in the pursuit of higher learn-

—resigned his position in a bronze foundry, the same one, by the way, which constructed the statuory in Radio City and many are the hours Bill sat and polished and polished the giant forms until their bronze skins acquired that necessary glist.

—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 6 ozs., who is now earning the daily bread by enlightening the public on the miraculous wonders of our radio age, particularly as reg-
ards 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 recog-
nized "Fan Letters" since 1935 made its advent. A man to be watched is William Garden, as he is going places or this cor-
respondent is off on his predic-
tions. (Batting average to date .9993.) Congrats, ole man!

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 came to a close, and the regular and large attendance of 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 in-
terviewed 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 pre-
paration of advertisements for NBC salesmen. It also offers a merchandising advisory service to all the NBC clients, and prepares suggestions and layouts for window displays, dealer brochures and other tie-ins. As a whole the 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 compa-
nies. In addition to being NBC's advertising experts, these people 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, stamp, 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 the promotion of NBC by the advertising agency. Mr. W. 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 advertising business with newspapers. Mr. Frank C. Chizzini does the promotion for NBC managed and operated sta-

Q. WHERE YOU CAN SEE THE BOYS PLAY

July 20 NBC vs RKO 1st Game...Promotion

July 27 NBC vs RKO 1st Game...Promotion

Aug. 1 NBC vs UAC 1st Game...Promotion

Aug. 3 NBC vs WABC 1st Game...Promotion

Catholic Protectory located at East Tremont Avenue, Bronx.

G. Washington Field, located at 591 Street and Audubon Avenue, Manhattan.

WESTON WONDERS

Harry Weston has received a package containing two military brushes from some unknown gentleman. He took care of in the Main

Hall. We're reserving our con-
gratulations, however, until we discover what sort of liquid was contained 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 OF WIDE RANGE  
continued

Those who like boxing, short Stories, and trout-snaughtching have three major interests in common with Billings Carlin. A couple of his novelties are talking with his hands and throwing away cigarette rests after they have been put out. One-third smoking. My favorite hobby is my wife; then comes music, horse-back riding, and walking our dog around side streets. Enthusiastes the huge Mr. Howard Petrie, who 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 breads....and bitters,” retold the omnipresent Lunder. I draw your own conclusions. (Miss Trueblood Ill told help if you are not talented in that way). When not engaged in introducing Blue Sunoco’s popular news effervescer, Lowell Thomas and Jimmy Wallington may be found at the controls of an air—plane or high building, in nothing short of German! Their associates in the air range from such stars as William Spratley, to such modesty Louis Fitterton, “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 remitings.”

Bertha Brainard is another autograph collector, but she keeps them on the lacquered side of her piano. Although an ardent stamp-collector, Walter Koons’ favorite extra-curricular activity is continuing the Saturday night 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 times he has been, or has not been, called as a bachelor with theionario or author of a piece of wood tied together with string and shielded only by a flimsy sort of fish net!

A diminutive china mender and an autograph collection which reads like an international “Who’s whos” to call the owner of the above, as well as several others who we may mention. 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, polo, book collecting and swimming are very enjoyable,” states Louis Fitterton, “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 remitings.”

GERMAN EXHIBIT  
continued

material.

He informed us that at present Germany is doing more international short wave broadcasting than any other country in the air eighteen to twenty hours a day, broadcasting (chiefly news) from a special building in Berlin, propped on roof-bush, 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 broadcasts. It is expected that we shall also get the Summer Olympics from the great new Olympic stadium now being built in Berlin. Like NBC, Germany has its own receiving stations, thus making it possible to carry on a two-way conversation at one time.

As I write this part in the exhibit, the number of radio listeners in Germany has grown rapidly since 1933, and until 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

ROYAL MASON  
continued

HISTORY OF THE FOURTH STREET MASON  
continued

PUBLIC’S GOOD WILL  
NEECESSARY TO N.B.C.

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

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

COURTESY is expected, no one presents it, and it disarms resistance. The speaking voice should be clear, distinct, and well-modulated. The importance of courtesy when speaking to a visitor or client cannot be overestimated. Speak directly to the person and avoid carrying on a conversation with another person while so doing as nothing works 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 improper treatment. The greatest return from courtesy is the economic reward—this satisfied patron, the reputation for efficient and courteous service. The public may be timid, arrogant, thoughtless, rude, or lazy but NBC is not in business to reform them. We are here to take care of them and serve them. The real asset of an asset is that piece of the company which is carried in the minds of its customers. Those of Reception in daily contact with the public (on the firing line) have the making of this picture in their hands. Be always cheerful, courteous and prepared to give information.

MUSIC LIBRARY PERSONNEL DECIDE TEMPERMENT NO ASSET

The NBC Music Library is a genial madhouse, according to Mr. William Marshall of that department. While 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 hotch-potch. 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 is the second to the last piece sung on the Vagel Hour war?" They ask for texts from the Bible or hymn books (so they keep a Bible in the Music Library now) and they even ask for tickets to a broadcast! No one bothers the breast—but not in the NBC Music Library!

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

How often is success the re-
ward of an early attempt? Bill
Gartland of the Day Page staff,
whose entire playwriting ex-
erience consisted of a drama writ-
ten 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, 11:30 PM.

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
in the long Sundays of winter.
Sundays. Considering that a
Puritan spent much of his Sab-
th in church, this was not an
impossible 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 Nation-
al Broadcasting Company assem-
bled fifty-one sales executives
in three divisions: Eastern,
Central and West at the West-
chester 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, W H Aylesworth; Exec-
utive Vice President, R C Pet-
terson, Jr.; Niles Tramel, Vice
President in Charge of our Cen-
tral Division; Kenneth Carpenter,
Sales Manager, Central Division;
Sheldon Coons, Executive Vice
President of Lord and Thomas;
Miss Bertha Brainard, NBC's Com-
mercial Head, most of our Vice
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many other notables.

The conference was a complete
success and much was accomplis-
hed. 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

"He's a friend for work," com-
mented, smiling Florence E Mar-
ger, his secretary. "Demanding
perfection from everyone and
most particularly from himself.
With the eye of an eagle and the
ass of a "Javert", he tabs on every
departmental activity, fre-
quently 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
its interest and curiosity when
listening to a good story; vis-
ualize him planning that garden
which he tends so much, or lis-
tening in calm rapture, to a
popular Beethoven sonata; pic-
ture a man whose only vice (that
I know of) is smoking. But,
above all else perhaps his most
positive attribute is his abil-
ity to be as great in great mat-
ters as he is small in the less-
er.

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

Continued on Page 4.

NEW HANDBOOK FOR
PAGES OUT SOON

The need has been great for
definite information concerning
the duties of each floor. It was
not that a page did not know
what to do, but rather that he
had no norm against which he
could check his activities. In
order to gather together the ne-
cessary material, a manual of
routine and special duties of
every phase of paging was sug-
gested. Mr Tart, Mr Weston and
the officers collaborated 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 in-
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booklet, it is hoped that the
employment of a new man on a
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ause no disruption at all.
PERSONALS
Miss Ruth Kaufner "middle-aged" it out of the Guest Tours Department on July 20 with Mr. Henderling, culminating a seven year romance during which time they saw each other but once.

Arye Moll, Al Peterson and Jack Richard of Guides changed the Main Room ticket booth... The Nation's highest head in 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. Lt." Lieutenant's Trophy for the blue and orange 9,000 yard field score in rifle marksmanship with 225 out of a possible 250 shots. Arye came through with a rifle marksmanship rating.

"Commander" Jim Borst rolled back the days of his youth and spent part of his vacation painting his Gloaming Cottage, and Sal Maltz 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 "Coney Grove's" N.Y. 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 broadcasting actors, and Ray Sullivan, Bert Peterson 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 line up the top talent. Jack Brice, the Hollywood director, a stipend double the usual extra's salary for the boys.

Besides the madcap atmosphere by walking about the set built in the style of NBC's BG studio, the boys were always answering questions regarding broadcasting routines. Our dashing Ernie Clark in addition had some close-ups taken after the make-up man had clipped on a very persistent curl which caused such a commotion.

The boys are back again hard at work as a 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 OVERTHROWN
Dr. Johnson

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 August 1935 No. 6
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-Facts- Exploitation-
Fred Wesche A. B. Fort
Make-up Features-
Staff Correspondents
Don Gardner 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:

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

"Mother Nature has ways and means of forwarding all living things before the storm so that preparations may be made to weather the outbreak when it comes, and parallel with this case is obvious. We've had a chance to hard and now is the chance. The interviews will come. Slowly but surely. When we find ourselves seated before some department head, relating our qualifications for the job, we've had something to sell. For every person who can take shorthand, twenty cannot.

"Modern business demands are 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*!

REBORN
It is timely news to hear of the formation of a male glee club which will be a permanent part of Reception's extra-curricular 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 chorus during the last "Brass Buttons Revue" was an excellent indication of its popularity. Let us hope that there will be a forerunner of another bigger and better and more attractive "Brass Buttons Revue" sometime in the near future.

"OLD NAMELESS"
Danre 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 late and stylish, new mouthpiece, all guides and pages are going to be turned loose on the project. It says so in the cards. So Massa Kobak you don't have to a-figurin' or a-plantin'.

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 eyes cocked toward this department. It's a swell sheet and very intimate.
Spotlight now turns to three guides, lately promoted to higher positions.......

Walt Davison acts now as Guest Tours’ day ticket supervisor. “Dave” at present is taking WVU’s advertising course although he already attended Peddie Prep and Pratt Institute. We shall miss his fine bass voice at our next “Brass Buttons Review.”

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 Illionis 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 H. Laing was formerly a guide at NBC and is now with Station WJMA, Washington as announcer. This letter comes to us after Laing’s absence from NBC since July 15, 1947. According to this 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 two, and then discovered very happy months of my life,...

...All I can say is that having reapplied the benefits of those months, I would not part with them for anything that I might have imagined more desirable at the time.

“His letter is an attempt to present one example in the form of a confession of a former page and guide whose heart was harrowed by the belief that he ‘was not getting anywhere’ but who now recognizes the incalculable reward of this field recorded from the high standard of the discipline maintained by the uninitiated men of NBC.

Since I am so eager to hear the latest news of the staff and its work, I should like to have you consider this to be an open 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 H. Laing

LET’S GET ACQUAINTED

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, Menuet. —because during these years of study she had a home in North East, Penn., where she owned and used the 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 part of her career. —because her next step was to Boston, where within three days of her arrival 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 a field representative, a job she held until November, when she became a hostess.

Guide Caldwell Davis has become very interested in Page Carrie 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 desert.

DAVIS “SHORI” WAVE

Guide Caldwell Davis has become very interested in Page Carrie 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. In a summary of the types of winning acts, male singers hold 6 to 1 lead in popularity over women singers - 40 percent of them singing popular songs.

Ted Thompson: Eastern Intercollégiate 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) and holds the “that’s travelin’ pals” on a straightaway course at Worcester, Massachusetts.

Q.K. Paul Rittenhouse was the center of Male 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 .500 which is almost as good as the average compiled by “Pistol Pete” Bonardi so far this year. “Pistol Pete” Bonardi, played football and basketball at Flushing High for two years and played one year for Stuyvesant High before being traded to Flushing High for two ‘bottles top 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 Toughnick Quintet for 3 years. Jerry captained the team that captained the city for 2 years in a row (1930 and 1932) 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.

While “Harpo” Finney’s guide, guided the destinies of Bryant High’s Pitchers for 2 years and just missed “All Queens” when he fractured his ankle playing semi-pro baseball on Sunday. Pete keeps in trim doing the Lindy Hop at the leading dance emporiums.

T. M. “Mother” Flood, NBC’s oldest captain, retained the Power Memorial baseball and basketball aggregations, and had the singular honor of being elected class President in 1935.

Adios

Jack McCarthy

HITS AND BITS
IN SPORTS!

FOUR NBC GUIDES COMPETE FOR POST

On Saturday afternoon, July 27, at 2 PM Mr. Pat Kelly, NBC Head of Announcers, held announcing auditions for four guides, Leon Roberts, Lee Childs, Dave 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 sport’s releases, a description of the studio, and a description of a parade, any parade, from a disk 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 Pictoral, Versatility, Selling Force, and the ability to speak temporarily.

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 Rusell, linguist and announcer. Keep your eyes open for the announcement if you are interested.
Grimson works out problems of proposed general legislation, does briefing and indexing of cases, and assists with FCC affairs. Mr. Leuschner is in charge of general legal matters important to our Hollywood activities.

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

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

**NBC GLEE CLUB**

Continued From Page 1

Mr. Ashby daunted these boys whom Julian, Holman and Foster were the most prominent, decided to work out the idea on their own.

A list of those interested was prepared. With Mr. Tart's aid a studio was secured for rehearsals. Although Mr. Holman had done some chore work before, the organization of this group seemed a formidable job. A month later, the new Glee Club, the Owners of Oklahoma City University, offered his assistance. Profiting by Mr. Haydn's experience, a group called was on August the first to test ranges and possibilities of the voices. Since then things have been progressing smoothly. In a few months they hope to be heard from our own first NBC Glee Club. Until then, the endeavor has its heartiest good wishes. Go to it!

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**GARTLAND**

Continued From Page 2

pitching a line between these two warring groups and its final outcome is portrayed with a deep understanding of the New England character.

The acceptance of this script gives Bill a big hand on his way to a career of continuity writer which he now intends to follow. He readily admits that the attempt was inspired by the lecture series for the page and guide staffs conducted by Burke Bose. These departmental lectures have so early borne fruit should be ample inducement for their continuance. Mr. Ticknor, however, believed in this effort to congratulate Bill Gartland upon his success.

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**MERIT SYSTEM**

Continued From Page 2

captains why they have been classified as such.

The New Reception motto seems to be "Be Prepared." A short time ago, patrons of the Drug Store were thrown into confusion when one of the waiters turned pale and fainted. Two young men, Guides Jim Goode and Frank Koehler, ran forward and instantly took command of the situation. Koehler, as he kneeled, reached into the pocket of his business suit and took out an extra capsule; Close application to the victim's proscibic and the fainting was on his feet before the startled crowd could say "yatsyag." We're writing this article to claim Jim and Frank, as new members of the Gilmore Club Association. Mail brothers'
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 nationwide basis. Commercially, only high-definition television is possible; therefore, it was decided that a field demonstration should be the next step.

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

Then Mr. Aylesworth, in an interview with Mr. McSarry, 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 the program.

Last week, in an interview with Mr. O.B. Hanson, our chief engineer, an editor of the RECESSION 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 docket of Mr. Hanson. Working with him are Robert W. Morris, our development engineer; Mr. Chester Rackey, who is in charge of design and installation of Audio and Video Facilities; and Mr. Raymond Guy, who is supervising the design of the Radio Facilities. Mr. Horn, Director of Research and also a member of Mr. Sarnoff's committee, is handling relationships with the Federal Communications Commission and is also making advanced studies in 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. 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. Therefore we have at last arrived at something definite — experimental television broadcasting from Radio City within a year!"

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 despised because of his Corona-Coronas returned promptly with two 1935 model typewriters. Maybe they were Royals?

If the trousers of Messrs Wilroy 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 Review sufficient advance publicity to insure some recognition for any deserving?

If we could get the checker table enlarged about six inches so that nobody could get into the locker-room?

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

PAGE'S NEW SCRIPT

ACCEPTEO 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, who has written various plays and stories of suspense and has been responsible for the fine writing of his scripts, is an extremely versatile writer and is known for his talent. Thus we have at last arrived at something definite — experimental television broadcasting from Radio City within a year!

EDGAR KOBAK
VICE-PRESIDENT IN CHARGE OF SALES

"COURTEOUS PAGES DEFINE ASSETS TO OUR SALESMEN"

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

SUCCESS REWARDS OUR BASEBALL TEAM

In 1934, the NBC Baseball Team captured second place in the standings of the Motion Picture League. In 1935, the radio squad rose to new heights by winning the pennant and first place in the 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

AN OPEN LETTER FROM MR. CAREY

Mr. Carey

I have the opportunity to express my sincere appreciation to all persons responsible for the excellent operation of guide tours during the Labor Day weekend. A total of 4,000 adults and children passed through the NBC on that Sunday, with completely positive results. Every department, including those related to the work of the NBC, participated in this wonderful event. This not only is a tribute to the public relations department, but also to the employees of the NBC who, in this case, turned out in droves to make the tour a success.

Mr. Carey

National Broadcasting Company, Inc.

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PERSONALS

Joe "2884" Milroy went up to Popolo Lake, N. Y., and met his girl friend. Joe reports lots of fishing; the only time he took a ride in the car with "La Lake" it broke down and they had to stop in the bush for six hours till help arrived.

"Sugar" Cain spent the "Rest Period" at Bailey's Island 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 Cady spent his vacation days... and nights... at Beavertook, New Jersey... He built himself up during the day by playing basketball and tennis, but 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 Rebecca Hall warm for some time, but the price of butternut would still be about the same. Which all means that talk is cheap. Most is the action that it inspires which counts. "Let's have another Brass Butt-on 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 show 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. each night. 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 running an ambulance car, the A.S.P.C.A., wagon or something? After all there is a lot of good robust comedy thus aroused. The few tears accom-

Continued on Page 4

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

In Memoriam

We extend our heartfelt sympathy to Jack Richard upon the death of his father, Joseph G. 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.

chatter

Go Ahead And Sue Me But——Have you heard about Henry Weston, the palmist, selling trinkets nickel-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——Askoun is a commercial artist of no mean ability, who recommends 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 cahisers 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 Buttons Revue——Have you noticed how tight Page Marin's uniform is getting—especially around the waistline——Charlie Havel is "Chief" Kocarski's only rival when it comes to be the busiest man of all, the NBC studio crew ——Malcolm probably knows more people in Radio City than any other person.

Jerry McCarthy has been trying to get in to the Music Hall for the past three weeks but he can't seem to find the time—or maybe the time. When all the officers start eating at their specially constructed table in Rm. 238, the place is the living image of a scene during Salvation Army Chow-Time——The height of worry is when "Sherlock" Deming is soft-shoeing through the halls with a mail complaint about something 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 of 13 weeks——the loss of Fred Resch who is attending Rutgers, and Office Van Christian, who won a scholarship to the University of Illinois, is felt keenly——Mercer is still pining——Charlie Young's on a six weeks leave of absence to recover his health——our sympathy to Doris Campbell's hurt knees——our noble editor, F. C. Lepore, temporarily assigned to Mr. Patterson's office for two weeks, has returned to the fold——Glad to have you back, Frank!... be sure and see that your radio is in tip top shape to hear that swellest of swell shows — the Brass Buttons Revue of 1935.
B F Whitlock, late of Reception, is now back at the University of Wisconsin, which made use of his NBC training. He holds the post of announcer at Station WMA. A motion picture concern will make a movie built around the history of the University and Foster was chosen as the raccourter.

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, mount.

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

OUT OF THE MAIL BOX

This space is set aside to discuss or reprint correspondence of interest to Radio. 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, as I thought. However, I made a very happy mistake.

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

Our host on this occasion was Mr. Walter K. Weber 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 companions and myself in order that we might express our appreciation to him and you...

Again thanking you for this privilege and pleasure, am,

Yours very truly,
(Signed)

(Mrs.) Horie R Finke

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 Lawrenceville's school paper.

— because he was a traveling salesman, (now we're getting somewhere) for a cleaning product manufacturer.

— 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 650 assorted Drug Store Gate-way lunches.

— because he is filling his new job as Mr. Tatt'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*.

LET'S GET ACQUAINTED

Comrades, fellow workers, lend me your eyes while I record for posterity what happened up in the Catholic Protective 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 legions, were fighting the battle. There were some few more superlatives. (representing the NBC did battle with a group of knaves and valiant and the RKO.)

After singing the praises of such gallant yoremen as Sir Vincent Kommer, for his magnificent portrayal of a 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, then we come to the one who brought that RKO did battle with a group of knaves and valiant.

An aura of mystery surrounded the disappearance of Duke Cuba 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 Cuba 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 wearing the insignia 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 sit up a 300 breeze around honorably. Of this position, there are few mistakes that was patching 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 scammed 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 ninth inning with the bases loaded and a hit away the RKO pitcher, Jimmy Crowley crowded to home Frank Crowley who forced the man out at second. From then on the players were held in check by Sullivan, the Mighty Atom, until the game was over.

PAST, PRESENT, AND FUTURE

By Ruth Keeler Guest Tours Dept

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

Then an employee of the AT & T, I remember Mr. Woods and Mr. McNeely 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 Allen would he as smart and as nice as she was pretty! Mr. Carlin, Mr. Peterson, and Mr. Joy were as well known announcers as the great McIntyre; 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 1BS 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 Miss Cate dash out of the glassed-in turret to call a studio, "Mr. Stewart, please play a piece to last a 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 was the first to become a newsmaster.

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. Those days I use that adjective for sea days, were without exception the most successful and as 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, imagine, his early and more carefree days. He can tell of those still yearly, 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 Volletta, George Farrell, William App, George Sax, James, Shirston, Frank Murtha, John Pawlak, Ted Kruse, A Burke Crotty, William Fairbanks, Phillip Eallone — to name but a few on NBC's role of honor.
PROPHETIC OF BIGGER BUSINESS FULFILLED

In the February issue of the RECEPTION STAFF REVIEW Mr. Gordon H. Kobak, head of the Guides, 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. Kobak's prophecy was not more idle talk to step up the business, which, at that time, was at its lowest ebb due to economic situations in the tourist business.

A comparison of this year's figures for different periods with those of last year indicate an increase in business in every single instance. The Guide force had to be enlarged this summer to take care of the increased business which is considered the peak month, 73,921 persons took the tour. This is 15,188 more than the number who rode the NBC guided tours in the peak month of August 1934. On the week-end of Labor Day tour, 10,534 guests were conducted through the building in one day. On the corresponding week-end this year 15,558 persons visited the studios; an increase of approximately 50% over last year's record.

The Guide was by far exceeded his intention, which was to pass the maximum number of people that the guide force could take through in one day. The guides 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%, which is the Guide force'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

This experience, which was derived principally from his connection with the McGraw Hill Publishing Company during which time he was from subscription sales promotion 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 man 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 the Guides, Tours Department came from various and miscellaneous sources, but it was not sufficient; we wanted to know more. Only an interview with the man himself could solve our questions, but how to get to that interview? We have interviewed many executives; they are always busy; we had in mind to interview him in person. On occasion, that could not be done. In short, we were worried and not very hopeful of our chances as we wandered about the NBC campus, or "Rubicon". With our objective within a few years and only two years left, we determined to break or to be broken. Strangely enough, Miss Damaris 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." It is in his capacity 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 not unusual that we scarcely knew how to begin. He seemed glad to see us and was about to "rubber-stamp" us; we frankly termed our visit a genuine compliment to him. He did not talk as though everything he said was just繇 what he could not do he treated us as visitors. No subject seemed insignificant—or too complex. "Inquirers" 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 do, have a decisive influence upon existing and potential clients. Courteous and thoughtful treatment of visitors results; if they like the staff often is of great assistance to our salesmen. In fact, we have many letters on file commending the work of the Recepti-
A Royal Interview

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

"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—SHOWMANSHP. After nineteen years with the vaudeville chain, Mr. Royal accepted the position of director and general manager of WTAM; in 1931, he came to New York as director of NBC programs.

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

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

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

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

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

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

We Are Grateful

On behalf of all who do derive some measure of enjoyment from reading the RECEPTION STAFF REVIEW, the editors wish to thank Messrs. R. C. Patterson, Jr., Edgar Kabak, 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.

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 Vallee... Have you noticed that Uppan Adam Gayeek 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... Grace 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 luging a pack transmitter all over the golf links during the Ryder Cup broadcasts.

Have you seen Joe "Guide" Cook's Italo-Ethiopian war maps? He has everything figured out and is momentarily expecting a call from the "Lion of Judah"... Johnny Wageman is one 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."
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 17th 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 mysterious telephone call. The cheery voice announced that Ruth Keeler desired a more intimate knowledge of my place of "room and board." I had met Miss Keeler only twice and her lively interest in my present lodgings was 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 with 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 astrologer, who hesitatingly declared that it was imperative that I make the change, I began my career with the National Broadcasting Company on May 20th, 1929.

Out of the Mailbox

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

His first promotion was to Second Lieutenant on the Evening Page Staff, and on February 14th, 1935, he became the Evening Page Captain. In this capacity he displayed excellent judgment in the performance of 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
When the apathy of our readers will cease and contributions to our pages will start coming in?

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?

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 Tracey.)

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

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

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

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

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

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

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

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

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

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

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

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

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

This party promises to be the treat of the season.

Announcement of Contest

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

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

The contest must necessarily be limited to hostesses, guides and pages. All material received after deadline—the twelfth of each month—will be considered for the following month. The editors reserve the right to revise material, and to print it or not at their discretion. Send all copies 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,
Decopet 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 Costican,
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, N. 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 Prothoes' 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.

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 Gniddlefritz, 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 eyes of Labor and Armistice Days.) . . . because his training in the engineering school of Swarthmore fits him with the equipment which will carry him far in this radio business. He was only 19 years old when, in 1933 he was graduated with the degree, Bachelor of Science in Electrical Engineering. . . . because he greets all praise with modest blushes. On reading this piece, his countenance will probably generate enough heat to unbalance the whole air conditioning system. . . . because he is the guide who (to use a time-worn, but adequate cliché) is most likely to succeed; we give you Bud Holman. What a man! . . . and also because that success is already well on its way. Bud has just been advanced to a position in the Music Rights division where, we are told, he is proving his ability.
Christmas Greetings

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

Thomas Tart,
Reception Supervisor.

Have You Any Books You Don’t Want?

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

Welcome

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

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

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

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

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

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

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

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

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

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

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

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

George McElrath, Operating Engineer: "Ordinarily the first requirement for work in the Engineering Department would be a BS in EE degree. In order to be eligible to fill all positions in the department (either studio, field, or transmitter) a radio telephontelegraph 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 Valles? 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

E'n Memorium

KATHLEEN WELLS

She is gone from our very midst, 'tis true.
Leaving us, who knew her, feeling blue.
It's hard to believe she is no more.
We miss her from our third studio floor.
She had a very friendly smile for us all
Seems strange not 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 Riyes.

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

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

Now as you doubtless know, leading the life of Riley is had enough by itself, leading the life of four 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 Budembender.

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,
Riley's Gym, 1230 Sixth Ave.,
Mike Reilly, the Onyx Club.
To: Thomas J. Riley, Press Department.
From: Margaret Maloney, Telephone Department.
Subject: NBC Telephone Operators' Riley Brain-Teasers.

In answer to your letter of November 12th, stating the ordeal you go through living the "Life of Riley," 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 cooperation.

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

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

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

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

It is with this in mind that a manual is being prepared for the Reception Staff. This book will contain definitely established policies so that we can assume more efficiently the responsibility that is ours. 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 TAYT.
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 a.m. you leave the mezzanine, with a party and Lieutenant Tormey says, “D is On the Air; did you ever see the Honeymooners in action?”

FAMOUS—
Turns out the audience was that’s suddenly explained by Jimmy Goode, who thinks he knows it all:
“Shush, dear, while the guide is talking.”
He: “Why must you always come around shushing me when I’m trying to impress people?”

WHAT WOULD YOU DO?
With his back to the window, Mr. Fadden relates, he was explaining the mysteries of the air-conditioning control room. While mentioning the duties of the attendant in white, Mac suddenly turned to find the white-clad air-doctor was absent. The day was saved when a soto 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-ever-r oh, we use the Brunswick-Balke-Collendar type a-cue-sticks. They’re kept in a rack in Daly & Dunleavy’s pool room!”

“Welcome folks, this is definitely the end of the tour. We have walked about one mile, and I do hope you’re not too tired.”

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

FAMOUS FINALES:
. . . “No, thank you. It pleased 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 Connant, 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 Buttons Revue,” who is now connected with the Hudson-Delange Band making a national tour. He’s due in New York’s Roseland for a time and after a two-week’s engagement there, he then leaves with the band for Pennsylvania. He’s one page who’s blowing himself to places.

If You Have Read the Review Thoroughly You Will Know

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

HAPPY NEW YEAR