SIX HOUR HOOK-UP FOR NEW YEAR'S EVE

From 10:30 PM on New Year’s Eve, until 4:30 AM the next day, on a coast-to-coast hook-up, set to air a program sponsored by the National Biscuit Company, was broadcast. Unquestionably, the high spot of the program came when Maria Jeritza offered a few appropriate songs as her contribution to the studio party. She sang just before midnight for Eastern and Mid-Western listeners, and later repeated her performances for the Mountain and Pacific Coast audience.

The New Year’s Eve “Let’s Dance” went on the air just 49 hours after the regular Saturday night broadcast and thereby abbreviated very definitely the holiday celebration for engineers, announcers and three orchestras.

The orchestras are under the supervision of Joseph von Buttlar, leader of the area Bailey Days musical aggregation. He, as generalissimo, decides what pieces shall be played by each orchestra. The sweet, enticing rhythms, for instance, are assigned to Kel Murray’s group, which is composed mainly of string instruments; the majority of the faster, “brassy” fox trots are referred to the capable interpretations of Benny Goodman’s music makers; Xavier Cugat, who, on the Saturday evening, comes from the Waldorf-Astoria to SH twice every broadcast, pleases music lovers with his thrilling rhythms of tangos and rumbas.

BURLINGTON DEPT. HEADS PLAN TRAINING COURSES FOR PAGES AND GUIDES

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

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

MANN BITE 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 511 or 542, and place your own 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 RECESSION STAFF REVIEW.

TART’S EFFICIENCY Praised by CAREY

Dear Mr. Tart:

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

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

Sincerely,

JOHN R. CAREY

On Wednesday, December twelfth, a very important step was taken by some fifty pages and guides with literary aspirations. These men accepted the invitation proffered by Mr. Burke Boyce to attend a series of lectures on continuity-writing. The hour between three and four o’clock was selected as the most convenient time for the staff officers. Also present at the meeting were Mr. Carey and the Reception Supervisors, Mr. Tart and Mr.

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

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

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John R. Carey

NEW PHONE SYSTEM AIDS PROMOTION MEN

The TOE Department has installed an intercommunicating system in studios A8 and B4 which will probably supplant the current hand signaling between the production man and his cohorts.

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

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

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

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RECEPTION STAFF REVIEW

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

F. C. Lepore
Editor-in-Chief

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

To know NBC is to know how NBC Functions.

"CONGRATULATIONS ON YOUR NEW PUBLICATION" THOMAS TART

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

A STATEMENT

On the last Wednesday of each month between the hours of four and six P.M., a new edition of this paper will be available for distribution. This plan is tentative and if the paper finds acceptance with its readers, adjustments will be made in the frequency of publication. Any member of the Reception Staff may procure a copy free of charge upon application for same in Room 284 on day of issuance. Announcement will be made by Captains as to when copies are available. The Press Box located on the desk in Room 284 will, we hope, soon be crammed with books, hats, suits, magazines, anecdotes, human interest facts, and any other material you might uncover in the daily performance of duty. This central point of deposit has been established to facilitate news gathering and to encourage suggestions for the improvement of your paper.

The Editor

STAFF POSITIONS OPEN

There are on this paper, as on any other embryonic newspaper, many incipient and visible. 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 certain burden of responsibility. 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!

Wishing 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 weeks 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 things about a couple of hostesses that I've had my eye on.

Frank Parker

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

Valer Finchel

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

Brown Socks

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.

Alvin 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 Harlow, Mr. E. M. Lowel; Walter Koons; Mr. Anthony Stanford; Breen and deRose, Miss Alice Wood, Miss Adele B. Fort; Miss Ruth Thomas, Miss Eloise Davidson, Miss Peggy Lacy; Mr. Anthony Jimenez, Mr. Russ Ahlbum, 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 deam of sports commentates once won $42 from a president of the United States?...What NBC announce who has been reputed authority on his golf, when the temperature when Countess Albini is in close proximity?...Gene Carroll has a cork-centered sphere that grazed the hickory stick wielded by the King of Swat, Babe Ruth, and autographed by every member of the Chicago Cubs and the Cleveland Indians?

What 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 Welsh has turned cook...On a recent visit to his mother-in-law in Cleveland, our James baked a lemon chiffon pie with a lady finger crust which his in-law, Marjorie Barkley McClure, the noted novelist, declared was inspiration enough to write a new novel.

What star and wife are entertaining hopes of having their "Syracuse Show" sponsored by the Goodyear Rubber Company?...Jessica Dragonette keeps her figure amiable 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 dictionary 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 conducting Vivaldi?...FLASH!!! by way of the high seas...A Caraguro Indian has a picture of Muriel Wilson atop his tent pole in Quayquil, Ecuador...Gene Carroll wound up one more 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 hitchhiked salt shaker off the cranium of Nils T Grantland?

Ed Wynn recently lost fifty cents pitching corners in a studio. For shame, Edmund, 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 scene hero in his prime...Scoop ahoy!! Frances Langford once got the decision over a man-eating shark...What sound effects manipulator was recently seen at Fifth Avenue leading a patrolman's horse by the bridle?

What adorable NBC hostess who was formerly on the Lum and Abner program over WTAM is now capitalizing on her faultless diction? Such articulation must be served...Glady's Swarthout has grabbed up a contract to appear with Paramount on the Coast...What keyhole guard's guess that hands a spiel over the air once a week is paid $30,000 per annum?...Frank Parker and Harry Horlick's Gypisies will soon blossom forth in a Warner Brothers short, "Gypsy".

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

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

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

Flash and double flash!!! What Columbia Broadcasting official's wife on a recent visit to the Rainbow Room received a possible fracture of the left ankle?...Mrs Benjamin Harrison, widow of the late president, recently gave the motion picture grinders a break and let Paramount shoot a short while she was reading "The Last Sixty" 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 "Fleur of Smiles" economizes by utilizing the services of his wife as a Secretary?...Did you know that Jolly Coburn was a midshipman at Annapolis?
PHILADELPHIA'S KYW HOST TO MYSTERIOUS N. Y. DANCE TEAM

The new station, KYW in Philadelphia, seems to have quite a novel set-up. There are even very attractive studios. On the fifth floor are two studios, which are used solely by the National Broadcasting Company. The studios themselves are the product of the Columbia Broadcasting System, while the latest addition to the studio facilities—two "neutral" studios—have been generously offered to both broadcasting systems.

The opening on the night of December first appears to have been quite an affair. Everything was in confusion—no one knew how or when he should be there. Great was the confusion that the lone hostess in the foyer was more dead than alive. And there hung a tale. For—as she sat at her desk with the program log before her, trying vainly to catch the faintest whisper of any of the vast number of new arrivals, the constant changing of studio assignments, and the mad dashing of the musicians—the doors opened, and two very debonair and gay-spirited young gentlemen. They paused and glanced at the hostess, then turned to their desk, with envious pause. "We—" they obligingly ex- claimed. "Are a dance team from town, call it, and are here to-night's broadcast. Could you please show us to our studio?"

The hostess, too, was most interested; but she doubted, seeing a glance between the two gentleman, and asked them to tell her what their particular style of work was. The two gentlemen asked her, looking, with raised eyebrows, around the studio. They then made a list of jobs, and then motioned to the platform which existed there for their dancing. One indicated the windows and asked that the curtains be drawn, and the lights lowered. They then bowed gallantly to the dazed hostess, bowed to each other, and made their departure, bidding her to be back in time for their "broadcast".

And as the door closed upon them, just another two or three other spasms of laughter...

As for the "dance team from New York," they were none other than our own S. Young and Charles O'Connor.

CLASSES IN CONTINUITY

(Continued from page 11) The talent alone does not suffice to make a radio player because DIALOGUE IS NOT DRAMA. Every line of the radio play is relevant to the plot, and the author must know the setting, the script moving and develop his characters by their natural actions and reactions under stress, rather than by indirect sketching or general dialogue. Thus each player acquires the necessary dramatic technique. There are two paths—either of which may be followed by the dramatic student: the academic dramatic student may pin his hopes on theoretical book data, or he may tune in and criticize the drama of his daily life. Although Mr. Boyce is a staunch advocate of the latter type of schooling, he listed the following books for his students interested in "Dramatic Technique" as well as "Sentences and Thinking":

Baker's "Dramatic Technique"
Uzella's "Narrative Technique"
Sewell's "How to Write for Radio"

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

And this is what a hostess is supposed to be, according to a number of different department heads of the National Broadcasting Company. Production—A hostess should be as thoroughly efficient, Sound Effects—Sweat and charming, brainy and intelligent. Services—A hostess should create an atmosphere of charm. Studio Service—"The Sale that sent them away buying..."

Music—A hostess should be informal and at ease. Pages—A hostess should be Intelligent but with person-

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

determined. A visitor from Philadelphia—Trustworthy, loyal, helpful, friendly, courteous, kind, gentle, helpful, charming, brave, and

actor. An actor—A hostess should have a yen for facts, and a name for facts. Executive—A hostess should be primarily gracious with a touch of common ordinary sense.

Saxophone should be able to be at her best with circumstances with poise and grace. Dramatic actor—A hostess should be charming and gentle, and yet be the one in the studio who is able to answer any question that may arise in the matter of satisfying the 406 visitor, the weary production man, the artist in search of a studio who knows not where, the temperamental musician, who wants to know why he can't take his bass fiddle up the front elevator.

After this somewhat arduous study, the student is ready to read his new book and find out how is he to begin writing his play? With a written outline? Not necessarily," commented the "Master," who then began to tell how he had formulated (in his mind) the plot and characters. To quote the illustrious de Maupassant, "I have finished my story; now all I have to do is write it."

However, "writing it" is scarcely just a matter of reading to the average page or guide. They were urged to write steadily and under stress. Those who sit in comfortable chairing properly only after digesting a heavy meal, are handicapped at the start. "Don't wait for an inspiration. Practice the craft of writing so that you will be ready when the idea comes. 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 properly. Briefly, knowing one's subject is no more important than knowing how to use it properly.

The writer should criticize his own plays. At the theatre he should "watch the wheels go round." To emulate the coach, it is necessary to follow the guards and tackle as well as the quarterback. Does the play he is watching show good taste? Does the plot contain the proper sequence? Is the suspense, surprise, and victory for defeat? When Mr. Boyce admonished the class to confine its attention to half-hour scripts rather than serials, he was referring to the student who received any plots that might be contributed by the students at the next meeting of the class. He promised to bring in a clipping from Katherine Seymore to the next 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.

There are 13 NBC stars with 13 letters of the alphabet, who, on the first day of the show, threw the first letter away. (Katharine Seymore to the letter k.)
NEW ACQUISITIONS TO N B C GENERAL LIBRARY

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

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

SHORES WHERE WIRELESS COMMUNICATION.  Latham, W. A. and Streatfeild, C. 33 cylinders.  AMERICAN BALLADS AND FOLK SONGS.  Lomax, John A. and Lomax, Alan.  SONGS gathered from all parts of America illustrating many phases of life and manners.

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


RADIO IN THE HOME.  THE STORY OF THE NEW PROPAOLAS.  Riegel, O. W.  Radio, newspaper agencies, cable services, are studied, and danger shown in devices in which they are being used as means of propaganda in government hands in various countries.

THE PERSPECTIVE OF SIEVING.  Sieving, A. G.  Radio drama by one who has been producing it on the B.B.C. for several years.  Extracts from radio plays included.

MORE GREETINGS

THE pages aren't only a grand bunch of fellows but I'll gamble that the radio executives of tomorrow are wearing brass buttons today.  They know what the future holds for them and they have my very best wishes for their new enterprise.

Frank Lythker

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

Barry McIlroy

THE QUESTION BOX

F. M. K.

One Winter Day

One calm Winter Day, I was sitting on the second floor not doing anyone any harm, when I was called to the Main Hall.  Cashier's booth to relieve the Cashier, who said was on the verge of giving up this life for another.  However, I had the pleasure of serving in this capacity, but before I hurried down to the Main Hall.  There I beheld the Cashier looking pale and rather harried, and about 200 people waiting in line for their tickets.  Sat down and with a nervous, but big smile, started to sell tickets for the NBC Tour.

I had to struggle for it.  Before I sold another ticket, I had to tell the waiting public exactly what they would see on the tour, how long it would take, when the tour would start, when it would end, and whether or not they would see a broadcast.  I 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, how 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, I'll write 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 Manhattan and they said that I would get to see a broadcast."

"I'm sorry, but so did they."

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

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

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

"No, I'm sorry."

"Can't I see one at all?"

"Not unless you have a ticket."

"Well, how much are these tour tickets?"

"Forty cents."

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

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

"Well, and the tickets are forty cents?"

"Yes."

"Well..."

And as I carried it out of the Cashier's booth I could be heard mumbling... "Well..."

It is wonderful to have an opportunity to write for your paper.  I've been saving this for a long time.  All these facts (which represent a very popular part of the present tour), the succeeding one, according to tentative plans, will concern itself with a dramatization of the NBC of Radio.

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

CLOVER LEAF EXHIBIT

(Continued from Page 1)

We should be especially proud of this map because it was laid out and painted under the supervision of Mr. Frank Reynolds, consisting of a demonstration of our Statistical Department and explanation of Sound Effects.
The executives realize that Mr. Nelson in the Mail Room maintains a staff of messengers who handle all outside errands? "Special attention" is not as satisfactory as "By Hand" in many instances. We are referring especially to those stenographers who get such pleasure out of sending hairpins back and forth labelled as inter-departmental correspondence?

Certain offices do not unnecessarily tax the efficiency of the Page staff by demanding mail collections every ten minutes instead of being satisfied with the regular half-hour service? The ball-players suspected that within a few months their captain and short-stop would be filling Ted Jewett's shoes as Evening Supervisor of Announcers? The employees of NBC who allow their broadcast tickets to go unused realize the amount of work involved in making it possible to supply them with these ducats?

BUD "THANKS MUCH" CAROLE LOMBARD

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

"BIGGER BUSINESS FOR 1935" STATES GORDON H. MILLS
HEAD OF GUEST-TOURS DEPARTMENT SAYS "VITAL AND INTERESTING FIGURES ARE BASIS OF BELIEF"

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

Although business has lagged since last August, this is not surprising to those familiar with the rise and fall of all sight-seeing ventures. August is always the peak month; it is considered a unit of ten in the peak scale (January is a unit of one). Thus, if only 6000 people took our tour in January, the business would not be lagging because there were 60,000 visitors in the peak month. Since there were approximately 20,000 guests last month, tour-popularity is on the increase rather than the decrease as some think.

NBC BASEBALL TEAM MEETS SING SING

Toward the end of March, first call for "Bat-swingers" will be made. Manager Ray Sullivan of last year's Motion Picture League Champions anticipates indoor practice to begin about March 20th and transfer to the "Great Outdoors" set for April 23rd. With all of 1934's regulars still available, the nucleus of last year's team will be ready to meet all comers. However, this should not be interpreted to mean that newcomers will have to be satisfied with second string positions.

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

RICHARD C. PATTERSON JR.

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

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

Mr. Patterson learned administration in the fields of business, civic and military activity. For five years he was the Commissioner of Correction for New York City. He wore a Captain's bars overseas, became a Major, and served thirteen months with the American Expeditionary Forces. In 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.

continued on page 3


RECEPTION STAFF REVIEW

F. C. Lepore -Editor-

Associate Editors
Frederic M. Kirkland...
Adelle B. Fort...
Russell E. Ablum...
Dwight B. Herrick...

Contributors
Ary R. Moll
Anthony Faillace
Walter Clark

• NO MORE LECTURES?

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

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

RECEPTION INAUGURATED

I asked a play of its extensive station, a lot made a guest, the also and musty extent.

EDITORIAL

Widespread that Burlington is worthy I writing, my dear...

BURLINGTON WRITERS

Burke Burke after that is Burlington^'s. They built one motion, the twenty. They swing a beam and the side wall fell. I asked the foreman, "Are these men skilled? And the kind you would hire were you to build?"

Embodying into the early days of radio, we find that it was Dr. Frank Conrad, the father of the Frank Conrad of Sales, who was the first to introduce the radio broadcast. He developed a program featuring music that was transmitted to listeners from KDKA, operating for the Westinghouse Co. This was from Pittsburg, of course. Soon after, a small station, WJZ began operating in Newark, New Jersey. This station also had studios on 42nd Street in the city, near Broadway. WEAF, at that time, was the broadcasting outlet for the American Telephone and Telegraph Co., and had its studios in the AT&T Building at 195 Broadway in New York City. All these stations began broadcasting around 1920. The first big broadcast was the announcement of the election results in 1921, when Harding was elected as president.

• IN THE LIBRARY

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

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

FRANCES SPRAGUE Librarian

A WORD TO THE WISE

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

PARDON MY ACCENT; by Cullinan.

Experiences of a radio News announcer.


THE BUTCHER, THE BAKER, THE CANDLE-STICK MAKER.

NBC study of data developed by Psychological Corp. in its survey of advertisement medium preferred by druggists, the grocers, and gas dealers.

RADIO AMATEUR'S HANDBOOK 12th Edition. 1934

OUR VERSION OF "YOUR THE TOP"

By W. R. Williams and P. F. Brown

You're the top

You're a page's greeting

You're the top

You're a Merring meeting

You're a boring bore

Waiting for the tour to start

You're an 8H "break"

You're a Guest Tours Lake

You're a Thomas Tart

You're a trip

Through the new exhibit

You're a pip

You're a song by Tibbett

"I'm something crass,

A lot of brass, but stop

If, Baby, I'm the bottom,

You're the top."
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 constructive work as the director of the Special Events Broadcast Department, in which office he designed the mobile transmitter unit and obtained executive approval and appropriation for it.

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

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

"Yes, it has," this highly highly-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 unpretentious words to describe broadcast experience covering more than this entire country and taking him in the air, in a tunnel under the East river, aboard the different units of the Navy including Zeppelins, and submarines, at the Olympic games, in boat, yatch, 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 at Sand Cave, Kentucky. Mr. Miller was one of the few men with sufficient courage and ability to reach Collins after working his way down with elbows and toes, 80 feet under-ground in a black, 160 foot passage, so narrow at times that it was necessary for him to expel his breath and relax his muscles to squeeze through an inch at a time. Since Mr. Miller's reserve and modesty prevented him from talking about his own exploits, your correspondent turned to the article which Mr. Miller wrote for United Press on that case and which won him the Pulitzer Prize for journalism in 1925 and also national recognition.

This, however, has not erased his kindliness and we left him with sincere appreciation for his cooperation and wishing him the best of success in his present undertaking.
I'm not fooling when I tell you that...Bill Mead's middle initial is A for Aloysious..."Kid" Hayes is the most consistent gruber of cigarettes in the locker room, and Bill Collander is the most consistent river.......Paul Ritter-house 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..."Horsay!"(that's his name) Heerdls 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!"

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 de Nemours Company. He is a trustee of the Central Savings Bank of New York and a member of the advisory board of the Chemical Bank and Trust Company. He served for a while as Secretary of New York's Fire Department, and as Commissioner of the New York Parole Board.

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

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

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 Banny used to run around with his sister-in-law before middle—aisling with Mary...That song duo which used to yodel on the razor blade show has returned to the sponsorship of "The Spang Baking Company", Cleveland—Lennie Stokes has taken unto himself a charming bride—Grace Hayes and Newell Chase likewise will take each other for better or worse next month.

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

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

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

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

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

"Have you no regrets about leaving your former position?" We asked. "This new assignment keeps me too busy and interested for that," he enthused, "but I did experience some exciting times during the last few years."

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

AN INVITATION

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

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

Gordon H. Mills

Guest Tours Supervisor

GUEST TOUR OUTLOOK

continued

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

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

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

QUESTION BOX

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

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

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

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

LOMBARD TAKES TOUR

continued

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

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

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

She found time to autograph Mr. Faillace's NBC employee's pass with the following inscription. "To Bud—Thanks so much for your kindness."

Carole Lombard.

NBC BASEBALL TEAM

continued

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

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

Considerable time is not wasted when the office personnel go over 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 the rewards entrance to a program?

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

The Southerners got their "stewed studio" ideas from Nauel Adams or Nellie Revel?

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

Anyone regrets the passing of NBC's least advertised program, the non-waterproof raincoat merchant?

continued on page 3

LAUDS STAFF FOR EFFICIENT WORK

Mr. David Rosenblum

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 his trail — much to our delight — cause we found him to be a most genial host who responded graciously to our barrage of questions.

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

continued on page 4

PAGES TO ORGANIZE LIFE - SAVING CLASS

Mr. Carey has asked all those who had life saving experience to enlist as instructors in a course soon to be in progress for the benefit of all employees. If enough men are interested, free instruction in both life saving and first aid may be received by those who so desire. Permission is given to use the course for a limited time. A copy of the type contemplated is MSERS Calendar.

SURVEY REVEALS INTERESTING FACTS

A survey of the Reception personnel has been completed by Mr. Walker. He found that 31 colleges and universities, 36 attended by the 36 men who attended these 25 states and three foreign countries in France, Switzerland, and Belgium. 13 different tongues are spoken by the staff.

The men represent 36 states and 26 foreign countries that have never been traveled. The average age is 30 years. 1 month, height 5 feet, 10 inches weight 164 lbs.

continued on page 4

Radio Salesman's Problems Discussed By Division Head In Initial Lecture

For many months it has been the fervent hope of every guide and page at NBC that someone, somehow, would find a possible means of which he could be acquainted with the inner workings of the various departments. But how close is a page to know what department to strive for or in what field he is most qualified. For the especial benefit of those who believe that announcing was to be their vocation, Mr. Pat Kelly persuaded Commander Carlos Cusachs to inculcate a course in foreign phonetics. Commander Cusachs is not only a Navy man and one-time member of the Harvard faculty, but he is one of the most linguists in this country. In other words, he knows his stuff and he knows how to put it across. The students in his course are taught to pronounce Spanish, French, and German, like...continued on page 4

COMM. C. CUSACHS INSTRUCTS GUIDES

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

The lecture concerned itself chiefly with the problems encountered by a radio salesman. What to tell, and how to tell it, radio requires thought and planning," began Mr. Shaw. "The salesman must ask himself, 'What would the ordinary company do?'

"Prospects may be divided into three classes: to sell advertisers, and coast-to-coast, or network advertisers, local advertisers, and local drug and grocer chains, are those whose limited distribution makes national advertising both unwise and unnecessary. The spot advertiser is the type of manufacturer's salesmen who are confined to certain sections of the country, vil-...continued on page 4

continued on page 4
RECEPTION STAFF REVIEW

RECEPTION

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With so many changes being made since we last went to press, we were unable to drop by and see those who deserved them. Hence, we permit us now to congratulate Wendell S. Gibbons, former Guide Lieutenant, now American Representative of the French Broadcasting Company, and George E. Merring, ex-Night Page Captain now assistant manager of Trans-Lux in Brooklyn, N.Y. Wendell H. Williams, lately of Reception, now Reader for our new Continuity Acceptance Dept. John T. Moore, ex-Reception, at present holding a position in Mr. Van Houten's office. Hubert MacIverly, not long since a talented guide, at present announcer at WFIL, Philadelphia, Richard Birthwistle, formerly Reception at the date of issue to be found now singing and dancing around in the Music Library. Robert Elliot, lately resigned as Day Page Captain, now as assistant in the Evening General Manager's office.

LEISTER ROOM CHATTER

I'm not fooling when I tell you that...George Murray resigned as office man because he was getting too old to be in that place.....Ming Toy Meehan wishes the Pickens Sisters would broadcast more often...S. George has a mysterious interest in those dancers on the "Lots Dance" program....We give a merited compliment to Calvin Cain for his excellent work on the 8th floor. Blondie Weir is anxious to know if the boys would like to start a bowling tournament......George Campbell, is the President of the "Jane Froman Club"....Rittenhouse has traded in his fur-lined undies for a set of air-conditioned ones......John Pfitz has finally become a sub on some basketball team from the Bronx........Keanan is a kick this year or know the reason why. We already know the reason why......Adam Grady has not only a love for Don McKee, but also finds that he 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. "JoJo" Marrin is starting to put on weight which makes that belt in love agrees with some fellows......Whenever Chas. Havel needs some good oil in his motor he will ask one of the fellows out. Pete Bonardi will vouch for the methods used.......Pages Bigelow and Young are heartbroken since the Onyx Club burned down......Bill Bell eats a dozen eggs every day......Jerry Walker is a frequent visitor to the First Aid room. (Something for his headache, no doubt). Zeth Halley's uniform is getting extremely tight around the waist......Pete Bonardi of the baseball team will take on any game but the one with Sing Sing......Beau Weston is the envy of all the boys since he bought that new stiff-front shirt......And that's that...detail ten shun fall out.

WE DOFF OUR HATS

We have many changes being made since we last went to press, we were unable to drop by and see those who deserved them. Hence, permit us now to congratulate Wendell S. Gibbons, former Guide Lieutenant, now American Representative of the French Broadcasting Company, and George E. Merring, ex-Night Page Captain now assistant manager of Trans-Lux in Brooklyn, N.Y. Wendell H. Williams, lately of Reception, now Reader for our new Continuity Acceptance Dept. John T. Moore, ex-Reception, at present holding a position in Mr. Van Houten's office. Hubert MacIverly, not long since a talented guide, at present announcer at WFIL, Philadelphia, Richard Birthwistle, formerly Reception at the date of issue to be found now singing and dancing around in the Music Library. Robert Elliot, lately resigned as Day Page Captain, now as assistant in the Evening General Manager's office.

IN THE LIBRARY


Education on the Air 1934: Addresses given before the Institute for Education by Radio.

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

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


TELETYPED

Old "DeiKusassam", 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 cups in the wee a.m.'s hours, mind you. Before Schweitzer and Helen Johnson will soon vie for the plaudits in a flieroker......"Red" Corcoran has a flat box which was lost by guard of Sherman's march to the sea.....Did you know that Morris was once a jockey for the late Otto Kahn and Mrs. Harry W. Payne Whitney.

"Flash and Double Flash"—Why were there three taxi cabs chancing Ford Bond down Fifth Avenue, after he hadunched with Charles Francis Coo......"Big Jack" Parker should refrain from teasing "Dona" on the "Lots Dance" program. He can't bearing half choruses....."La Belle Rumor has it on good info", that Clem McCarthy, Dean of Horse Race Announcers, will soon "tell 'em" on a tobacco program......Jack Benny corresponds with an inmate of a Pennsylvania prison—"Flash and Double Flash"—lonesome?.....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 ribbing he received from Ben Bernie and Fellow—jokester, Walter Winchell.....Why is Frank Parker going to California....."Flash and Double Flash"—rumor claims that Beatrice Lillie has received an offer from Earl Carroll to play in his forthcoming "Vanities". That trio of feminine pulchritude, the Pickens Sisters, will soon be heard of again, searching for the outfitter who "borrowed" their handbags...Why is a certain young showman and crooner visiting the Rainbow Room nightly between 12 m. and 1:15 a.m.

Lovell Thomas, ace news commentator is now "Hot Coal", an adopted brave of the Mohawk Indians.....He was the mysterious femme that called Winchell from Hollywood and as she shows up she's a showman—popular Walter.....Jay Fallon's hair turned curly after a prolonged illness.....What was Don Lowe doing at "The Club" with a beautiful queer.....Flash and Double Flash.....The men who pay for Ed Wynn's antics on the Texaco show recently checked up on his popularity. They used the Crooky test—15,000 phone calls each week for two weeks. Result—over 90% of those reached were listening to Wynn's insane chatterings.

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 Y B C officers?.....Can't realize holding each others hands between programs.....Mr and Mrs Ben Baker have a rendezvous in a near-by Atheticsellar every a.m., after Ben finishes tootin' his talking trumpet....."Wiltfield Glenn, (he of the famous Revelers foursome) once hunted wild game from the deck of a salmon smok on the west coast.....Exquisite Jane Froman will be binding for Cal- next week for a prolonged rest or a flieroker.

George Hicks, ex-shake special events announcer, once had a psychological mood on. He left the University of Washington at 1 p.m., signed aboard a ship at 3 p.m., and sailed for Panama at 5 p.m., temporcular George.....We have in our midst an announcer who is aspiring to be a formidable pug—he works out at Jack O'Brien's abstaining from his sun-kissed physicality it must be quite a camp. Flash-Flash-Harry Monnaughton and Jean Rayville will middle-alate it next month......Will Williams should be the envy of each other for better or worse.....Believe it or not, but Al and Ritchel, contra, once swallowed a fly while singing an anemic aria—the show was reekless. What is in the envelope presented to each of Major Bowes' amateurs?.....and so to press.
A SHORT HISTORY OF NBC

At the conclusion of the War of 1917-18, the broadcast of news and other content was not only a novelty but also a necessity. In the post-war years, broadcasting became more accessible to the public, leading to the establishment of NBC (National Broadcasting Company) in 1926.

**Trip to Sing Sing Set**

In 1928, a trip to Sing Sing prison was arranged as a promotional event for NBC. The idea was to showcase the new medium of radio to a captive audience. The event was successful, and it led to the development of long-running radio dramas.

**Reception**

The concept of reception was crucial in the early days of radio. It involved the reception of signals from broadcasting stations and their distribution to listeners. The quality of reception was limited by technical constraints, but it paved the way for the development of the radio industry.

**Classes in Announcing**

The role of an announcer in the early days of radio was multifaceted. They were responsible for reading news, delivering weather forecasts, and hosting shows. The skills required for this role included public speaking, acting, and improvisation.

**Shaw’s Talk on Sales**

Clyde Shaw, a pioneer in radio sales, emphasized the importance of understanding the customer and tailoring the message to fit their needs. His philosophy was that success in radio sales was not just about selling airtime, but also about building long-term relationships with clients.

**Rosenblum Lauds Staff**

The role of the receptionist staff was crucial in the early days of radio. They were responsible for managing the workflow, coordinating with other departments, and handling customer inquiries. The receptionist staff was often the first point of contact for listeners, and their efficiency and friendliness were key in building a positive image for the company.

**Miscellaneous**

The history of radio broadcasting is a mix of technological innovation, business acumen, and human ingenuity. The challenges faced by early broadcasters were significant, but their perseverance and foresight laid the foundation for the industry we know today.
RECEPTION STAFF REVIEW

SURVEY OF GUIDES AND PAGES REVEALS MANY UNIQUE HOBBIES

At Miss Slater's suggestion, we diligently delved into the world of horse-racing and pages to ascertain what they did in their spare-time. The idea was good but the results, if envious, were not quite what one would expect. Consequently, we beg the reader to remember that this is all in the spirit of "a little vifre" and "le dieu est mort," which, when translated to the locker-room vernacular, means "Don't take it seriously!"

Main Hall Miller sadly tells us that he is temporarily unable to indulge in his favorite sideline, flying, because he has no sense. However, Page Campbell, (technically, 2nd Floor Louey), encumbered by no such obstacles, continues to do his bit toward helping the new stamp onto its feet by purchasing a few of its more tempting offerings 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

MARK WOODS
ASSISTANT EXECUTIVE VICE PRESIDENT

MARK WOODS SEES PAGES AS DEPARTMENT HEADS OF THE FUTURE

"You fellows are doing a fine job. The RECEPTION STAFF REVIEW is receiving widespread attention, not only among the staff 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 not 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 manner in which the Reception Staff handles the public. We have letters from artisans, white-collar employees, and even the Brass Buttons of NBC, who note the honor and distinction all of us are proud of.

continued on page 4
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  No. 4  June, 1935

F. C. Lepore
-Editor-

Associate Editors
F. M. Kirkland  A. B. Fort
-Writes-
-Features-

R. E. Ahlbum  Ary R. Moll
-Makeup-
-Exploitation-

Staff Correspondents
Walter Clark  Wm. C. Gartland

TEAM LEADS LEAGUE
continued

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

Generally speaking, that repeat championship looms awfully large in the foreground. Will the NBC boys on his last year's success? Let's hope they bring home the championship for the second consecutive year.

CONTINUITY ACCEPTANCE DUTIES KEEPING WILLIAMS AND MURRAY BUSY

Due to the fact that two former members of our 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 checkerboard wizards would be welcome; so let's see your smoke, checker champs! Leave your name with the office staff 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 to: Care of Reception Staff Review, Room 284, or phone extension 542-531 and deposit information with office man. Leave the name "cause we like to give credit where credit is due."

AYERS - SLATER... GOOD LUCK

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

TEAM LEADS LEAGUE continued

I'm not fooling when I tell you that...Pegs Koenler and McBride are simply gaga over two females they met in the sunken gardens...Re: Mac Carthy is once again going around with a happy smile on his face now that the baseball season is here...Bill Garden is already sporting his white canvas shoes...Henry Weston has all the boys in the league of his hand since he started telling fortunes...Bill Calender is starting to put on some weight, thanks to an excellent cook...Charlie Hawel intends going to Ohio on his vacation to see a long lost love...Page Hayes actually lost his pants the other day...Ming Toy Meehan wants everyone to know that he now owns a late...Adam Gayeck, so a certain hostess says, is getting better looking every day...Guide Wood always looks as though he just got up from a long sleep...Wild Bill Cody finally bought a new hat...Reid Jorgenson can speak Japanese...Maaker owes cigarettes to everyone in the locker room except Foster...And Foster smokes a pipe...Keegan rehearse his tap dance daily for the next P & G review...Tiny Cockburn is an amateur boxer...No one has ever seen Devine when he wasn't in a hurry...Most of the fellows get their exercise by tossing lemon around the room...Deming is now Bob Conklin's right hand man...Buddy Faillace is seen in the Gateway every day with a different girl...Vinnie Kommer can never seem to get a coat to match his pants...George Campbell won't let anyone know where he spent his vacation...Jack Brennan hopes to be a radio star some day...Pete Finnerty finds it hard to see his girl friends now that he only has one day off each week...George Murray has managed to reduce in those places where he needed it most...Pete Bonardi wants to do all the work anu that makes Eric Ecker mad...

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

NOW BACK IN THE OLD DAYS

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

The law of a man who never made a crystal set himself.
RECEPTION STAFF REVIEW

"Imagine a female radio artist..."

She has Beatrice Lillie's sense of humor; the personal beauty of Olga Albañi; the figure of Gogo De Lys; the soulful eyes of Zaide Layman; the purity of voice that is Virginia Rea's..." - Martin J. Porter, N.Y. Journal.

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

A REVIEW OF THE LEADING ARTICLES IN THE RADIO AND TELEVISION FIELD, TOGETHER WITH A LIST OF NEW BOOKS AND PAMPHLETS, IS BEEN 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 FOLLOW THE MATERIAL BEING 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 SECTION: 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


LET'S GET ACQUAINTED

- Because the Kemper Military School at Boonville, Missouri, lists his name as honor graduate No. 1, holder of hundred yard record for the crawl, as captain of the Varsity Swimming Team, member of the rifle, boxing and track teams, and commander of the drill platoon.
- Because the United States Military Academy at West Point records his outstanding achievement as Captain Plebe Swimming Team, 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 1923 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, 1955 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.

SHOULD HE HAVE FOSTERED?

After taking the FERRI to the island of MALTA, the YOUNG man met the MOLL while strolling through the GARDEN. With a TART "GOODE morning," he startled the sweet thing. However, after much persuasion he took her to his NEW HOUSE WEIR they looked out at the family ABLUUM. Suddenly the sweet YOUNG thing decided the BOND between them was growing too disorderly. His DALY routine and being perfectly FRANK with herself as a GOODE CHRISTIAN, she wanted to get away from him. He was raising CAIN with her conscience. It was a terrible PRICE to pay for such a GROSS mis-understanding.

- Albert Walker.

From this angle - by Allen Kent

With its 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 interesting personalities, whose respective eggs 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 of NBC's fine orchestras, and 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 son of an Irishman, his first venture into the field of commercialized art, which business step was cut short after several days by father and a grim hairbristle. Leaving the "injuns" to scalp each other in silence, Frank Black started out to be a chemist, but suddenly whispered sweet nothings in his ear so he dropped the test tubes, picked up a near by batten and waved it too. He is now THE TOP.

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

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

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

We understand that Mr. Black cannot sleep after six o'clock, so he arrives at the office around 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 "lads." And we did not forget to ask his secret to success, nor did we ask his opinion on Radio. If you get the chance sometime, just watch the half smile that occasionally lights his features. You'll get the answer.......

SHOULD HE HAVE FOSTERED?

After taking the FERRI to the island of MALTA, the YOUNG man met the MOLL while strolling through the GARDEN. With a TART "GOODE morning," he startled the sweet thing. However, after much persuasion he took her to his NEW HOUSE WEIR they looked out at the family ABLUUM. Suddenly the sweet YOUNG thing decided the BOND between them was growing too disorderly. His DALY routine and being perfectly FRANK with herself as a GOODE CHRISTIAN, she wanted to get away from him. He was raising CAIN with her conscience. It was a terrible PRICE to pay for such a GROSS mis-understanding.

- Albert Walker.

LOST ILLUSION

We would call this article "Lost Illusions", for that is what happened to Bill Collins, our Main Hall man, the other day. Due mainly to the soft caresses of these languid spring breezes Bill's soul awakened anew to the realization of the coming of "printemps". Upon seeing a vision (1935 model), very trim and blonde, approaching his doorstep, his heart started to perform gyrations. What pretended to be a lovely afternoon was soon shattered, however, when the vision astounded him by saying, "How much are the tickets to the forty-cent tour?"

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

WHY OUR TEAM TOPS THE LEAGUE

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

Note......
Sat. Games will be played at James Madison High in Brooklyn until the 1st of July.
Tues. and Thurs. games will start at 6:15 p.m. and will be played at George Washington High - 191st Str. and Audubon Ave., Manhattan.
HANCHOCK LECTURES continued

times, it came about that 150 children, the oldest of whom having scarcely attained his fifteenth birthday, were well rewarded for having come to the way from Meriden, Connecticut. They were entertained by Messrs. Bond, Young, Grauer and Kent (the three last-mentioned). The week was constructed by that well liked pedagogue, Guide Hanchock (whose good-will is usually perfect), with their felicitous surroundings. The six of Mr. Carey's page boys all the way to Pittsburgh just to make sure that everything went well, at the opening of the new studios, K.W.Y., in that city.

Very little coercion should be required to convince even the most skeptical person of the significance of these remarks about 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 about that. He works for and with Mr. Patterson. He is the co-ordinating officer, acting as a sort of liaison man between the practical and the theoretical, working departmental 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 recent being that of Treasurer. Although in years he is the youngest executive, in point of service he is easily the most experienced. He has the ability and experience make him an ideal person to assist Mr. Patterson in carrying the heavy responsibilities that Mr. Patterson has left with him.

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

"SPEED THY NAME IS HAWEL"

A bevy of beautiful girls cheering, Andy Ferri staring intently bellowing we're going to sing a song of the title and a field of flowers, and we know that Charlie (Dixie) Hawel is trying to better the NBC record of 52 engagements for the year, which he established some months ago. This astonishing young man does not attribute his success to any secret; he grew up in a flower garden (or corn plasters) but modestly says—

I'm a great admirer of Frank Hawks and Sir Malcolm Campbell.
We wonder it — N.B.C. office boys don’t have guilty consciences about the way they get pages to do all their work.

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

"Ink Spots" and some of the more popular sustaining programs couldn’t originate on the third floor instead of on the ten-story studio. Thereby giving the guide parties the benefit of the doubt.

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

There are many announcers or bearers of well-known, N.B.C. names who have not yet immortalized on a certain famous door.

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

DISTINGUISHED GUESTS OPEN NEW EXHIBIT

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

Although the exhibit is large enough to satisfy the average spectator, there are some exhibits which do not at first appear on the surface. Therefore, in our effort to delve a little into its true significance, we sought out Mr. Morton, who very kindly furnished us with behind-the-scenes.

PRES.MERLIN H. AYLESWORTH
"STILL WATER RUNS DEEP"

have heard that he refused, while 28 years of age, the Republican nomination for Governor of Colorado.

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

We have concerned ourselves with a man whose life has been centered on public relations and whose work is done in private behind the scenes. When there is worry or dissension or danger, we who 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 was still going strong. He promised technicolor and "Becky Sharp" is here; he spoke of a new "Bring Em Back Alive," picture and Frank Buck is now in Singapore. He complimented the deserving and revived the discouraged.

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

MORTON H. AYLESWORTH
PRESIDENT

SOME people, in his position, make speeches and promises while others reveal themselves via weekly or monthly statements. Mr. 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 of Mr. Aylesworth, before taking over N.B.C., had reorganized the National Electric Light Association so that it became the largest body of its kind in the world; we all remember that he was a minister’s son (and thus learned to get on with people); we have not forgotten that he is a law school graduate (therefore a hard man to fool). A few of us

A MAN WITHOUT A HOBBY IS A KIN 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 N.B.C. personalities. It is our feeling that the man without a hobby is a more pitiable object than a shark without molars, so-o-o-o-o read this with care, and profit thereby.

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

PUBLIC’S GOOD WILL VITAL AND 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, the important position each N.B.C. page and Hostess occupies in N.B.C.’s public relations policy is of such importance 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 C. Harbord, Chairman of the Board, has inscribed a thought which in itself is a significant guide. "Let us not forget," he writes, "that no one who will visit us anyone who will call upon our telephone, anyone who will seek our aid, offers to us the privilege of creating good will for our company. Let us not throw away that privilege; let us not rebuff the man or woman who gives us that opportunity."

A MIDSEASON’S NIGHT DREAM - N.B.C. VERSION

The checker tournament has us thinking. What is going to happen when such stalwarts as Goodie, Komner, Davis, Cuttingham, Malta, Conant, Bond, Rittenhouse, Cain, Amory, Hawel, Jorgensen, Heerdt get together? Will "Left Hands" Moscinski or "Johnstown" Flood clean up? "Tammam Hall" Finnerty? When "King" Mac Fadden and "Crown" whomever starts battling it out that when "Smart Money" Kirkland gets going. Wescue may be in the "Red." "Four Move" McCarthy may put "Rules Jillam" on the spot, you know. Either "Six Jump" Ahlbaum or "Triple Jump" Fitzpatrick will make his last jump soon. Macomer, "Checker" Boren, and "Checkboard" Dally should have a lot to talk about. Lots of luck, fellows. May you all live up to your "noms de guerre".
RECEPTION STAFF REVIEW

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

Vol. I
July 1935
No. 5

F. C. Lesper - Editor

F. M. Kirkland - Aux. - Exploitation

R. E. Ahlbum - Make-up

Contributors

D. C. Davis
John Hancock
Allwyn Foster

HAPPY BIRTHDAY!

Mr. President

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

REVIVAL 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 of the present one is due in nothing being done in this direction. We hereby submit our first proposal to continue these columns. Are you with us?

INDUCEMENT TO TIDINESS

The Locker Room, where pages and guides spend many a spare moment, should be as comfortable as possible. This is the philosophy behind the project under way to replace the less attractive furniture with new and more useful pieces. Thus, in the near future there will be several long tables and accompanying benches to allow the staff to eat its lunch under 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 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. Fench and Miss M. Moline, Transcribing Division, and Miss E. E. Slater, Service Dept. Publication of the RECEPTION STAFF REVIEW has been made possible through the enthusiastic co-operation of the aforementioned.

IT IS MR. AND MRS. BILL COLLINS NOW

We extend sincere good wishes to our latest newly weds, Mr. and Mrs. William Collins, who were married on Monday, July 8th in Montreal.

RECEPTION STAFF REVIEW

VERNON C. JUDGE DIES SUDDENLY

Vernon C. Judge, late assistant to Mr. Mills, Guest Tours Department, died suddenly on the afternoon of Thursday, July 4th, while swimming in Chesapeake Bay. The cause of death wascribed as heart attack. Mr. Judge was a valued member of the staff, and it is regretted that his untimely death will cause a vacancy in the department.

DID YOU KNOW THAT—

Alice Wood used to trip the dramatic boards with the Marx Brothers and as you may have questioned, Miss Alice’s connection must have been a pretty good one! Sydney Evans appeared in the Follies at one time, and many of her designs that she modelled...in the Follies at one time were highly considered. Ruth Thomas was a model not so long ago, and is still the apple of our eye! And the new hostess, Miss Osborne, has modelled for two years and gave it all up just to grace our forlorn halls. Louise Dawson rates a long list of accomplishments, for she was an NBC Hostess in Cleveland, Ohio, a dancer, and was (and still is) the exquisite actress of no mean talent. Adele Fort was another former NBC Hostess, at WAPI, in Birmingham, Alabama, who sang over that same station on several commercial spots a week.

Florence Tyler was a model too! We’ll have to look into this modelling business, and once displayed the too, too gorgeous clothes of Bergdorf—Goodman. Martha Trueblood was a professional artist before coming to NBC and if you aren’t good, she will show you a wicked caricature of you! And that is all for today...isn’t it enough???

FAMOUS REMARKS

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

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

"May I see Mr. Delmonte..."

"Second floor lieutenant, Campbell..."

Major Bowes auditions are in studio 2E...through the doors on the left...not beyond the first 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..."

"Scruple up!"

"Is this NBC?

"This car down, please!..."

NO! I’M SORRY—BUT DEAC

AYLESWORTH IS NOT IN

IS THERE SOMETHING I CAN DO FOR YOU?

Editorial

As Bud Faille says; are you listening? We’re wondering what’s causing Jack Brennan’s sudden interest in writing those lovely poems—"Little rock-wool in the wall" etc.—Weir and the best review for calling them dreams a walking. St. George maintains Weir is not a dream but a nightmare. Tsk, tsk—Does Alice Wood practice her quips on her favorite mount?—The boys haven’t followed Arnold’s better fortunes Rennies’ in his choice of summer headgear—maybe they’ve seen what he looks like in a straw—Pete Bonardi’s batting average has dwindled to a mere .500—Is Mr. Tard’s look of preoccupation due to reception troubles or an "affaire du coeur"—Yes, Davison, it is a beautiful day out!—What is AL Simmons doing with that nudit magazine?—Mrs. Bill Callander wants to know who the excellent cook is who’s fattening Bill up.—Mr. Carey’s fishing trip was not in vain. He came back with a smaw tan.—The force lost a good program man when Eric, the Red, went to Auditing. Good Luck, kid—Guide John Cook stepped in as a singer—entertainer at the Newark Essex House one evening and got a big hand—Whalen the Cynic wants to know where the band landed—John New hooch—Sebastian’s—We hear the Majestic still has failed to show up for that date. A stand-up John?—Our own K-7 has told us Mrs. Weir is penned here.Horse-hair Heird is not as yet appeared in CHATTER. Horse-hair must keep his dignity—Van Bergen, now promoted to press, and Otto Brandt’s idea of sport is looking for a spaghetti place at 1:30 in the morning—Puckit almost got into trouble for not speaking clearly over the phone one other day—if you want a laugh, ask Ed Denning to tell you the story of Ernie Clark’s adventure with the Gypsy—Al Peterson is worrying cause lately he has nothing to do about, which makes everything all right.—When Zack Halpin was appointed Reserve Seat Lieutenant, he decided to get in trim so he went out to get his appendix extracted. Welcome back Zack! Stick out your chin again, will ya, hey?
RECEPTION STAFF REVIEW

LET'S GET ACQUAINTED

BRIAN LAID'S Big HOBBY

E.P.H. JAMES, SALES PROMOTION HEAD

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

The series of interesting and very instructive lectures on the workings of the Advertising and Sales Promotion department have now come to a close, and the regular and large attendance at these lectures manifested the interest of the guides and pages in that department.

For the benefit and interest of those who wish to know more about the Advertising and Sales Promotion department, we have interviewed its head, E.P.H. James, for a general and personal view of the personnel under his jurisdiction.

The Advertising and Sales Promotion department is in effect an advertising agency within the NBC organization which serves not only NBC but the clients and the advertising agencies doing business with the company. It gives particular attention to the preparation of "ammunition" for NBC salesmen. It also offers a merchandising advisory service to all the NBC clients, and prepares suggestions and layouts for window displays, dealer brochures, and other tie-ins. As a whole this department serves as a clearing-house for information about NBC and radio merchandising.

The men in the Advertising and Sales Promotion department have all had experience in advertising and selling. They've come from advertising agencies and advertising departments of large companies. In addition to advertising experience they have all 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, pin cushions, furniture, drugs, photo-engraving, art, work, dynamite, and many others.

Among the men in the department the following occupy the key positions: Mr. Hauser is in charge of internal sales promotion, and is also in charge of the direct mail agency. Mr. Willcox supervises production of literature and advertising agency. Mr. Gar Young writes copy and supplies articles to trade publications. Mr. Joseph K. Mason takes care of the advertising sound effects. Mr. Frank C. Chizzini does the promotion for NBC managed and operated stations. He left a direct mail agency to join Mr. James' staff at NBC. Mr. James Martin specializes in presenting the NBC story to agency group meetings.

E.P.H. James has had a very interesting life. He was the head of the broadcast advertising business and he has been with NBC since 1927. He received his early training with an advertising agency in London, England. In 1926 he came to the United States and after some practical selling experience, undertaken with a view to absorbing American ideas on sales and advertising, he joined Lambert & Feasley, New York advertising agency. In 1928 he joined the newly organized NBC Sales Promotion Department. At that time there were only two members on the staff of his department — himself and his secretary. By 1929 there were fourteen employees, and now there are twenty in the New York office alone. The company has grown rapidly. It is difficult to believe that Mr. James' age is only thirty-one, considering his business experience and what he has achieved in the advertising world. He is one of the youngest, if not the youngest, executives of the NBC. In addition to his work in the advertising business Mr. James is active in amateur dramatics, musical comedy, and concert singing. He is also a member of the local Boy Scout Camp Committee and acts as radio adviser to the National Headquarters of the Boy Scouts of America. The author of several books on advertising, music and radio, the guides and pages, take this opportunity to express our appreciation of the lectures Mr. James gave us and we feel that we know more about NBC Sales Promotion and Advertisings than we did before attending these enlightening lectures.

WHERE YOU CAN SEE THE BOYS PLAY

July 20 NBC vs RKO
1st Game,...Promotion
2nd Game,...Promotion

July 27 NBC vs WOR
1st Game,...Promotion
2nd Game,...Promotion

Aug. 1 NBC vs UAC
G. Washington

Au. 3 NBC vs WOR
1st Game,...Promotion

WESTON WONDERS

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

MORE WE WONDER IF...

The lady who asked six people where the “Crystal Garden” was has learned the answer yet.
Those who like boxing, short Stories, and trout-snatching have three major interests in common with Ripples Carlin. A couple of his novelties are talking with his hands and throwing away cigarette-retrievers after they have been one third smoked. My favorite hobby is my wife; then comes music, horse-back riding, and walking our dog around side streets", enthuses the huge Mr. Howard Petrie—whom seconds, providing one has a wife, horse, dog, and piano. For advice on boating or skiing go to Pat Kelly; what happened to them when they were finished, we don't know, but he also devotes considerable time to writing and to composing lyrics.

"Scotch prayers... and bitters", retaileld the omnipresent Luncle. Draw your own conclusion. Miss Trueblood will gladly help you if you aren't in that talent. When not engaged in introducing Blue Sunoco's popular news effervescence, Lowell Thomas and Jimmy Wallington may be found at the controls of an air—plane or high-powered radio—plane. They have nothing whatever about as long as the NBC license plates travel along with him,—On the other hand, Ben Grauer, book collector and tennis player, Long live those trembling victims who find themselves pitted against this demon of the courts.

"We have in our studio a piece of wood tied together with string and shielded only by a flimsy mass of fish net!"

A diminutive chinese menagerie and an autograph collection which reads like an international "Who's who" call to mind the owner of the second floor—J. Edward. 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, hiking, and swimming are very enjoyable," writes 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" sentiments.

Bertha Brainard is another autograph collector, but she keeps them on the lacquered side of her piano. Although an ardent stamp-collector, Walter Koons favorite extra-curricular activity is continuing the Saturday night purchase which he has indulged in with the same three friends for the last eight years. From Guest Tours we hear that Ruth Keeler urgently requests certain people to cross one hobby off their list—loud talking on the telephone. "He plays an excellent game of golf (in spite of countless disasters) and also skateboard games (he is a confirmed bachelor and is a perpetual memo writer)," writes Miss Huxman, "We wouldn't know... Much material."

He informed us that at present Germany is doing more international short wave broadcasting than any other nation. The air is filled with various news and music. The air is filled with various music and news.

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 events." From 1936, we expect to pick up eye-witness accounts of some of the Winter Olympics from Garmisch--Partenkirchen. "Amende honorable" if that is possible, and also the Summer Olympics from the great new Olympic stadium now being built in Berlin. Like NBC, Germany's Olympic Committee has been pressed into receiving stations, thus making it possible to cover on a two-way conversation at one time.

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

\[ \text{GERMAN EXHIBIT} \]

\[ \text{F.T. BROWN WINS FIRST PRIZE} \]

Guido F.T.Brown won the first prize in the DEPARTMENT STAFF REVIEW'S Cross Words Contest by completing the solution in 4 hours; Robert F.Devine was runner-up, having completed the puzzle in 4 hours 45 minutes. The reward of a day off will go to the winner, Brown. The correct answers are published at the top of this page.

\[ \text{SOLUTION TO THE JUNE ISSUE'S PUZZLE} \]

\[ \text{PUBLIC'S GOOD WILL NEEDED TO BE IMPRESSED BY THE NEWCOMER} \]

"Service is nothing more or less than putting yourself in another's place and forgiving them what would I expect if I came into this office to get some information or to do business?"

"Give the visitor, guest, or client your individual attention; the greeting should be gracious, tactful, and friendly. The caller's first reaction is to your appearance. This can do much to create a good or bad first impression. It should be a neat and orderly appearance to be impressed with the 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 doing so as nothing will so quickly antagonize a person as this breach of good manners.

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

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

\[ \text{MUSIC LIBRARY PERSONNEL DECIDE TEMPERAMENT NO ASSET} \]

The NBC Music Library is a genial madhouse, according to Mr. William Marshall of that department. 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 hotches. 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 won't 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 last piece sung on the One hour?" They ask for texts from the library, they ask for melodies (so they keep a Bible in the Music Library now) and they even ask for tickets to a broadcast! It is not the usual "keep your right hand on your 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 who 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.
We wonder if —

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

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

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

It wouldn’t be a good idea to have Prometheus (popularly known as the “Man on the Flying Trap-eze”) lighted up at night?

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

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

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

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

NEW MERIT PLAN ADOPTED

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

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

GARTLAND Praised FOR HIS STOVERS VS ANTI-STOVERS SKIT

How often is success the reward of an early attempt? Bill Gartland of the Day Page staff, whose entire playwriting experience consisted of a drama written for his prep-school Science Club, recently submitted a script. The play entitled “Stovers versus Anti-Stovers” was accepted. It went on the air over an NBC-WF network on Monday, August 5, at 1:30 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 town congregation and school of this town was split into two factions. One desired that a stove be bought to keep church-goers warm during the long snows on winter Sundays. Considering that a Puritan spent much of his Sabbath in church, this was understandable desire. The other faction believed that comfort was no aid to Godliness. The continued on Page 4

SALES CONFERENCE HUGE SUCCESS

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

Among those present were our President, W H Aylesworth; Executive Vice President, R C Peterson, Jr.; Niles Trommel, Vice President in Charge of our Central Division; Kenneth Carpenter, Sales Manager, Central Division; Sheldon Crean, Executive Vice President of Lord and Thomas; Miss Bertha Brainard, NBC’s Commercial Head, most of our Vice Presidents; J dejara Almonte, Evening General Manager; and many other notables.

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

PAGES AND GUIDES HAVE MOST VITAL CONTACT POSTS IN NBC

“How’s a friend for work,” commented smiling Florence E Marger, his secretary, “demanding perfection from everyone and most particularly from himself. With the eye of an eagle and the ass of a donkey, he tabs on every departmental activity, frequently inspiring acute pains in all our necks. The most mundane detail does not escape his memory; he’s as human as any of us; watch him opening packages of mail — like a small boy, he observes his interest and curiosity when listening to a good story; visualize him planning that garden which he tends so much, or listening in calm rapture, to a popular Beethoven sonata; picture a man whose only vice that I know of is smoking. But, above all else, perhaps his most positive attribute is his ability to be as great in great matters as he is small in the lesser.

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

Continued on Page 4

RECEPTION STARTS NEW NBC GLEE CLUB

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

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

Continued on Page 4

The Reception Staff extends its condolences to the family of the late deceased Daniel McCloskey, NBC Studio Engineer, who passed away on Aug 11, 1935 at the age of 32. The funeral was held on August 14, 1935.

NEW HANDBOOK FOR PAGES OUT SOON

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

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

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

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

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

REASSURANCE

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

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

"OLD NAMELESS"

Dane Rumor stalked into the Reception Staff Review's office the other day and left a drop-copy report which hinted of conspiracy. The report read as follows: "Massa John J. Carey is a-platinin' flowers and a-figurin'. More figurin' than platin' flowers. He done figured that if Massa Kobak does not find a name for "Old Nameless", de Sales Dept's, new mouthpiece, all guides and pages are going to be turned loose on the project. It says so in the cards. So Massa Kobak you got better get a-platin' again.

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

PERSONALS

Miss Ruth Kaufman "middle-aisled" it out of the Guest Tours Department on July 20 with Mr. Hunderling, culminating a seven year romance spurring without time they saw each other but once.

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

After all, this column is for chatter and not advice to the lovelorn.

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

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

Mr. Tart is always anxious to take up collections for employees when they get married.... Methinks there's method in his madness...... Paul Rittenhouse walked into B H and saw what he thought was a lady's scarf lying on the floor beside him. He picked it up when much to his surprise he discovered that it was not her scarf but rather the train to her evening gown........ "Horsey" Hoerd tried to get a few days off to visit a sick relative at Saratoga........ Honest, Hoerd, I didn't think you'd think of thoroughbreds in your family...... Come-by, now!

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 page boys to Thompson, Ray Sullivan, Bert Peterson and Ernest Clark were the fortunate choices.

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

Because of the atmosphere by walking by a great atmosphere which was set up to build the 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 his very persistent curl which caused him quite the applause.

The boys are now back again hard at work after the one 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 OVERTOWN

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

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

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

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

**OUT OF THE MAIL BOX**

Editor’s Note: John H. Laing was formerly a guide at NBC and is now with Station WCCO, Washington as announcer. This letter comes to us after Laing’s absence from NBC since July 15, 1939.

Dear John—

...In reading the neatly printed and well-written pages of the REPORT I found my memory pleasantly jarred by a familiar name or two. I discovered very happy months of my life....

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

This letter is an attempt to present one example in the form of a confession of a former page and guide whose sentiments were marred by the belief that he “was not getting anywhere” but who now recognizes the incalculable reward in being able to reaped from the high standard of the discipline maintained by the uninfamed 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 application for a subscription to the NBC STAFF REVIEW....Please give my regards to the fellows who might happen to remember me. Believe me to be...

Most sincerely,

John H. Laing

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**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, Renee...because during these years of study she had a home in North East, Penn., where she owned and used 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 geology, Miss Price considers the time she spent in the vineyard the most interesting of her career...

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

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

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**HITS AND BITS IN SPORTS!**

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

“O.K.” Paul Rittenhouse was rated a Men Junior singles and mixed doubles champ 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 Gayek played baseball and basketball at Dickinson High for 3 years and in 1 year batted over 570 which is almost as good as the average compiled by "Pistol Pete" Bonardi so far this year.

“Pistol Pete” Bonardi, played football and baseball at Flushing High for 2 years and played one year for Stuyvesant High before being traded to Flushing High for two bottle tops and a broken pencil. Pistol was elected to the N Y American “All Scholastic” team in 1932.

Jerry Daly who plays guard in the Main Hall played forward on the Bishop Toughin Quintet for 3 years. Jerry captained the team that captured the city title in 2 years in 1931 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 Newton High for 2 years and boxed up at Trinity.

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

"Brother" Floyd, NBC’s top scorer, captained the Power Memorial baseball and basketball aggregations, and had the singular honor of being elected class President in 1935.

Adios

Jack McCarthy

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**FACTS AND FIGURES**

**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, Paul Leake, David Roberts and Gordon Richardson in Studio 8F, to determine each one’s possibilities in this capacity.

The test covered the reading of the names of foreign composers, commercial announcements, “Ted Thompson” style announcements, a description of the studio, and a description of a parade, any parade, from ad lib angle. The trick in the latter was to suppose one self 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 the field of radio consist of certain qualifications as established by NBC’s standards. They are: Good rhythm, Versatility, a Selling Force, and ability to speak expeditiously.

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

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**DAVIS “SHORI” WAVE**

Guide Caldwell Davis has become very interested in Page Charlie Young’s short wave station in New Jersey. He’s found out that these “amateurs” of radio band together to relay messages via short wave all over the world, the last one sending a post card to the actual des-Continued on Page 4
Continued From Page 1
ASHBURY S RECEPTION HAS RARE CONTACT OPPORTUNITIES
been offered the deanship of the University of Pittsburgh, and whose practical and empirical knowledge has been derived from 19 years of legal and commercial work for the Westinghouse Company what need he fear from problems of litigation?
He realizes, like many other NBC executives, what a wealth of potential abilities dorms, lies dormant under the broad, buttons of the pages and guides.
He has proved himself willing to seek out these talents.
"I have canvassed the page staff for a young man who has had two years of law and who is interested in radio legal work. I have assurance that we will start work in the fall with a perfect opportunity to become a full-fledged lawyer.
Mr. Ashbury believes that the Reception Staff of the National Broadcasting Company is in the most important contact spot in the world. He has said that when he was a hotel clerk, he made the acquaintance of the president of one of the leading hotel chains.
You boys have opportunities to encounter prominent men every day. That is why I teach you the opportunities, try to make favorable impressions, both for the good of the company and for your own future.
Mr. Ashbury also learned the true complexities of the legal department as a whole. It is actually a Service Department for the station. "It is doubtful if the department ever will get familiar with all phases of the company's business. For the benefit of client, agency, and NBC, it is necessary that the record of this department shows that it has been highly efficient in the handling of litigation. The station in the protection of its interests."
Questions are dealt with before, rather than after, the fact that the department is characterized by the one-sixth of six men who are giving them all to live up to these maxims.
Mr. Ashbury concerns himself with departmental functions throughout the entire company. Mr. E.S. Sprague's time is devoted to copyrights, patents, contracts, and Recreation Department. Mr. W. Gardner Prime deals with corporate matters, insurance, real estate, trade laws, taxes, and corporate character, New York offices as commissioner of six men who are giving them all to live up to these maxims.
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NEW CROSSWORD PUZZLE

HORIZONTAL
1. THE DEGREE OF DOCTOR OF MUSIC HAS RECENTLY ADOPTED TO...
2. THE SINGER'S SECRETARY OF...
3. SLANG Phrase Used in Broadcasting for...
4. BODGE OF ARTISTS AND TALENT PROMOTION, WASHINGTON, D.C.
5. THE INITIALS OF THE SINGER WHO HANDLES THE VOICE OF FIRESTONE PROGRAM
6. THE FIRST THREE LETTERS IN THE FIRST NAME OF THE SINGER WAS A "K"
7. MR. HOLMAN'S FIRST THREE LETTERS IN THE FIRST NAME OF THE ORCHESTRA LEADER
8. MR. NICKEL'S FIRST NAME OF THE ORCHESTRA LEADER
9. MR. HOLMAN'S FIRST THREE LETTERS IN THE FIRST NAME OF THE ORCHESTRA LEADER

VERTICAL
1. A BAR ITENOR WHO RAN HIS OWN COMMERCIAL
2. A FAVORITE INSTRUMENT OF CLIFF EDWARDS
3. B.B. JACKSON'S POPULAR NUMBERS
4. MR. HOLMAN'S FIRST THREE LETTERS IN THE FIRST NAME OF THE ORCHESTRA LEADER
5. MR. HOLMAN'S FIRST THREE LETTERS IN THE FIRST NAME OF THE ORCHESTRA LEADER
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13. MR. HOLMAN'S FIRST THREE LETTERS IN THE FIRST NAME OF THE ORCHESTRA LEADER
14. MR. HOLMAN'S FIRST THREE LETTERS IN THE FIRST NAME OF THE ORCHESTRA LEADER

Solution:
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Grimson works out problems of proposed general legislation, does briefing and indexing of court records, and keeps the office up to date.

MERIT SYSTEM

Continued From Page 1
Continued From Page 3
The new Reption office 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, Guido 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 proscis and the fainter was on his feet before the startled crowd could say "yayagay." We're writing this article to claim Jim and Frank as members of the Cleveland Association. Mail brothers.

KOHELER'S KAPSULE
KALMS KROWD

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

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

In the annual report to RCA stockholders, mention was made of the fact that RCA laboratory results in television equal or 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. McBarron, of ROCKETEER CENTER WEEKLY, divulged that it would be his job to put to work the fruits of RCA's proposed million-dollar expenditure for experimental equipment and programs. He added that "when television goes on the market now, it will be a finished product — until the engineers make more improvements on it."

Last week, in an interview with Mr. O. B. Hanson, our chief engineer, an editor of the RECEPTION STAFF REVIEW learned something of the part to be played by our company in this great campaign.

Some of the allotment mentioned by Mr. Sarnoff is to be devoted to modernizing the transmitters on the Empire State Building (which, of course, are over twelve hundred feet above the street). Considerable expense also will be entailed in making one of the smaller third-floor studios adaptable to television. This, and the rest of the work, will be under the direction of Mr. Hanson. Working with him are Mr. Robert W. Morris, our development engineer; Mr. Chestor Rackey, who is in charge of design and installation of Audio and Video Facilities; and Mr. Raymond G. Boyce, 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 on television and coordinating the activities of the program and commercial angles as they relate to the Committee's activities. In Mr. Kobak's Department, Mr. E. P. H. James, with two assistants, is mapping out a statistical survey of the new field.

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

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

EDGAR KOBAK
VICE-PRESIDENT IN CHARGE OF SALES

"COURTEOUS PAGES DEFINITE ASSETS TO OUR SALESMEN"

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

SUCCESS REWARDS OUR BASEBALL TEAM

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

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

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

AN OPEN LETTER FROM MR. CAREY

May I take this opportunity to express my gratitude and appreciation to all persons responsible for the excellent operation of office hours during the Labor Day week-end. A staff of 150 people were involved and in charge on that Sunday with completely new arrangements and conditions. The results were a perfect job. This was not only a tribute to the cooperation of all concerned, but also a compliment to the hard work of people. This not only is a tribute to the efforts of the personnel of the department, but also a compliment to the hard work of everyone. May I express my thanks to the Vice-President, Mr. Gartland, and the President, Mr. Hanson, with all of our department.
PERSONALS

Joe "284" Milroy went up to Popolopen, N.Y., last week to see a girl friend. Joe reports lots of fishing; the only time he took a ride in the car with "La La" it broke down and they had to stop walking for six hours till help arrived.

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

Page Frank, is back from a two week's sojourn in the Pocono Mts. He recommends them heartily. There were so many girls up there, 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 the Railroad organ. Isn't it a wonder how good his 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 rehearsal room warm for some time, but the price of butter would still be about the same. Which all means that talk is cheap and action is something that it inspires which counts.

"Let's have another Brass Buttons Revue," said a lot of people. "Let's do something about having one," said Ray Sullivan, Night Page Lieutenant. And so, something is being done.

First, a plan was evolved. To hold a public guide at several hours seemed to be a very logical idea. To that end auditions are being held for master of ceremonies and for talent. An hour of time is the hoped for allotment. If that hope is fulfilled, there will be a different Brass Buttons Revue.

Aside from much good vocal and instrumental talent the uniformed staff is capable of producing a fine male chorus and at least one good quartet.

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

Continued on Page 4

LOOKOUT MOUNTAIN - FULLY INTO THE PAST - IT COMES NOT BACK AGAIN - WISELY IMPROVE THE PRESENT - IT IS THINE - LONGFELLOW

Editorial

In Memoriam

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

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

WITH HENRY WESTON

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

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

-- because he divided his time so nicely between athletic and scholastic activities, he not only ran the 440 yard dash for that school's track team but he also found time to run the circulation department on the "Lawrence," his school newspaper.

-- 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 who participated in the opening of KDA's new studios, read the palms of almost everyone on the staff and consumed no less than 600 assorted Drug Store & Grocery lunches.

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

We give you HENRY WESTON.

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

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 back to the time when the WJZ and WEAF were separate entities. I am one of the original members of the "I Knew Him When" Club.

Then an employee of the WJZ, I remember Mr. Nux, and Mr. Nux as rising young executives who were not afraid to tackle any job, from patching for cigars for board meetings to making reports at the same meetings. We all wondered if Allison Burrows could be as smart and as nice as she was pretty! Mr. Carlin, Mr. Peterson, and Mr. Fox, were as well known announcers as the great McNamee; Miss Cuthbert and Miss Tucker were just starting their climb in the Program Department; John Carey was deciding to let his NATAT building at 775 Broadway fall down; if it had to, and take 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 "WJZMane" dash out of the glassed-in Turf. If called a studious, he would say, "Oversend 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 is the only member of the Sales Division, Burke Miller is the only member of the Burton family remaining, and Miss Price was the only original member still associated with the division, and George Lowther can scarcely recall, imagine, his early and later career in the Nat. I can still remember the hot feeling when the old Franklin's, now comprising the staff of guides, and the pages of the good fortune that they are able to elicit the examples of their predecessors.

Tom Tart, Tom Velotta, George Farrell, William App, George Sax, James Stirton, Frank Murtza, John Pawlik, Ted Kruse, A. Burke Crotty, William Fairbanks, Phillip Falcone -- name but a few on NBC's role of honor.
In the February issue of the RECEPTION STAFF REVIEW, Mr. Gordon H. White, head of the General 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. White's prophecy was not more idle talk to step up the business, which, at that time, was at its lowest ebb due to the depression in the tourist business.

A comparison of this year's figures for different periods with those of last year indicate an increase in the business done every single instance. The Guide force had to be enlarged this summer to take care of the increased volume of business, which is considered the peak month, 73,921 persons took the tour. This is 15,188 more than the number of persons who rode the tour in August 1934. On the week-end of Labor Day of 1934, 10,534 guests were conducted through the building on Labor Day, 1934. On the corresponding week-end this year 15,558 persons visited the studios; an increase of approximately 50% over last year's figure, and this Sunday before Labor Day a record number of people were taken through the studios—6,483! This number is by far exceeded what was considered the maximum number of people that the guide force could take through in one day. The guests 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 23.4% over NBC'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 was derived principally from his connection for 18 years with the McGraw Hill Publishing Company during which time he rose from subscription salesman 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 isChairman 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 advertising and sales affected by various and miscellaneous sources, but it was not sufficient; we wanted to know more. Only an interview would satisfy the curiosity of those of us who desired to know how to get to that interview. We have interviewed many executives; they are always busy; we have tried to catch them a moment's in- trance. On this occasion, that could not be done. In short, we were worried and not very hope- ful; as we approached the Rubicon" with our objective within ten yards and only two guards obstructing the path, we decided to break for it. Strong enough, Miss Hamlin and Miss Opper (the guards) had no intention of stopping us.

"The door to my office is always open," said Mr. Kobak, "I want the people in my department to feel free to talk to me at any time; their problems are my problems and I am glad to share their worries. I am only too glad to be able to cooperate and to try to make suggestions which might prove helpful to them."

In spite of his reputation as "inquiring reporters" might be comparatively limited, they were of sufficient scope for us to realize at once that we had here encountered an executive who was so unusual that we scarcely knew how to begin. He seemed glad to see us. He had heard we had encountered the guide; I don't think he had seen the guide; nor did he treat us as visitors. No subject seemed to insignifi- cant—or too complex.

"Those guided comments Mr. Kobak, "are in a position to be NBC's best salesmen.

The impression which they make upon our visitors can, and frequently have, a real and considerable influence upon existing and potential clients. Courteous and thoughtful treatment of guests makes an impression; they know when they have a staff often is of great assistance to our salesmen. In fact, we have many letters on file commending the work of the Re-ception Staff. We have recently taken two boys (Butler and Close) into the Sales Department and hope eventually to be in a position to make room for many more. We sha'll train the two new NBC salesmen from the ground up."

"We have two sons of our own—one-of whom he proudly relates, is regular pitcher on the Hill School ball team—we felt that his sympathies were quite definitely on the side of aspiring youth. We sincerely believed him to be able to comprehend and appreciate the many difficulties and hazards which sporadically arise "on our side of the fence." He was very atten- tive to our query as to the possibility of his having an informal talk with theigest pages. He made helpful sugges- tions as to the improvement of our newspaper (Mr. Kobak was formerly Assistant Editor of the Electrical World) and responded succinctly to our questions about OLD NAMELESS which is the "corner magazine," under which Mr. Kobak is editor.

His purpose is to co-ordinate the department in a way that will not feel the slightest loss and keep the continuity. He wants the salesmen to be capable and efficient, yet human. The best sales seldom are made by a man who is always serious; they should be natural rather than machine-like. He must know his subject and remember what he is selling;... describing the disadvantages of newspaper or bill-board adver- tising is at best a very negative method of selling radio. Mr. Kobak looks the other way; he considers selling sales depend on the salesmen. He must enjoy his work; he must follow up his prospective customer—exercising no less assiduity than that by any of the other endeavors to sell himself to a skeptic-laden lady-friend*."

*We allow the men of the month, and sometimes, years, to secure an account. Occasionally, even then their efforts are in vain. Sometimes I wonder about such things after watching some of the young fellows in the Golden Gloves tournament. No one allows them a month, or a year, or two months; they have their three minute rounds with two one-minute rests, eleven minutes in all—eleven minutes to get their man.......

**YOU MATCH 'EM**

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

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

"$5 for $5 on payday"
"Razz-dazz!"
"How Ridiculous!"
"O.K."
"Iron Man"
"Spruce Up"
"Hello Toots!"
"Quiet, we're on the air"

**GARTLAND**

Continued from Page 1: present success*, said Mr. Boyce. I am exceptionally pleased with him for his courage and perseverance. Bill has learned a lot in the past few months and I'm sure he has a bright future in this field. Regarding other claims in Reception, let's forget that I'm always glad to discuss any script ideas or problems you may have.

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

**BASEBALL TEAM**

Continued from Page 1: present they are in the midst of a "round robin" tournament which is played at the conclusion of every league season to decide the undisputed champions. The team wishes to express their thanks and gratitude to Messrs. Gray and Opper for the support which they gave to the team, both in securing equipment and allowing the men to take time off for practice.

Roy Sullivan—Captain

**BRASS BUTTONS REVUE**

Continued from Page 1: panning this laughter, however, are undesirable. Thus, no one who does not show up well in the auditions will be allowed on the show. The humor will be provided by several of the most active will end in the pandemonium of a police siren or an ambulance goin. The question of music for their shows has been a sore spot in the past. It was impossible for staff musicians to attend any other than the dress rehearsals. With this new type of show in view, a piano or guitar accompaniment will be the only necessary music. This can be re- placed with a band and include any other incidents that may be required.

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

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

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

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

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

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

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

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

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

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

We Are Grateful

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

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

Another “First”

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

Watch For It

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

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

Don’t you like those cute little mincing steps of Denny Dennison as he goes tripping through the halls?... And we understand that Kirkland, popular entrepreneur, on his last excursion to Philadelphia, was caught pinching babies in a Sears-Roebuck store... Graeic 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 Ragnus 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 stoup-shouldered since hugging a pack transmitter all over the golf links during the Ryder Cup broadcasts.

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

Fall out!
Past, Present and Future

BY GEORGE M. NELSON
Manager, NBC Mail Room

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

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

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

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

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

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 4th 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 disclose that it was an birthday invitation to a fixture at 711 Fifth Avenue was not without interest and an element of flattery.

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

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?

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

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

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

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

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

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

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

You ought to know Jim Costello of the Bronx, New York.

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

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

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

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

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

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

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

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

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

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

Three more songs are now in the process of being written by this song-writing duo.

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

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

In the month of September there were over 11,431 pieces of mail "By Hand Delivery" made without a single loss; 22,500 calls for pages were answered; 56,897 guests attended 688 broadcasts; 62,006 people were conducted on tours through the studios; the hostesses on the second floor, studio section, answered approximately 3,200 questions, and the office man in Room 284 received over 11,000 phone calls.

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

Minute Interviews:

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

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

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

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

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

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

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

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

This party promises to be the treat of the season.

Announcement of Contest

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

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

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

Highlight of the Month

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

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

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

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

Sincerely yours,

"A Tourist"
NBC Basketball Team

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

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

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

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

James McBride,
Brooklyn Tech., '32.

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

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

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

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

Bill Marrin,
Jamaica High School, '33.

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

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

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

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

Jerry Daly,
Villanova College, Intercollegiate Champions.

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

Jack Wahlstrom,
Evander Childs, '29.

Glee Club

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

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

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

Bud Holman

...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 eves of Labor and Armistice Days.)

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

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

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

... and also because that success is already well on its way. Bud has just been advanced to a position in the Music Rights division where, we are told, he is proving his ability.
RECEPTION STAFF REVIEW
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VOL. I DECEMBER, 1935 NO. 10

FRANK C. LEPORI, Editor
ARY R. MOLL, Managing Editor
WALTER WEBER, Circulation Manager

ASSOCIATES

Walter Clark
D. Caldwell Davis
Don Mercer

FRANCIS M. KIRKLAND
ALAN D. FOSTER
DON GARDNER

CONTRIBUTORS

Montague Miller
Joe Cook
Lewis D. Julian
Jack Brennan

ADELE B. FORT
RUTH OSBORN
KEN CURTIS
JIMMY GINNEY

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 Merry 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 satisfaction point if the shelves were more crowded with reading matter. So if you are moving and have no use for those books you intend to give away, remember Miss Sprague. These books would find a welcome haven in the congenial air-conditioned atmosphere of our General Library. The greatest demand has been for the three aforementioned types of books, but this does not mean other books are not welcome. Let Miss Sprague be the judge.

Welcome

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

All material for the Reception Staff Review should reach the editor's desk by the twelfth of each month.
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 showmanship. 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 B.S. in E.E. degree. In order to be eligible to fill all positions in the department (either studio, field, or transmitter) a radio telegraph license is required. Acquire the ability to treat all situations diplomatically. School yourself to use your powers of observation to the highest degree. Always endeavor to place yourself in the other fellow's position; i.e., try to see his viewpoint on a problem as well as your own."

A Cashier's Nightmare

Two for the tour? Are children half price? What do we see? Oh, isn't that nice.

We can't see a broadcast? Why back in Oshkosh? We see 'em and hear 'em for nothin', by gosh.

Where is the Rainbow Room? Do they serve tea? Which tour would you take? Is anything free? Where's the 'er washroom? How high is the roof? Miss, isn't that Valkes? 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

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 join,
And in our hearts as sweet a soul may claim.
The place that once, as we knew, was hers alone—
But we'll never forget.

Anonymous

KATHLEEN WELLS

N Memoriam

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 join,
And in our hearts as sweet a soul may claim.
The place that once, as we knew, was hers alone—
But we'll never forget.

Anonymous
What's in a Name?

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

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

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

Now as you doubtless know, leading the life of Riley is bad enough by itself. Leading the life of four Rileys—not to mention as everybody does, four Tom Rileys—is too much. Now fun's fun and all that, but too much is too much. Therefore, I deem it proper to inform you that I have this day instructed my attorneys to file application to change my first name to, let us say, Jerry. If conditions do not improve, I will then change my last name. I think I will select the name of 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,
Reilly's Gym, 1230 Sixth Ave.,
Mike Reilly, the Onyx Club.

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

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

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

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

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

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

Thanking you in advance for your co-operation.

MARGARET MALONEY.

NBC Employees Sports Association

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

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

Vice-President Royal Speaks

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

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

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

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

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

In addition to the courtesies shown to the clients we must also consider the guests attending their shows. The impression left in their minds as they leave our headquarters decides to a large extent their feeling toward the National Broadcasting Company and the client whose program they have witnessed. This, therefore, places on our shoulders to a great degree the responsibility of making every guest feel welcome. If our duties are performed in accordance with the standard which we have established, we are doing our share toward the creation of good will for the National Broadcasting Company.

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

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

To the artists and musicians we extend every possible 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 TART.
Reception Supervisor.

Alden Edkins

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

Mr. Edkins' career is an excellent illustration of an artist who didn’t want to sing and is now one of the outstanding male soloists on the NBC networks. He decided early in life on art as a vocation—a logical selection in view of his talent in this line of endeavor. However, one cannot win the National Atwater Kent auditions and still be convinced that art is one’s life work. So it happened with Mr. Edkins, and now he has behind him an impressive record of programs actively engaged in with a bigger and more promising future ahead.

After Mr. Edkins had attracted nation-wide attention with his winning of the Atwater Kent auditions in 1931, one of the judges described his voice thus: “Edkins has the finest young voice I have ever heard in this country.” This verdict carried a five thousand dollar cash prize and two years' study plus an NBC contract. However, art still rates high as his most preferred hobby. Though he is thoroughly convinced that singing is his real vocation, Edkins still loves to draw. Ask him about his pen sketches of fellow artists in characteristic poses which are recorded in his album of “studio sights.”
H. Weston Conant, late of Reception, who is doing a swell job haunting houses in his new role as Sound Effects Engineer, he "hoots, whistles, and roars" in such broadcasts as Hammerstein's Music Hall, Highlights in Harmony, The Eternal Question, Echoes of New York, and others, which bring his shows to a weekly average of an even dozen.

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

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

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

If You Have Read the Review Thoroughly You Will Know

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

Spotlight Shines On

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