



RECEPTION STAFF REVIEW



Mr. Moll

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SIX HOUR HOOK-UP FOR NEW YEAR'S EVE

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

Unquestionably, the high spot of the program came when Maria Jerltza offered a few appropriate songs as her contribution to the studio party. She sang just before midnight for Eastern and Mid-Western listeners, and later repeated her performances for the Mountain and Pacific Coast audience.

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

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

RECOGNIZED PAGES DISCARD UNIFORM FOR OFFICE CHAIRS

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

MAN BITES DOG!

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

Merely pick-up a near-by phone, dial 531 or 542, and pass along your contributions, with name of sender, to the office man. Upon receipt of your item, the O.M. will treat same as exclusive property of the *RECEPTION STAFF REVIEW*.



John R. Carey

TART'S EFFICIENCY PRAISED BY CAREY

Dear Mr Tart:

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

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

Sincerely
JOHN R. CAREY

NEW PHONE SYSTEM AIDS PRODUCTION MEN

The TO&E Department has installed an intercommunicating system in studios 8G and 8H which will probably supplant the current hand signaling between the production men and his cohorts.

Under the new arrangement there is a telephone attached to the conductor's stand and a light over the music sheets. At the base of the phone, where the dial normally is to be found, are six buttons. Five of them have thus far found significance in 8G.

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

BURKE BOYCE OPENS CLASSES IN CONTINUITY WRITING

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

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

FIRST KDKA TRANSMITTER INCLUDED IN CLOVER LEAF EXHIBIT

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

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

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

Let's we forget, there is something that precedes, historically, the first transmitting station. This "something" could only be the first transmitter and receiver which make up Marconi's original "wireless". This great grandfather of modern radio was born in 1901. Although its life was short, the little unit has an historical life of immortality.

However, there are modern, as well as ancient, exhibits in the new Museum. The unit which illustrates how the superheterodyne works is very vivid and self-explanatory. Nine Cathode Ray Tubes are included in the attempt by the RCA-Radiotron Company to portray the reception of a signal by such a set.

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

(Continued on Page 4, Col 4)

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

(Continued on page 3)

NBC DEPT. HEADS PLAN TRAINING COURSES FOR PAGES AND GUIDES

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

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

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

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

RECEPTION STAFF REVIEW

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

F. C. Lepore
Editor-in-Chief

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

Contributors

Wendell H. Williams
Thomas A. Griffin

To know NBC is to know how
NBC Functions.

"CONGRATULATIONS ON
YOUR NEW PUBLICATION"

THOMAS TART

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

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

I sincerely hope that the Editors will seek as their fundamental purpose the object of collecting and dispensing news which will further bind together the divergent viewpoints of those of you engaged as the NBC's representatives to the public. And that thru the *Review* you will present a faithful reproduction of NBC life, and continually strive for closer cooperation in your specific endeavors.

A STATEMENT

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

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

The Editor

STAFF POSITIONS

OPEN

There are on this paper, as on any other embryonic newspaper, many incumbencies available. The Editors invite any member of the Reception Staff, whose talent has thus far remained latent, to apply for the position which he believes himself best qualified to fill. All the unsigned articles and columns in this issue were written by the editors, and it is our hope that some of our readers will be willing to relieve us of a share of the burden.

Although a few contributors have already shown a sincere interest in the *Review*, we believe that real success can only be attained by your whole-hearted cooperation.

GREETINGS!

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

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

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

Carloads of orchids to NBC's latest blessed event.

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

PLAY, BOYS!!!

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

ACKNOWLEDGMENT

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

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



BY ENQUIRER

Dame Rumor has it that Gene and Glenn, accompanied by Enric Madrigrera's musicians and announced by Edith James, will begin a new series in January advertising a woman's product. What dean of sports commentators once won \$42 from a president of the United States?....What NBC announcer who is a reputed authority (on baseball) always runs a high temperature when Countess Albani is in close proximity?....Gene Carroll has a cork-centered sphere that grazed the hickory stick wielded by the King of Swat, Babe Ruth, and also autographed by every member of the Chicago Cubs and the Cleveland Indians?

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

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

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

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

Ed Wynn recently lost fifty cents pitching quarters in a studio. For shame, Edwardum, gambling away your hard earned money!....What over-inflated bag of synthetic helium claims to have the friendship of five times as many people as any other man in the world?....Bradley Barker was once a screen hero in his prime....Scoop ahoy!! Frances Langford once got the decision over a man-eating shark....What sound effects manipulator was recently seen on Fifth Avenue leading a patrolman's horse by the bridle?

What adorable NBC hostess who was formerly on the Lum and Abner program over WTAM is now capitalizing on her faultless diction? Such articulation must be served....Gladys Swarthout has grabbed up a contract to appear with Paramount on the coast....What keyhole guardian that hands a speil over the air once a week is paid \$80,000 per annum for his gossip?....Frank Parker and Harry Horlick's Gypsies will soon blossom forth in a Warner Brothers short, "Gypsy".

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

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

What alleged comedian that smokes 20 cigars a day was once ejected from an elevator because he refused to show an artist's pass to a page?

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

Don Bestor does the shopping for all the foodstuffs consumed in his domicile—his wife attends to the cooking.... What singing sensation appearing on the "Hour of Smiles" economizes by utilizing the services of his wife as a Secretary?....Did you know that Jolly Coburn was a midshipman at Annapolis?

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

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

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

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

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

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

CLASSES IN CONTINUITY

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

CALL FOR PHILLIP MOR - RIS!

A certain tobacco company, anxious to get a firm hold on American smokers, called a Board Meeting and discussed the best method of advertising their product to the American public. After many ideas had been offered and rejected, and innumerable cigars had been consumed, they finally decided upon a radio program with which they could present a trade mark that would not be easily forgotten. They delegated one of their agents, a very bright young man, to go around to New York Hotels and find a bellhop or page who had a distinctive manner of calling out names.

So the bright young man visited countless New York Hotels, gave the name of Phillip Morris to be paged thru the foyers, and sat back to listen. Tall and short, fat and thin, bellhops announced "Call for Phillip Morris" periodically throughout the hotel foyers. Bellhops with high lyric voices, and bellhops with voices on the verge of changing dinned upon his ears. The greatest difficulty encountered by our agent was that in many cases he couldn't understand the name at all.

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

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

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

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

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

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

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

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

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

Production—A hostess should be primarily efficient.

Sound Effects—Sweet and charming, brainy and intelligent.

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

Musician—A hostess should be informal and at ease.

Pages—A hostess should be intelligent but with personality.

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

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

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

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

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

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

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

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

Unfortunately, technique is not enough in itself. Knowledge of one's subject is

IDIOSYNCRACIES OF THE STARS

C. B. VAN BERGEN

There are 12 NBC stars with 13 letters to their names who fear Friday the 13th and have formed the "13 Club".

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

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

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

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

NEW ACQUISITIONS TO NBC GENERAL LIBRARY

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

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

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

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

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

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

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

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

SO-O-O-O YOU'RE GOING ON THE AIR. West, Robert. Program production. Includes chapters on facing the microphone; radio drama; rise of the sponsors; cult of the announcer; radio speech. Appendix lists radio advertising agencies and producing companies.

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

MORE GREETINGS

The pages aren't only a grand bunch of fellows but I'll gamble that the radio executives of tomorrow are wearing brass buttons today.

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

Frank Luther

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

Barry McKinley

ONE WINTER DAY

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

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

"How much is it?"

"Forty cents, please."

"Well, can we see the Show-boat?"

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

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

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

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

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

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

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

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

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

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

"No, I'm sorry."

"Can't I see one at all?"

"Not unless you have a ticket."

"Well, how much are these tour tickets?"

"Forty cents."

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

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

"Well, and the tickets are forty cents?"

"Yes."

"Well...."

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

It is wonderful to have an opportunity to write for your paper. I've been saving this up for a long time. All the guides and pages have been very sweet to me and I sincerely appreciate it.

Nary Small

THE QUESTION BOX

F. M. K.

Editor's note:

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

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

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

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

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

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

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

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

(A) Yes, the coffee makers have gone classical in a big way. Under the narration and direction of Deems Taylor, they are presenting famous operas in English. "Hansel and Gretel" was broadcast December 23rd.

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

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

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

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

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

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

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

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

GUIDED TOURS

DRAMATIZED ON

BROADCAST SERIES

From 6:15 to 6:30 P.M. on Thursday, December 13, the first of a series of broadcasts concerning the NBC tours went on the air. The series is to be managed in such a way as to accomplish a double purpose. The broadcasts are to be written and produced almost in their entirety by those most immediately concerned with publicizing the tours; namely, the guides.

Hence, this new group of broadcasts not only serves to inspire the guides, will simultaneously make the tours more worthy of promotion. Whereas the initial program consisted of a demonstration and explanation of Sound Effects (which represent a very popular part of the present tour), the succeeding one, according to tentative plans, will concern itself with a dramatization of the ABC of Radio.

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

CLOVER LEAF EXHIBIT

(Continued from Page 1)

We should be especially proud of this map because it was laid out and painted under the supervision of Mr Frank Reynolds of our Statistical Department.