



RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.

VOL. 1 NO. 2

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— WE WONDER IF —

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

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

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

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

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

BUD — " THANKS MUCH " CAROLE LOMBARD

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

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" BIGGER BUSINESS FOR 1935 " STATES GORDON H. MILLS

HEAD OF GUEST-TOURS DEPARTMENT SAYS
" VITAL AND INTERESTING FIGURES ARE BASIS OF BELIEF "

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

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

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

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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

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RICHARD C. PATTERSON JR.

THROUGH THE YEARS WITH

R. C. PATTERSON, JR.

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

Mr. Patterson learned administration in the fields of business, civic and military activity. For five years he was the Commissioner of Correction for New York City. He wore a Captain's bars overseas, became a Major, and served thirteen months with the American Expeditionary Forces. In 1919 he was appointed Administration Officer of the American Commission to Negotiate Peace at the Paris Conference, and a year later was made a Lieutenant-Colonel. Promotion to the rank of Colonel in the Military Intelligence Service came in 1930.

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RECEPTION STAFF REVIEW

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BUILDER VS WRECKER

Editor's Note:

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

I've watched them tearing a building down.
A gang of men in a busy town;
With a "Ho, Heave Ho," and a lusty yell
They swing a beam and the side wall fell:
I asked the foreman, "Are these men skilled?

And the kind you would Hire were you to build?"
He laughed and said, "Why no indeed,
Just common laborers are all I need:
They can easily wreck in a day or two
That which has taken a builder years to do."
So I said to myself as I went on my way,
What part in the game of life do I play:
Am I shaping my deeds to a well made plan,
Patiently doing the very best I can,
Or am I a wrecker who walks the town,
Content with the labor of tearing down.

A WORD TO THE WISE

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

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

Frances Sprague
Librarian

A SHORT HISTORY OF NBC

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

Reminiscing into the early days of radio, we find that it was Dr. Frank Conrad, the father of the Frank Conrad of Sales, who was the first to introduce the radio broadcast. He developed a program featuring music that was transmitted to listeners from KDKA, operating for the Westinghouse Co. This was from Pittsburg, of course. Soon after, a small station, WJZ began operating in Newark, New Jersey. This station also had studios on 42nd Street in the city, near Broadway. 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

THE AMERICAN THEATRE;
as seen by its critics
1752-1934;

Edited by Moses & Brown.

PARDON MY ACCENT;
by Cullinan.

Experiences of a radio
News announcer.

TELEVISION;
by Moseley and Chapple.

Fourth Edition. 1934.

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

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

RADIO AMATEUR'S HANDBOOK
12th Edition. 1934

OUR VERSION OF "YOUR THE TOP"

By
W H Williams and P T Brown

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

You're the top
You're a Merring meeting

You're a boring boor
Waiting for the tour to start

You're an 8H "break"
You're a Guest Tours Lake

You're a Thomas Tart
You're a trip
Through the new exhibit
You're a pip
You're a song by Tibbett
I'm something crass,
A lot of brass, but stop
If, Baby, I'm the bottom,
You're the top.

● NO MORE LECTURES?

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

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

Frank:

"Miller" Story

The recent advancement of dynamic Mr. ^{William} Burke Miller to the newly established position of Night Program Director makes him the youngest NBC executive. Creating new positions, and working without precedent is distinctly a Burke Miller characteristic. We know him here primarily, for a splendid and constructive work as the director of the Special Events Broadcast Department, in which office he designed the mobile transmitter unit and obtained executive approval and appropriation for it.

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

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

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

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

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

We smiled at these unpretentious words to describe broadcast 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, yacht, and horse races, in the midst of earthquakes, and even in the cages of the Bronx Zoo, near enough to shake hands with a few odd lions, tigers, snakes and such other pleasant 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, 60 feet under-ground in a black, 150 foot passage, so narrow at times that it was necessary for him to expel his breath and relax his muscles to squeeze through an inch at a time. Since Mr. Miller's reserve and modesty prevented him from talking about his own exploits, your correspondent turned to the article which Mr. Miller wrote for United Press on that case and which won for him the Pulitzer Prize for journalism in 1925 and also national recognition.

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

Angl Malt



LOCKER ROOM CHATTER

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

Cries on the eighth floor after the Fred Allen broadcast.

"No smoking on this floor, please.....Next car, please.....etc

1st Wit: "Say, can you breathe here?"

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

PATTERSON CONT.

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

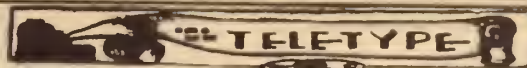
Part of Mr.Patterson's business life was passed with the J.G.White Engineering Corporation and the E.I.duPont deNemours Company. He is a trustee of the Central Savings Bank of New York and a member of the advisory board of the Chemical Bank and Trust Company. He served for a while as Secretary of New York's Fire Department, and as Commissioner of the New York Parole Board.

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

Born in Omaha, January 31, 1896, Mr.Patterson attended the University of Nebraska and the Columbia Univ. School of Mines, where he obtained his engineering degree in 1911.

IS YOUR NAME ON OUR MAILING LIST?

In order to ascertain that everyone interested receives a copy of the REVIEW, we ask that you write your name and department on a sheet of paper and send it along to Room 284, care of RECEPTION STAFF REVIEW.



BY ENQUIRER

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

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

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

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

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

Alice Davenport once played in "Abie's Irish Rose" in a road show—— Did you know that Albert Phillips broke the 1,000 performance mark in a Broadway production——FLASH —— Eloise Dawson again made good on "Town Hall Tonight"— quite an experienced commercial plugger eh, girlie.—— Rosario Bourdon once won a silver cup for shooting golf—— T'was way back before the war.

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

LET'S GET ACQUAINTED

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

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

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

AN INVITATION

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

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

Gordon H. Mills

Guest Tours Supervisor

GUEST TOUR OUTLOOK

continued

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

A comparison of operations during the first twelve months reveals that the NBC guides conducted 701% more tours than did the Rockefeller Centre group-leaders, and that there were 208% more visitors to the NBC studios than to the Observation Tower.

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

QUESTION BOX

Q... Why do engineers, announcers and more intelligent artists remove their wrist watches before approaching a ribbon mike?

A... Inside the ribbon mike there is a permanent horseshoe magnet. By placing the watch inside the magnetic range, (within two feet of the mike) the hands of the time piece become magnetized so that the watch runs slow or stops altogether.

Q... If sound only travels 1100 feet per second, how can a broadcast be picked up almost instantaneously thousands of miles away?

A... On leaving the Antenna, the program is picked up by "Carrier Waves" which, because they are electric waves, sweep it through the atmosphere at the rate of 186,000 miles per second. Sound waves change to electrical impulses as they enter the microphone. This same transition occurs when one speaks into a telephone.

Q... The radio in my automobile works perfectly. But why? How is it grounded?

A... It is connected to the axle of the wheel, which is always grounded.

Q... Why are the call letters given on the quarter hour during dance programs and broadcasts?

A... It is desirable to remind the listeners of the identity of the station as often as possible. Call letters would disrupt the train of thought if read on the quarter hour during a dramatic program.

LOMBARD TAKES TOUR

continued

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

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

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

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

Carole Lombard."

NBC BASEBALL TEAM

continued

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

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