



RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.

VOL. 1 NO. 3

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1935

—WE WONDER IF—

Considerable time is not wasted when the office personnel give errands to the pages which their own office boys are better prepared to carry out?

There are many people in NBC who can say "Yes" or "No" without passing the buck?

The employees of the office section think the Reception Staff is full of a group of mind-readers who are supposed to call them by their nicknames each time a request is made by the former as regards entrance to a program?

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

The *Southernaires* got their "looked studio" idea from Maude Adams or Nellie Revell?

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

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

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MAY 19 SET FOR SING SING TRIP

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

Apparently appreciative of their rival's ability, the NBC cohorts have already begun training at their own expense.... in the public gym at 54th Street.

Many of us have wondered what life behind the gray walls of a penitentiary was like. The idea immediately arouses curiosity. How does one pay to visit the "pen" without getting a pass or going through other forms

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MR. DAVID ROSENBLUM

LAUDS STAFF FOR EFFICIENT WORK

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

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

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

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

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

COMM. C. CUSACHS INSTRUCTS GUIDES

For many months it has been the fervent hope of every guide and page at NBC that someone, somehow, would devise a plan by means of which he could become acquainted with the inner workings of the various departments. For how else is a page to know what department to strive for or in what field he is best qualified?

For the especial benefit of those who believe that announcing was to be their vocation, Mr. Pat Kelly persuaded Commander Carlos Cusachs to inculcate a course in foreign phonetics. Commander Cusachs is not only a Navy man and one-time member of the Harvard faculty, but he is one of the foremost linguists in this country. In other words, he knows his stuff and he knows how to put it across.

The students in his course are taught to pronounce French, Italian, Spanish, and German, like

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PAGES TO ORGANIZE LIFE - SAVING CLASS

Mr. Carey has asked all those who have had life saving experience to enlist as instructors in a course soon to be inaugurated for all pages. If enough men are interested, free instruction in both life saving and swimming may be received by those whose schedules permit. Due to the demanding nature of their work, guides will not be able to take advantage of this opportunity.

Although calisthenics are sufficient forms of exercise, business may be mixed with pleasure and education by taking a course of the type contemplated.

Messrs Calendar, Cody, Holman, Frank, St George, Conklin, Newhouse, Miller, and Morse have already enlisted as instructors. All that is needed now is a few worthies who will consent to drown to "give the teachers a chance."

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

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

"Prospects" may be divided into three classes: local advertisers, spot advertisers, and coast-to-coast, or network advertisers. Local advertisers, such as department stores and local drug and grocery chains, are those whose limited distribution makes national advertising both unwise and unnecessary. The spot advertiser is the type of manufacturer whose sales are confined to certain sections of the country; videlicet, you can't sell

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SURVEY REVEALS INTERESTING FACTS

A survey of the Reception personnel has been completed by Mr. Walker.

He found that 31 colleges and universities, served to educate the 66 men who attended. These are located in 25 states and three foreign countries, France, Switzerland and Belgium.

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

The men represent 36 states, and 26 foreign countries have been traveled. The average age is 20 years, 1 month; height 5 feet, 11½ inches; weight 164 lbs.

RECEPTION STAFF REVIEW

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

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RE: THE PENALTY SYSTEM

In explanation of the new penalty system, I would like to state here in that this measure has been adopted, due namely to a necessity arising from the small minority, comprising approximately twenty-five percent of the force, which persists in disobeying certain pertinent rules and regulations. This system should prove effective in penalizing those men who have formed the nucleus of rule-breakers in the past and this measure requires the entire staff to suffer because of a selfish few.

Thomas Jart

RCA "FAMILY CIRCLE" MARKS STEP FORWARD

We warmly greet our new parent publication, the RCA Family Circle. Sincerely we think you have done a great job and hope that subsequent issues will be as well constructed. A group newspaper such as yours is indeed timely; it will do much to unite the various parts of RCA into a closer understanding and to acquaint us with the work of our senior corporation. We truly hope that there will be a time when the Reception Staff Review will prove of service to the editors of the RCA Family Circle.

THE SIX DAY WEEK

With apologies to Gertrude Stein

What's this I hear about a six-day week for the NBC pages and guides. Is it really so? Well a six-day week is not as bad as a six-night week. For a six-day week is a six-day week is a six-day week a six-day week. But a six-day week is not really a six-day week for a six-day week is really a six-day week of a seven day week. If a six day week is in reality a six-day week of a seven-day week-then a seven-day week is undeniably a 7 of a seven-day week. These reflections which prove that a seven-day week is really a seven-day week and not a six-day week must inevitably deduce the whole matter to the fact that there can be no such thing as a six-day week. Having said my say, I can now say that a six-day week is quite absurd and there is no such thing.

All this is beside the point and if you still want to know what I think of the six-day week (that is, of course, if you have borne with me this far), I think that—a six-day week, though quite absurd, is not as impossible as a six-night week. A six-night week will always be a six-night week, though it be a six night week of a seven-day week.

THE REVIEWER

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

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

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

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

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

QUESTION BOX

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

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

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

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

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

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

Q. How many of the guides and pages have been with the NBC for more than a year?

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

INTRODUCIN'-NEMO!



LOCKER ROOM CHATTER

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

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

WE WONDER IF *continued*

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

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

WE DOFF OUR HATS .

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

Wendell S Gibbs, former Guide Lieutenant, now American Representative of the French Broadcasting Company.

George E Merring, ex-Night Page Captain now assistant manager of Trans-Lux in Brooklyn, N Y.

Wendell H. Williams, lately of Reception, now Reader for our new Continuity Acceptance Dept.

John T. Moore, ex-Reception, at present holding a position in Mr. Van Houten's office.

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

Richard Birtwhistle, formerly Reception at the date of issue to be found slinging music sheets around up in the Music Library.

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

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

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

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

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

IN THE LIBRARY

Broadcasting. 1935 Year-Book: Extensive information on the radio industry published by the editors of the *Broadcasting Magazine*.

Education On The Air 1934 Addresses given before the Institute for Education by Radio.

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

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

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

TELETYPE

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

"Flash and Double Flash"—Why were three taxi cabs chasing Ford Bond down Fifth Avenue, after he had lunched with Charles Francois Coe..... "Big" Jack Parker should refrain from teasing "Dona" on the "Let's Dance" program—He can't go on missing half choruses....La Belle Rumor has it on good info', that Clem McCarthy, Dean of Horse Race Announcers, will soon "tell 'em" on a tobacco program..... Jack Benny corresponds with an inmate of a Pennsylvania prison—what's the matter Jack, lonesome?..... Did you know that Phil Ducey is a Phi Beta Kappa man?

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

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

Dale Winbrow, "the Mississippi Minstrel", just missed being blown to hades after having been "chlorined in France"—He was left behind by a negligent ambulance driver that shortly after, ran into a German shell.... Did you know that Rosalie Greene was once a school marm?..... What two N B C house musicians (very much married) cannot resist holding each others hands between programs..... Mr and Mrs Ben Baker have a rendezvous in a nearby Rathskellar every a.m., after Ben finishes tootin' his talking trumpet.... Wilfred Glenn (he of the famous Revelers foursome) once hunted wild game from the deck of a salmon smack on the west coast. Exquisite Jane Froman will be bound for California next week for a prolonged rest,—or a flicker.

George Hicks, orack special events announcer, once had a psychological mood on. He left the University of Washington at 1 p.m., signed aboard a ship at 3 p.m., and sailed for Panama at 5 p.m., tempermental George..... We have in our midst an announcer who is aspiring to become a formidable pug—he works out at Jack O'Briens's abattoir—judging from his sun-kissed physiognomy it must be quite a camp. *Flash-Flash*—Harry McNaughton and Jean Rauley will middle-aisle it next month..... Likewise Leon Belasco and Julie Bruner will take each other for better or worse..... Believe it or not, but Alma Kitchell, contralto, once swallowed a fly while singing an operatic aria—the show was wrecked..... What is in the envelope presented to each of Major Bowes' amateurs?..... and so to press.

SHAW'S TALK ON SALES

continued

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

"Whom do I interview?" is not so easily answered. The salesman must contact not only the potential client, but also his advertising agency. At some agencies, he must approach the representatives of five different departments. First, he solicits the interest of the "space-buyer," who handles the advertising space of the client. Then he goes to the "radio director," who is the agency's Sales and Program Department. The "space clerk" will be interested in the details about prices and estimates; the "company officers" should not be overlooked; but the most important target is the "account executive," because he has charge of the client's accounts. Finally, when he has thus covered the agency, the time salesman goes to the office of the client himself, where he calls on the "advertising manager" and the "Vice President in Charge of Sales."

The reply to "What is my argument for radio?" comes easily to the veteran salesman. His enthusiasm matches his fluency. There are so many advantages to be derived from ethereal advertising: it is *speedy*; no other advertising medium produces such immediate results. It is free of cut-throat competition (at least when NBC is concerned). It has *flexibility*; radio permits a twenty-four hour dead-line as against the five weeks required by the Saturday Evening Post. It offers the sponsor a *preferred position*; adapting the program to the time of reception equals the 'cover', or 'next-to-the-contents' position in a magazine. It is *timely*; "Next week at this time you will hear...." It precludes *purchasing power*; those who can afford radio sets can usually afford the commodities that radio advertises. Its coverage is both *local and national*: rural communities are reached as quickly as urban ones. It is the *dealer's choice*: surveys reveal that approximately 70% of the druggists, grocers, and gas and oilmen interviewed in 1934 prefer radio advertising to magazines, bill-boards, newspapers. Radio is also the *salesman's choice*. It provides *mass coverage*: no

TRIP TO SING SING SET

continued

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

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

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

CLASSES IN ANNOUNCING

continued

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

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

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

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

A SHORT HISTORY OF NBC

Attempting to write a history of broadcasting at the NBC would be like trying to write a story of Lindbergh's flight to Paris while the airman was still soaring over the Atlantic; in other words, its history still is in the making. A progressive history of broadcasting thus far would be to ambitious for the limited space available. However research has brought to light many anecdotes and incidents which in themselves are historical and interesting.

Some have in them the quality of being born of time. Some incidents which are amusing to us today were the solemn problems of yesterday. There is the story of the first broadcasting station which was blown away one windy night in the autumn of 1921. Broadcasting from the auditorium proved so unsuccessful due to its bad acoustical qualities, that KDKA was established in a tent on a roof top. There was a marked improvement in reception, but not with the weather. Summer gave way to Fall and it was that Fall that the gale blew the station down. Consequently the tent was set up indoors. But for the recent development of Non-resonant materials for studios, we might still enter a room to find Lowell Thomas and Jimmy Wallington crouching in a tent, broadcasting the news of the day.... Did you know that....

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

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

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

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

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

ROSENBLUM LAUDS STAFF

continued

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

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

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

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

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