



RECEPTION STAFF REVIEW



NATIONAL BROADCASTING COMPANY, INC.



VOL 1 NO. 5

NATIONAL BROADCASTING CO. 30 ROCKEFELLER PLAZA, N. Y.

JULY 1935

We wonder if ~

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 instead of the eighth floor studios, thereby giving the guide parties the benefit of the doubt.

There is a very 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 been 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 Clover-Leaf studios 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. D'Agostino, was formally opened on July 10, when it was viewed by Messrs. Borchers, Muller, Portack, and Sell, who were the guests of Messrs. Patterson, Morton, McElrath, Mills, and D'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 U.S. representative of the Reich Rundfunk Gesellschaft (German Broadcasting Co.)

Although the exhibit is to a large extent self-explanatory, there are many features 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

Continued on page 4

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



MERLIN H. AYLESWORTH
PRESIDENT

Some people, in his position, make speeches and promises while others reveal themselves via weekly or monthly statements. Merlin Aylesworth, unfortunately for the writer, has different ideas. He doesn't say much; he doesn't make many public announcements; in fact, he does everything quietly and inconspicuously.

Most of us know that Mr Aylesworth, before taking over NBC, had reorganized the National Electric Light Association so that it became the largest body of its kind in the world; we all remember that he was a minister's son (and thus learned to get on with people); we have not forgotten that he is a law school graduate (therefore a hard man to fool). A few of us

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

Besides being President of N B C Mr. Aylesworth is President of R K O and Chairman of the Board of Radio Pictures. He organized N B C and has reorganized R K O. 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, then we hear from Merlin Aylesworth; then he makes a speech, and, if he can visualize their fulfillment, a few promises. Last year, for example, at the R K O Pictures Sales Convention in Chicago, he was called upon to make a speech; he made one which started a wave of enthusiasm that is still going strong. He promised technicolor and "Becky Sharp" is here; he 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 forgets 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, "a safe pilot".

A MAN WITHOUT A HOBBY IS AKIN TO A MANEATER SHARK WITHOUT MOLARS

Having covered at length the somewhat extraneous hobbies of some of the more versatile guides and pages, we are now branching out into the world of announcers, department heads and other awe-inspiring NBC personalities. It is our feeling that the man without a hobby is a more pitiable object than a shark without molars. So-o-o-o read this with care, and profit thereby.

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

Continued on page 4

PUBLIC'S GOOD WILL VITALLY 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 when one stops to reflect on the important position each NBC Page Guide, and Hostess occupies in NBC's public relation policy with the general public and the entertainment world, it becomes obvious that a good many of these interesting psychological rules of conduct and procedure could be beneficially adopted for our own use.

In the foreword, Gen. James G. Harbord, Chairman of the Board, has inscribed a thought which in itself is a significant guide.. "Let us not forget", he writes, "that anyone who will visit us, anyone who will call us on the telephone, anyone who will seek our aid, offers to us the privilege of creating good will for our company. Let us not throw away that privilege; let us not rebuff the man or woman who gives us that opportunity."

Continued on page 4

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

The checker tournament has us thinking. What is going to happen when such stalwarts as Goode, Kommer, Davis, Cottingham, Malta, Conant, Bond, Rittenhouse, Cain, Amory, Hawel, Jorgensen, and Heerdt get together? Will "Wet Hands" Mocarski or "Johnstown" Flood clean up "Tammany Hall" Finnerty? When "King" Mac Fadden and "Crown 'em" Mapes start battling it's sure one royal family will top ple. "Boom, Boom" Cannon may shoot the works with "Teddy Bear" Brown at that. When "Smart Money" Kirkland gets going Wesche may be in "The Red". "Your Move" Mc Carthy may put "X" Juliam on the spot, you know. Either "Six Jump" Ahlbum or "Triple Jump" Fitzpatrick will make his last jump soon.. Macomber, the "Checker - Board-Ace" and "Checker-Board" Daly should have a lot to talk about. Lots of luck, fellows. May you all live up to your "noms de guerre".

RECEPTION STAFF REVIEW



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-Editor-

F.M. Kirkland
-News-

Ary R. Moll
-Exploitation-

R.E. Ahlbum
-Makeup-

Adele B. Fort
-features-

Contributors

D.C. Davis Charles Young
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-gozaïmasu".

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 or just plain inertia has resulted in nothing being done in this direction. We hereby submit our vote in favor of the proposal to continue these shows. 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 pleasanter conditions. It is hoped that this will be an inducement to tidiness.

WELCOME

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

ACKNOWLEDGEMENT

Credit should be given where credit is due. The RECEPTION STAFF REVIEW extends its THANKS to the following persons for their able assistance; Mr. W L Randall, Press Dept., Mr. H Hede, Purchasing Dept., Mr. F Reynolds, Drafting Dept., Mrs. E.M. Bergholz, Miss H Fencil and Miss M. Moline, Transcribing Division, and Miss H 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. Bill Collins. The bride was formerly Jeanette Deguerre of Montreal, Canada. They were married on Monday, July 8th in Montreal.

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, Betterton, Md. Heart attack was the cause of his death. He was on vacation with his bride of one year, Mrs. V. C. Judge, when death occurred. He was twenty nine years of age.

He and his wife lived at 1910 University Ave., Bronx, N. Y. Mr. Vernon C. Judge attended Colgate University and the Harvard Business School. Before being employed by the NBC, he was connected with the Rodney-Boon organization.

Mr. Judge's loss to NBC will be felt by all of us who knew and respected him. We offer our sincere condolences.

DID YOU KNOW THAT-

Alice Wood used to trip the dramatic boards with the Marx Brothers and as you may have guessed, the combination must have been pret-ty good!

Sydney Evans appeared in the Follies at one time, and many were the hearts that fluttered! She also modelled.

Georgia Price is a harpist of eminence, and her concert tours of one time were very highly considered.

Ruth Thomas was a model not so long ago, and is still the apple of our eye!

And the new hostess, Miss Osborne, has modelled for two years and gave it all up just to grace our forlorn halls.

Elouise Dawson rates a long list of accomplishments, for she was an NBC Hostess in Cleveland, Ohio, a dancer, and was (and still is) a dramatic actress of no mean talent.

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

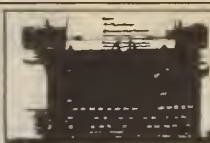
Florence Tyner was a model too! (We'll have to look into this modelling business), and once displayed the too, too gorgeous clothes of Bergdorf-Goodman.

Martha Trueblood was a professional artist before coming to NBC and if you aren't good, she will draw a wicked caricature of you!

And that is all for today....
.....isn't it enough???

MANY THANKS!

Mr. William Burke Miller, Evening Program Manager, does not believe in allowing "tempus to fugit". When asked to cooperate with the Guest Tours Dept by supplying an announcer to help entertain a special group, three announcers appeared on the scene within fifteen minutes, insuring a perfect afternoon of pleasant memories to 250 guests who traveled many miles to visit the NBC. Action seems to be the Burke Miller by-word.



chatter

As Bud Faillace says; Are you listen? 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 cabarello in Mejico" nearly sued the 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 Aristides Rene' 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 .590—Is Mr. Tart's look of pre-occupation due to reception troubles or an "affaire du coeur"?—Yes, Davison, it is a beautiful day out!—What is Al Simmons doing with that nudist 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 swell tan.—The force lost a good program man when Eric, the Red, went to Auditing. Good Luck, kid!—Guide Joe 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 hand landed—John Newhouse's "enamorada" from the Majestic still has failed to show up for that date. A stand-up John?—Our own K-7 has told us Mrs. Heerd is peeved because "Horse-hair" Heerd has not as yet appeared in CHATTER. After all, Mrs. Heerd, "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 the other day—if you want a laugh, ask Ed Deming to tell you the story of Ernie Clark's adventure with "the Gypsy"—Al Peterson is worrying 'cause lately he's had nothing to worry 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 chins again, will ya, hey?—

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...no! beyond the staircase. Look, the doors on the left! Not the Guest Tour Department!...through the doors on the left...to your left!...Yes, that's right" (collapse of the hostess).
"Spruce up!"
"Is this NBC?"
"THIS CAR DOWN, PLEASE!..!!....."

NO! I'M SORRY-BUT DEAC
AYLESWORTH IS NOT IN -
IS THERE SOMETHING I
CAN DO FOR YOU?



POTLIGHT OF THE MONTH

Guide Allwyn Foster's scholastic ranking at Stuyvesant High of No. 4 in a class of 400 obtained for him a three year scholarship at Columbia. We further congratulate him now upon his graduation from Columbia with an enviable record. Although he's also been working, he has managed to pass his last semester of five major courses with an average of 87%.

We have another Bachelor (of Science) amongst us. This time—Sal Malta—graduate City College 1935. A hearty handshake, Sal!

Some time ago, Loretta Lee, popular singer, advised a young chap to come to New York if he wanted to make a career, of writing lyrics. He came and now some of his lyrics are under the consideration of several "big time" arrangers. Allow us to present Day Page James Gibney. There are big things ahead for this boy.

Guest Tour's decision to publicize NBC tours with a script show has resulted in the guides coming through again. Costello's well written script has caused his temporary assignment to Continuity for the summer as Junior Reader. He is also writing continuity for sustaining shows.

THE QUESTION BOX

Editor's Note: Mail all queries to the Question Box, c/o RECEPTION STAFF REVIEW, Drawer A Room 284, NBC. All questions pertaining to radio will be answered through these columns provided the addresser signs his name to the note.

Q. How many programs are broadcast annually over WJZ and WEAF?
A. Approximately 30,000.

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

Q. On the Armour Hour does Beetle's voice sound distant because he is in another room or does he talk through his nose?
A. He talks from a small echo-chamber.

Q. Has SOS always been the recognized distress signal?
A. No. CQD was used before 1912.

Q. Why would an ordinary system of ventilation be unsatisfactory in the Studio Section of NBC?
A. An ordinary system could not withstand the effects of high wattages from uniform illumination and decorative illumination in the studios. The varying proportions of heat given off by studio occupants at rest and in motion would present quite a problem; fluctuating loads would be hard to compensate. The relative humidity would get out of control.

LET'S GET ACQUAINTED

BILL GARDEN'S BIG HOBBY =



WITH BILL GARDEN

—because Bryant High School graduated him as a member of Arista (Scholastic Honor Society) while there became active in the Dramatic Society and played a mean first violin in the school orchestra; also captained the winning team in the Greater New York Church League Championship while still in high school.

—because after one year of Brooklyn College, busily engaged in the pursuit of higher learning, he resigned to accept a position in a bronze foundry, the same one, by the way, which constructed the statuary in Radio City and many are the hours Bill sat and polished and polished the giant forms until their bronze skins acquired that necessary glint. Says Mr. Garden, "He may have been a big fellow, but I sure gave him a going over."

—because on Nov. 3, 1915 Mr. and Mrs. Allan A. Garden of Brooklyn, N. Y., were blessed by the advent of a bouncing baby boy with black curly hair and weighing 10 lbs. and 6½ ozs. who is now earning the daily bread by enlightening the public on the miraculous wonders of our radio age, particularly as regards the NBC's function in this capacity—and doing a mighty good job of it.

—because he has the honor of having received the most written commendations from the public. Has received fifteen officially recorded "fan letters" since 1935 made its advent. A man to be watched is William Garden, as he is going places or this correspondent is off on his predictions. (Batting average to date .999%). Congrats, ole man!

Q. What is static?

A. It is a natural atmospheric interference encountered when sending or receiving by radio. It is caused by stray natural electrical discharges. They are more prevalent by day than by night and are more troublesome in summer than in winter.

E.P.H. JAMES, SALES PROMOTION HEAD,

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

The series of interesting and very instructive lectures on the workings of the Advertising and Sales Promotion department have 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 broadsides 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 most of these men have also had great experience in merchandising. These men have also, at some time or another, done selling in various lines, including door-to-door canvassing. Among the sundry things they have sold are vacuum cleaners, real estate, inter-office phones, newspaper space, paper cups, furniture, drugs, photo-engraving, art work, 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 program presentations. He was at one time with a direct mail agency. Mr William C Roux supervises production of literature and advertising agency. Mr Gar Young writes copy and supplies articles to trade publications. Mr Joseph K Mason takes care of the merchandising service, on which he is an authority. 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 is a veteran 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 1927 he joined the newly organized NBC to establish its 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 branch. There are more offices in San Francisco and Chicago. 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. He is the author of several books on advertising and merchandising. We, therefore, 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 Advertising than we did before attending these enlightening lectures.

WESTON WONDERS

Henry Weston has received a package containing two military brushes from some kind gentleman he took care of in the Main Hall. We're reserving our congratulations, however, until we discover why 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 Gardens" were has learned the answer yet?

WHERE YOU CAN SEE THE BOYS PLAY

July 20	NBC	vs	RKO
	1 st Game...	Protectory	
July 27	NBC	vs	COL
	1 st Game...	Protectory	
Aug. 1	NBC	vs	UAC
		G. Washington	
Aug. 3	NBC	vs	MGM
	1 st Game...	Protectory	

*Catholic Protectory located at East Tremont Avenue, Bronx.
G. Washington Field, located at 191st Street and Audubon Avenue, Manhattan.

HOBBIES OF EXECUTIVES COVER WIDE RANGE

continued

Those who like boxing, short stories, and trout-snatching have three major interests in common with Phillips Carlin. A couple of his novelties are talking with his hands and throwing away cigarettes 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— which sounds very nice, providing one has a wife, horse, dog, and piano. For advice on boating or skiing go to Pat Kelly; what happens to them when they are finished, we don't know, but he also devotes considerable time to writing and to composing lyrics— Cheerio!

"Scotch tweeds....and bitters", retaliated the omnipresent Lundell. Draw your own conclusions. (Miss Trueblood will gladly help out if you are not talented in that way). When not engaged in introducing Blue Sunoco's popular news effervesces, Lowell Thomas Jimmy Wallington may be found at the controls of an air—plane or high-powered "road-burner";—nothing to worry about as long as 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, armed with a feeble-looking piece of wood tied together with string and shielded only by a flimsy sort of fish net!

A diminutive china menagerie and an autograph collection which reads like an international "Who's Who" call to mind the owner of an executive office on the second floor—J. deJara Almonte. 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, pipe-smoking, and swimming are very enjoyable," comments Louis Titterton, "they hardly compare with riding atop a Fifth Avenue bus." Personally, we are rather looking forward to the proposed stream-lined type....notwithstanding "Rockefeller Center Weekly's" sentimental sentiments on this subject).

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 continuance of the Saturday night bridge games 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 cigars), goes to football games, likes fishing and hunting, is a confirmed bachelor and is a perpetual memo writer", writes Miss Hensman.....We wouldn't know....Much

GERMAN EXHIBIT

continued

material.

He informed us that at present Germany is doing more international short wave broadcasting than any other country—on the air eighteen to twenty hours a day, broadcasting (chiefly news) from a special building in Berlin programs in English, Spanish, French, and Portuguese. In 1934, NBC picked up from Germany's short wave transmitters 31 programs including opera, the Passion Play from Oberammergau, political events, including speeches by Hitler, and various other news events. In 1936, we expect to pick up eye-witness accounts of some of the Winter Olympics from Garmisch-Partenkirchen ("amende honorable" if that is mis-spelled), and also the Summer Olympics from the great new Olympic stadium now being built in Berlin. Like NBC, Germany has both sending and receiving stations, thus making it possible to carry on a two-way conversation at one time.

As indicated by the chart in 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-

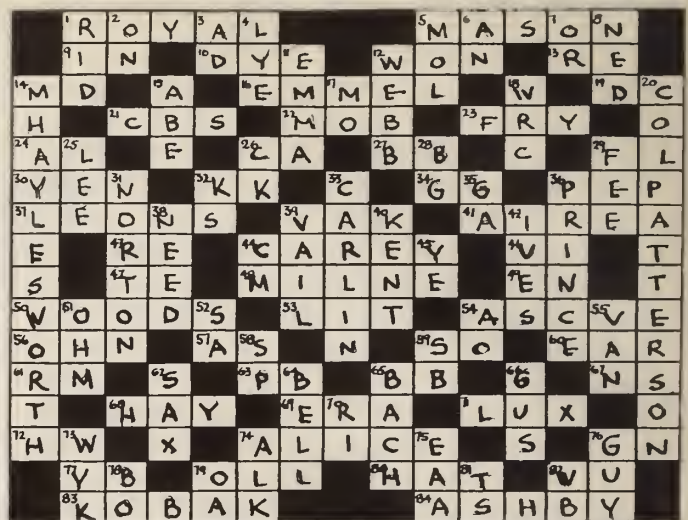
F.T. BROWN WINS FIRST PRIZE

Guide F. Tilden Brown won the first prize in the RECEPTION STAFF REVIEW'S Cross Word Puzzle Contest by completing the solution in 4½ hours. Robert F. Devine was runner-up, having completed the puzzle in 5 hours and 5 minutes. The reward of a day off will go to the winner, Brown. The correct answers are published at the top of this page.

stitutions, hospitals, blind people, and unemployed persons are free of assessment. In this fashion, about \$60,000,000 is taken in. Of this amount, the R.R.G. requires one-third, while the rest is allocated to the Post-Office and other government activities. Commercial broadcasting is not allowed.

Mr. Morton says that German radio engineers are greatly interested in television, and are carrying on very extensive experimentation in this new field. They have constructed several trucks which go around taking pictures. The film is passed through the roof of the truck into a developing bath, and then through an electric drier. Thence it goes to the television scanner, and finally, via the television transmitter, to the receivers in the immediate radius.

SOLUTION TO THE JUNE ISSUE'S PUZZLE



PUBLIC'S GOOD WILL NECESSARY TO N.B.C.

continued

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

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

COURTESY is expected, no one resents it, and it disarms resistance. The speaking voice should be clear, distinct, and well-modulated. The importance of courtesy when speaking to a visitor or client cannot be overestimated. Speak directly to the person and avoid carrying on a conversation with another person while so doing as nothing 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—the satisfied patron, the reputation for efficient and courteous service."

"The public may be timid, arrogant, thoughtless, rude, stupid, 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 good will asset of any 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."

continued

MUSIC LIBRARY PERSONNEL DECIDE TEMPERMENT NO ASSET

The N.B.C. Music Library is a genial madhouse, according to Mr. William Marshall of that department. Every musician in 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 hot-chas. Mr. Marshall emphatically stated that to work in the Music Library, you had to know music in a big way. Musicians dash wildly about and in anguished tones demand the music for a program which goes on the air in five minutes. Artists are highly insulted if the librarian does not remember the key in which they sing, and woe is he who gives a contralto a soprano part. "The most temperamental lot on the air are the tenors," remarked Mr. Marshall.

The telephone rings and rings and rings! Questions pour in about the dates of the publications of songs, the names of the composers, and the shows from which they came. People call and whistle a tune over the telephone wire, and ask "What is that song please?" or "From what opera is this tune?" They give the middle line from the chorus and ask for the title. They want to know "What the second to the last piece sung on the Valley Hour was?" They ask for texts from the Bible for hymn titles (so they keep a Bible in the Music Library now) and they even ask for tickets to a broadcast!

Music soothes the savage breast—but not in the N.B.C. Music Library!

From each of these contacts some useful knowledge may be derived on how best to deal with our fellow men which may serve to round out our experience in the jobs of dealing with the human equation—a very necessary factor in all walks of life.