



DECEMBER, 1935

Christmas Party

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

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

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

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

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

The date, time and place of the party will be December 24, at 11:00 P.M., in Studio 8H. It will be a treat everyone will enjoy and remem-



RICHARD C. PATTERSON, JR.

Executive Vice-President

"I am happy to help usher in the Christmas and New Year issue of the Reception Staff Review. When I look back over this year at NBC there are a good many bright spots. Not all of these bright spots show up, directly, in our ledgers. But that doesn't mean that they are not significant. And I want to assure you that the Reception Staff Review—however modestly it may twinkle—is one of the most welcome of the new stars in NBC's 1935 sky."

"I welcome it because—like all really worthwhile planetary bodies—its light is warm and friendly—and warmth and friendliness are important for business as well as for heavenly constellations."

"Feeling that way about the Reception Staff Review, perhaps the most and the best that I can say at this holiday time is: 'A Merry Christmas, A Happy New Year and Long May You Shine!'"

ber, and the kind of Christmas present we shall all feel happier for giving. A special program will precede the party. Watch your respective bulletin boards for the announcement. This time it is something novel as well as unusual. Notices will be sent to all employees stating the time and nature of this special event together with complete information as to the program's purpose. Watch for developments.

This party promises to be the treat of the season.

Announcement of Contest

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

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

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

copy to the RECEPTION STAFF REVIEW, Room 297.

Highlight of the Month

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

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

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

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

Sincerely yours,

"A TOURIST"



NBC Basketball Team

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

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

FRANK MOCARSKI,

*Bryant High School,
Catholic Club of Brooklyn,
Knights of Columbus.*

ADAM GAYECK,

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

JAMES MCBRIDE,

Brooklyn Tech., '32.

HERBERT GROSS,

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

KEN CURTIS,

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

GORDON LOGUE,

Fork Union Military Academy, '34 and '35.

JOSEPH COSTIGAN,

*Finast Athletic Club, '32,
City Amateur Champions.*

BILL MARRIN,

Jamaica High School, '33.

ED. FRANK,

*Leonida High School, New Jersey (3 years).
Leonida Alumni, '35.*

THOMAS BERRY, 2ND,

St. Nicholas of Tolentine, No. Carolina, '32.

NORT SCHONFELD,

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

ANTHONY JIMINEZ,

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

JERRY DALY,

*Villanova College,
Intercollegiate Champions.*

VINNIE KOMMER,

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

JACK WAHLSTROM,

Evander Childs, '29.

Glee Club

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

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

The fellows are enjoying the work thoroughly. Those who said they couldn't sing are getting a thrill from using their own heretofore unused basso-profundos and lyric tenors. Aspiring announcers are taking advantage of singing and its methods of articulation to improve their voices. The Reception Staff Glee Club is a growing interest. It has been built on the cooperation of the men themselves and the officers in charge. Its future looks very bright.

Christmas in 264

■ Through the thoughtfulness of Gene Sullivan and Bruce McGill the spirit of Christmas will pervade in the locker room this year. By pooling their interests, they have made successful plans to have a Christmas tree in Room 264. This is the first time that a Christmas tree has ever graced the Pages' and Guides' locker room.

The Night Before Christmas

■ It was Christmas Eve. The hands on the clock in the Main Hall read a quarter of twelve. Thinking of other things that he could be doing, the page on duty didn't notice the entrance of a small boy.

The little tyke wore a battered old cap from under which peeped cold, red ears. His breeches were patched and from under the cuffs of his tattered sweater, many sizes too large, little hands showed blue from the night's zero weather, but the boy's eyes were steady and his chin was up.

Hesitatingly, the little boy walked up to the page and timidly asked,

"Mister, is—is this where Santa Claus broadcasts?"

"Why, er—er ye-es. This is where Santa Claus broadcasts. Would you like to hear him if you could?"

"Gosh, that'd be swell!"

"Well, c'mon then, let's try to catch him before he starts on his long trip."

Seating the little chap in front of a loud speaker, the page said:

"You sit here. Er—what did you say your name was?"

"Mickey is my name, Mister."

"O. K., Mickey, I'll be right back."

The page then set about executing his hastily conceived plan. Several minutes later found able assistants in a studio before a mike with the announcer prepared to play Santa Claus for this special occasion. Returning to his visitor, the page said:

"Santa will be on the air in a few minutes now, Mickey. Let's listen."

Thirty seconds later the loudspeaker blared.

"Hello, my little friends in the world everywhere. I've just finished looking through my big books, checking up on all little boys and little girls to make sure that they've been good. I've had many, many requests. Some for candy; some for toys; some for many other things, but I found one that was bigger than all the rest . . . It comes from little Mickey. He wants only one little favor, that his mother will soon get well. Wherever you are, Mickey, Old Santa wants you to know that your mother will get well; so don't worry."

The smile that lit up Mickey's face more than repaid the page for what he had done. It was a perfect Christmas.

How's Your Health?

■ An intelligently organized project to keep Miss NBC in tip top physical trim is at last under way. Our own Al Walker, a physical culture instructor since 1919, and for the past year and a half physical instructor to the guides and pages, has started a gym class for women employees of NBC on Tuesdays from 8 to 10 P.M. Representatives of nine departmental units can now be seen engaging in apparatus work, corrective and limbering up exercises, tennis, basketball, and badminton. Mr. Walker, at Extension 555, has complete information available.

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



Bud Holman

■ You ought to know Arthur "Bud" Holman, of Union City, New Jersey.

...because most superlatives are found inadequate to express the degree to which he is liked by all those who know him.

...because admiration for him extends even to those who have not seen him. Viz: a letter from one of the BRASS BUTTONS REVUE listeners: "The organisms of Mr. Holman were very soothing to my aesthetic soul. Is he married? Give him my regards and the prize." (Bud played the organ.)

...because he did win that prize, a week off with pay, as the performer who received the greatest number of letters from the listeners. He received 540 votes.

...because he remains his usual unruffled self even when he is called Gsniddlefritz, one of his mother's favorite terms of endearment.

...because not only was his work as a desk lieutenant beyond reproach, but also the precision which he exhibited in the routine duties thus involved, ranks him as a man of merit.

...because insubordination is unheard-of among the men working under him. There is a humorous twinkle which is sure to beam forth even under the most trying circumstances. (He has handled the desk on the two busiest days of the year, the eves of Labor and Armistice Days.)

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

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

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

...and also because that success is already well on its way. Bud has just been advanced to a position in the Music Rights division where, we are told, he is proving his ability.

RECEPTION STAFF REVIEW

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NO. 10

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Christmas Greetings

■ With the approach of the Christmas holidays and the successful culmination of another year, I should like to take this means of thanking each member of Reception for displaying a fine co-operative spirit in our work this past year, for your support and goodwill in completing a job well done, and for exhibiting the priceless quality of good fellowship in your relationships with each other. May you all have the Merriest Christmas and the most Joyous New Year ever.

THOMAS TART,
Reception Supervisor.

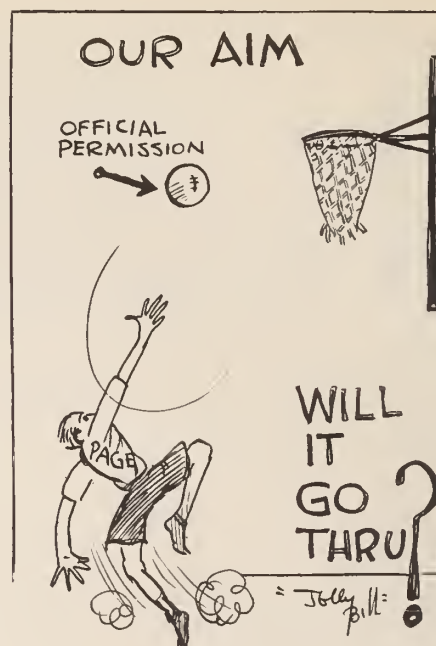
Have You Any Books You Don't Want?

■ Miss Frances Sprague, our genial and ever helpful librarian, could find some practical use for any histories, biographies, or books of fiction—you intend to discard. It seems that the literary thirst of the NBC could be brought closer to the satiation point if the shelves were more crowded with reading matter. So if you are moving and have no use for those books you intend to give away, remember Miss Sprague. These books would find a welcome haven in the congenial air-conditioned atmosphere of our General Library. The greatest demand has been for the three aforementioned types of books, but this does not mean other books are not welcome. Let Miss Sprague be the judge.

Welcome

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

All material for the Reception Staff Review should reach the editor's desk by the twelfth of each month.



Chatter

☞ GO AHEAD AND SUE ME BUT . . . Have you noticed that Jack McGhie bears a close resemblance to the figure of the Page on the heading of this paper . . . The record for grubbing the most cigarettes in the past month is now held by Night Page Howell . . . Officer Deming has finally decided that two can probably live almost as cheap as one maybe.

☞ Johnny Romaine, ex-page of the old 711 days and now working under Mr. Bixler, will become a bridegroom this Christmas . . . Tom Barry always allows himself a full hour to get into uniform before reporting for duty . . . Many merits to cashiers Stillman and Hassman for the perfect job they did handling the crowd on November 10th, the day before Armistice . . . "Diamond Dick" Diamant, the little man with the big voice, is taking vocal lessons and intends to follow a singing career . . . Page Gross is an expert at taking German tourists around and conversing with them in their native tongue.

☞ Pay-day is always conspicuous because of the new haircuts . . . Al Simmons of the check-room squad, is a World War vet and can speak French fluently . . . Earl Harder no longer smokes cork-tipped cigarettes because he doesn't like the smell of burning cork . . . The height of accuracy is a Rooney program report . . . And the height of silence is Kurtz standing in the Main Hall in the morning . . . The locker-room around meal time would be a great advertisement for a well-known milk company . . . That delightful Dawson voice is making those commercials more pleasing than ever.

☞ "Miniature" Cockburn goes about bragging that he never spends any evenings at home . . . "Bruno" Hoffman, the white hope, will challenge "Stop-that" Leak to a guide-stick twirling contest . . . Has anyone ever seen Day McKee or Night McCullough without their "toothpaste ad grins" spread all over their faces? . . . The height of emotion is Charlie Whalen on a three-tour-before-lunch day . . . Incognito? . . . No—It's just Ed Frank's doctor who advised the specs . . . Herewith are presented some of the better Carl Cannon smiles . . . Stepin Fetchit's performance was as speedy as a Gateway lunch delivery . . . A weekend off on the Guide staff is as rare as a Major Bowe's ticket . . . And then these . . . As persistent as a song-plugger . . . As pert as Miss Wood's smile . . . As quiet as the Main Hall on a Friday night.

☞ And as another column has run itself down the page, I'll say "so long!"

MINUTE INTERVIEWS

If you were starting a career in radio, what specialized knowledge would you acquire to meet the requirements of your department's work? Please list in order of importance.

Edgar Kobak, Vice President in Charge of Sales: "First, I should say a knowledge of people (types, habits, etc.) would be essential. Then experience in merchandising and marketing would be next in line while advertising, general business experience, and public speaking backgrounds would follow in close succession as important requisites."

William S. Rainey, Production Manager: "If we were to picture the ideal candidate for consideration as a Production Director he would be something as follows: A man old enough to carry authority and young enough to be enthusiastic. A man equipped with a thorough knowledge of and experience in show business, preferably as a director; conversant with the literature of music, both classical and popular; previous experience in radio is helpful but not essential. Most important is that he be equipped with a sense of showmanship, which is a sort of dramatic instinct based on creative imagination and an ingenuity in devising effective program material. He should have an appreciation of the problems of the advertiser. He should be able to cope with the frequently volatile temperaments of artists. He should be able to work cooperatively in an organization."

P. S. If I ever meet such an individual, I'll be tempted to paraphrase Shakespeare and quote,—*"The elements are so mixed in him, that nature might stand up and say to all the world, 'This is a man!'"*

George Engles, Vice President and Managing Director of Artists Service: "Know talent personally. This includes popular and classical artists. Understand the artists particular professional qualifications. Sell yourself to the artist. Qualify yourself to sell the services of the artist by taking a sound course in salesmanship. Study showmanship by attending the theatre, opera, concerts, and lectures. Secure a knowledge of dance bands and their directors. Be a diplomat. Study the biographies of the Artists Service personnel."

Patrick J. Kelly, Supervisor of Announcers: "A young man starting a career as a radio announcer should first of all acquire a college education or its equivalent. Then if he has a good speaking voice, he should devote himself to a study of cultural subjects. Those offered in preparation for a B.A. degree make good training. Experience in writing and showmanship are also essential. A study of journalism and a period of work in the newspaper field is good practical experience, and a year or two in the theatre is also advisable."

"He should then try to secure employment as a junior announcer on some independent station before applying for work on a network key station."

R. M. Brophy, Station Relations Manager: "A position in the Station Relations Department requires an overall knowledge of radio broadcasting. Therefore, specialization in any one phase of the art is not recommended. The following requirements are essential to the success of Station Relations work:

- (a) Knowledge of network operation from a national standpoint.
- (b) The relation to and the position of the associated station to the national network.
- (c) A familiarity with the policies and problems of independent or associated station operation.
- (d) A knowledge of the fundamental and technical phases of radio broadcasting."

E. P. H. James, Advertising and Sales Promotion Manager: "This department is somewhat like a small advertising agency, although we give more attention to merchandising than most agencies. If I were aiming at the strictly advertising side of this department I should spend some time as a commission salesman to get some real selling experience. Then I should endeavor to get into a small advertising agency and work up from the bottom."

"If I wanted to do merchandising work I should get some actual experience in a good department store or behind the counter of a drug store and at least one other kind of store, learning as much as possible about window display and store promotion methods."

George McElrath, Operating Engineer: "Ordinarily the first requirement for work in the Engineering Department would be a BS in EE degree. In order to be eligible to fill all positions in the department (either studio, field, or transmitter) a radio telephone-telegraph license is required. Acquire the ability to treat all situations diplomatically. School yourself to use your powers of observation to the highest degree. Always endeavor to place yourself in the other fellow's position; i.e., try to see his viewpoint on a problem as well as your own."

A Cashier's Nightmare

Two for the tour? Are children half price?

What do we see? Oh, isn't that nice.

We can't see a broadcast? Why back in Oshkosh

We see 'em and hear 'em for nothin', by gosh.

Where is the Rainbow Room? Do they serve tea?

Which tour would you take? Is anything free?

Where's the 'er washroom? How high is the roof?

Miss, isn't that Vallee? Now tell us the truth!

"Two for Major Bowes' Hour, please," face wreathed in smiles.

"What, you don't sell them—we've traveled for miles!"

An endless procession—yet always the same

To Miss Information—I'm changing my name.

Poet's Corner

In Memoriam

KATHLEEN WELLS

*She is gone from our very midst, 'tis true.
Leaving we, who knew her, feeling blue
It's hard to believe she is no more.
We miss her from our third studio floor.
She had a very friendly smile for us all
Seems strange not greeting her in the Main Hall.
Her voice which we all loved to hear
Has been faded out by the Great Engineer.
And now that her theme song has reached its end
We in Reception miss her—she was our friend.*

ANONYMOUS

*Some day, perhaps, we'll cease to speak her name,
And smiles as gay, some cheer to life may loan,
And in our hearts as sweet a soul may claim
The place that once, we knew, was hers alone—
But we'll never forget.*

ANONYMOUS

What's in a Name?

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

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

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

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

However, it may take some time to accomplish this. Realizing that all the Rileys are undoubtedly subject to the same tortures of being one of four, I believe we should get together to keep things straight during the interim. I would like to suggest a luncheon with you, Mr. Thomas L. Riley of the Program Department, Mr. Thomas M. Reilly of the Auditing Department, and other NBC Rileys, if any.

I'll be frank with you. My main reason for suggesting this meeting is that I'd like to see what kind of a Riley drinks Acidophilus. Maybe he's the guy who should change names.

THOMAS J. (*Call me Jerry*) RILEY.

cc Thomas L. Riley,
Thomas M. Reilly,
Reilly's Gym, 1230 Sixth Ave.,
Mike Reilly, the Onyx Club.

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

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

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

Operator (When answering a call): This is the National Broadcasting Co.

Party Calling: Mr. Riley, please.

Operator: Which Mr. Riley do you wish, please?

Party: Tom Riley.

Operator: We have four Tom Rileys, do you know what department he is in?

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

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

Thanking you in advance for your co-operation.

MARGARET MALONEY.

NBC Employees Sports Association

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

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

Vice-President Royal Speaks

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

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

1935

Sincerely Yours

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

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

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

In addition to the courtesies shown to the clients we must also consider the guests attending their shows. The impression left in their minds as they leave our headquarters decides to a large extent their feeling toward the National Broadcasting Company and the client whose program they have witnessed.

This, therefore, places on our shoulders to a great degree the responsibility of making every guest feel welcome. If our duties are performed in accordance with the standard which we have established, we are doing our share toward the creation of good will for the National Broadcasting Company.

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

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

To the artists and musicians we extend every possible cour-

tesy while they are in rehearsal or on the air. Messages are held for them until they are free, visitors are announced to them, studios are guarded against unnecessary interruption, and artists are supplied with information as to the studio in which their rehearsal or broadcast is being held.

It is with this in mind that a manual is being prepared for the Reception Staff. This book will contain definitely established policies so that we can assume more efficiently the responsibility that is our. However, it is impossible to write a book that will cover every incident and emergency, and so we are relied upon to handle NBC's guests, clients, artists and employees with the greatest possible tact, courtesy and cheerfulness.

Ours is a great responsibility and I know you will continue to prove a credit to the National Broadcasting Company.

THOMAS TART,
Reception Supervisor.

Alden Edkins

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

Mr. Edkins' career is an excellent illustration of an artist who didn't want to sing and is now one of the outstanding male soloists on the NBC networks. He decided early in life on art as a vocation—a logical selection in view of his talent in this line of endeavor. However, one cannot win the National Atwater Kent auditions and still be convinced that art is one's life work. So it happened with Mr. Edkins, and now he has behind him an impressive record of programs actively engaged in with a bigger and more promising future ahead. After Mr. Edkins had attracted nation-wide attention with his winning of the Atwater Kent auditions in 1931, one of the judges described his voice thus: "Edkins has the finest young voice I have ever heard in this country." This verdict carried a five thousand dollar cash prize and two years' study plus an NBC contract. However, art still rates high as his most preferred hobby. Though he is thoroughly convinced that singing is his real vocation, Edkins still loves to draw. Ask him about his pen sketches of fellow artists in characteristic poses which are recorded in his album of "studio sights."



Static

ON TOUR . . . SIGN IN MAIN HALL—

Lots of NBC Guides fill the tourists with surprise.

* * *

40c. Who's next, please?

* * *

MEZZANINE—

It's 11:05 any week-day morning. You're leaving the mezzanine, with a party and Lieutenant Tormey says, "D is On the Air; did you ever see the Honeymooners in action?"

* * *

FOURTH FLOOR—

Methods for getting party into observation booth:

"Now please step inside NBCeated," or as one man might put it, "Pile right in, folks."

* * *

CAUSTIC COMMENTS—

Berger Hugerth tells of the lady tourist who queried:

"Do moths ever get in the rock wool?"

"No," answered Bill Garden, who happened to be passing, "cause the wool comes from hydraulic rams!"

* * *

To be heard on almost any tour . . . where one of the party thinks he knows it all:

Sue: "Shush, dear, while the guide is talking."

He: "Why must you always come around shushing me when I'm trying to impress people?"

* * *

WHAT WOULD YOU DO?

With his back to the window, McFadden relates, he was explaining the mysteries of the air-conditioning control room. While mentioning the duties of the attendant in white, Mac suddenly turned to find the white-clad air-doctor was absent. The day was saved when a sotto voice in the party whimsied, "Oh, that's O. K.; he's probably out with the Lady in Red."

* * *

Jimmy Goode astounds listeners with this episode:

Question: "Mr. Goode, I've heard so much about the acoustics. Will you point them out and tell me where they're kept?"

Answer: "Well, er-e-r-r oh, we use the Brunswick-Balke-Collendar type a-cue-sticks. They're kept in a rack in Daly & Dunleavy's pool room!"

* * *

"Well, folks, this is definitely the end of the tour. We have walked about one mile, and I do hope you're not too tired."

* * *

Usually full of puffs and wheezes

Are old ladies with aching kneezes.

* * *

FAMOUS FINALES:

. . . "No, thank you. It pleases me more to know you enjoyed the tour."

* * *

Spotlight Shines On

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

H. Weston Conant, late of Reception, who is doing a swell job haunting houses in his new role as Sound Effects Engineer. He "toots, whistles, and roars" in such broadcasts as Hammerstein's Music Hall, Highlights in Harmony, The Eternal Question, Echoes of New York, and others, which bring his shows to a weekly average of an even dozen.

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

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

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

If You Have Read the Review Thoroughly You Will Know

(1) What the present total circulation of the REVIEW is.

(2) Whether or not an NBC Employees' Sports Association has been organized.

(3) What the average monthly volume of audience mail has been over the past ten months' period.

(4) Who won the Brass Buttons Revue contest.

(5) What cartoonist is stripping comics for us.

(6) What the prizes are in the new REVIEW contest.

(7) What Mr. Kobak considers a salesman's most essential attribute.

(8) What type of employee activity is now being planned.

