



MARCH, 1936

Guide Staff's Best News Hawks

■ Guide Instructor John Hancock, Guides Frank Koehler and Andrew Kinbacher are the first three winners of Guest Tours Gordon H. Mills' weekly contest to select the guide submitting the best recorded interviews. These selections are based on an A (Best) B (Usable) C (Poor) rating system. Press' Richard Spencer daily selects the newsiest records based on its sectional news value and writes a story submitting same to the local paper. The guide having the best average for the week is dined, wined, and taken to one of a series of instructive and pertinent lectures conducted by Dale Carnegie, noted authority on Public Speaking, each Thursday night at 8 P. M. in the Grand Ball Room of the Hotel Victoria, 50th Street and 7th Ave. Their comments were enthusiastic.

John Hancock: "It was the most worthwhile evening I have spent in my life."

Frank Koehler: "An evening of genuine pleasure; company—the best; dinner—delicious; lecture—most educational."

Andrew Kinbacher: "A very interesting and educational evening."

Chess Tournament

■ Sometime last December a box of chess men mysteriously made its appearance in the locker room. In a short time there developed a considerable group of good players. This led to the idea of holding a tournament. Thanks to the energy of Thomas Tart, Ary Moll and Bob Eldred the boards were set and a prize (two tickets to the Music Hall) was secured. Since then the bouts have seen progress. So conducive are they to quiet, that it is hoped on

all hands that they will continue long. It is truly a pity that the finals have already been reached. After fighting their way through the various rounds, Ary Moll and Jack McGhie are now at it tooth and nail. So far, out of three games played each has taken one and the last has resulted in a draw. Before the battle has done this issue will have gone to press. Time will reveal the winner—and so will the *Review*. Will you watch next month's issue for the results?

Guide Alwin D. Foster merits the Reception Staff Review's March News Award for his consistently splendid series of biographical sketches published under the title of "Let's Get Acquainted".

NEW NEWS SERVICE

EARLY in April a daily information service containing a pertinent collection of articles, illustrations, and facts of value to all guides will appear in the Locker Room. This service, edited and published by the editors of the Reception Staff Review in collaboration with Guide Instructors John Hancock and Carl Cannon, will be called "You". Watch for it!!

Make a Note, Please ANNUAL DANCE FRIDAY, MARCH 20.

■ NBC's outstanding social event of the year, a dance sponsored by the Reception Staff, will be held in the Hotel Great Northern's beautiful Crystal Room on Friday evening, March 20th. Rudy Vallee's Connecticut Yankees with their able and versatile leader will provide music for this semi-formal affair. The bids, which are limited to the capacity of the room, will cost \$3.00 per couple. They may be obtained by calling extension 542. Delivery within the building will be provided.

The array of talent for the evening comprises some of radio's most outstanding entertainers. Fred Allen, Jack Benny, Morton Downey, Fields and Hall, Frank Fay, Lewis Julian, Russ Morgan, Tom Powers, Lanny Ross, the Twin City Foursome, and others will be there. Howard Petrie, winner of the 1935 BBD&O award for excellence in announcing, will act as master of ceremonies. These attractions make it imperative for everyone to don his best "bib and tucker" and drop over to 118 West 57th St. There will be hours of enjoyment and pleasant associations. Many of NBC's biggest executive names are included in the list of patrons and they have all agreed to oust the first to talk shop during these, our own five hours. Circle *MARCH 20th* in red on your calendar! This is a "hop" you cannot afford to miss.

News Briefs

■ Philatelically minded NBCites are invited to call Mr. Quinton Adams' office (Ext. 339) and register their names as possible members of the new NBC Stamp Club. If this venture is successful, an exclusive NBC exhibit will find a place at the Third International Philatelic Exhibition to be held at the Grand Central Palace from May 9 to 17, 1936.

■ The millionth tour guest to visit NBC will make some Page, Guide or Hostess \$5 richer. The holder of the number representing the state or country the guest is from will receive the award. See Dom Davis (Ext. 366) for more information. We expect MR. MILLION sometime in April.



"We wanna see Cheerios boidies."

RECEPTION STAFF REVIEW

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NO. 3

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Windy City Topics

or

The Country Cousin Talks Back

■ Let us begin our little column by thanking the Reception Staff and the editor of this paper for giving us the opportunity to air some of the opinions and observations of our little station out here in the hinterlands. May we take space here to debunk some of the ideas many of the New York personnel have about us. No, the pages don't wear uniforms similar to Kit Carson's buckskins and our hostesses stopped wearing bustles at least three years ago. We haven't had a single scalping unless you want to count the song plugger who persisted in pushing that "Music Goes Round" number. We no longer have a hitching post in front of the building and we've forsaken the cigar store Indian for a real doorman in a store-bought uniform. You don't have to be a champion hog caller from the stockyards to get announcer's audition (but it helps) and we've stopped trying to sell the original Floradora Sextet to a would-be client.

In all seriousness we've been following the columns of the "Staff Review" for a number of months and we all agree that you're doing a swell job.

TEAR ALONG THE DOTTED LINE . . . Russell Sparks, captain of the pages is planning on installing a merit system such as the N. Y. boys are "enjoying" . . . Night manager Edward Cunningham's interest in golf has diminished considerably since he put two divots in a new rug while winter golfing in his living room . . . Checkroom boy Alfred Schweitzer came thru with the prize faux pas of the season when he sent announcer Bob Brown home in Sylvia Clark's galoshes during the recent thaw . . . Thomas Casey, nimble tongued guide whose main ambition is to be an announcer, practices two hours a day speaking into an empty oat-meal box . . . Lyle Collett, special officer is coaching one of the ranking swimming teams in the Middle West . . . Willa Graff, one of the most beautiful girls ever to adorn a hostess' desk, resigned to loll on Miami Beach sands . . . Edwin Bailey, Chicago's best dressed page boy, has finished buying last year's overcoat and is now starting to pay for that Palm Beach suit he was sporting around last summer . . . Anne Courtney, our charming head hostess, is receiving many compliments on the excellent manner the two new hostesses have fitted into the picture . . . How do you like our first attempt at column conducting. (What! you still prefer the dentist's drill.) See you soon.

THE LOOPHOUND

Worms Make Better Bait Than Strawberries and Cream

■ Dale Carnegie tells the story of an unsuccessful fisherman. The angler in question, in an attempt to be different, baited his hook with strawberries and cream. After hours of waiting in vain, he was still surprised that no fish would bite. Was not this delicacy as tempting and as healthful as the ordinary diet of worms?

We believe (and we rest firm in our opinion until it has been proven otherwise) that many of our guides are comparable to this fisherman. The common garden variety of human is interested in other humans. Does it not follow, then, that the best way to interest humans is to use the material that concerns them? An attempt to tie in common experience in everyday life makes a more palatable dish than the intricacies of radio technique which are very attractive to us. Can you offer anything to the contrary?

We're Betting On It
How About You?

■ The following conversation between Rudy (and his Connecticut Yankees) Vallee and a Reception Dance Committeeman took place last Thursday night after Mr. Vallee's broadcast.

R. D. C.: "... and can we count on your being there definitely Friday night, March 20, Mr. Vallee?

Rudy Vallee: "You bet you can. What time did you say? 9:00 P. M. See you that night. So long."

Can the dance help but be a success?

Prize Awards

■ The passes awarded as prizes for the REVIEW'S two contest winners will be used to witness Hollywood's five newest stars in "The Country Doctor," the current attraction at the Radio City Music Hall which features none other than the world's most celebrated babies—the Dionne quintuplets—and the prize winners, Guides Alwin Foster (News) and Andrew Kinbacher (Anecdote) have already aired their intentions to be "up in front," witnessing the newest in screen entertainment.

Personals

■ Some say the three ladies listed below have qualified for honors accorded only to females and the Northwest Mounted—they got their man.

Leonia Jochum, Hostess
Joan Hensman, Office Management
Virginia Baldwin, Hostess

. . . But we know definitely that Adam Yung, former Page Captain now in Statistics, has definitely gotten himself married. Harbingers of Spring, eh what?

Subtle Josher Bob Tormey, erstwhile guide lieutenant, has been rewarded with an important niche in the Music Department for his conscientious effort as a guide and guide dispatcher.

(Continued on Page 4)

We Wonder

■ If whoever conceived the idea of having ticket callers sign receipt blanks for their ducats at the Main Hall desk shouldn't be complimented for eliminating a widely abused vulnerable point in ticket distribution.

■ If the Better Speech Institute of America's generous offer of a \$7.50 set of books for \$1.85 of *Practical English and Effective Speech* to any individual employee of NBC who desires to purchase them isn't worth looking into. A sample set is on display in Mr. Quinton Adams' office (605) and you're invited to run up and take a look-see if you're interested.

■ Some musicians will ever stop getting two nickels for a dime from our cashiers and stand holding hands for time on end. It just doesn't look right.

■ It shouldn't be compulsory for NBC employees to take a studio tour (with a guide) just as employees of RCA do.

True Story

ANDREW KINBACHER

*First Prize Winner for
Best Anecdote of the
Month*

■ Guide Kinbacher came walking jauntily through the ninth floor foyer, unsuccessfully attempting to twirl his swagger stick. He pushed the elevator button lightly and then, with his twenty-two tour guests, stood waiting for the special car to arrive.

Soon it did arrive and the doors slid noisily open and half the party stepped in and were promptly dispatched to the mezzanine. In the remaining group there was a rather heavy-set gentleman, with dark horn-rimmed glasses and a heavily lined, weather beaten face. His hair, rather sparse on top, was not too well combed, and his dress indicated that he was anything but a dapper man-about-town. Moreover he was *chewing* vigorously.

After the first elevator doors closed and the car had sped away this gentleman approached Guide Kinbacher and said, "Mr. Guide, which way does that elevator go?"

Kinbacher scratched his head and with an inward chuckle replied, "Why, sir, it goes—down. This is as far up as they go."

"Well, that's all I wanted to know," he countered. "I want to make sure I don't swallow my chewing gum when we start."

CARLTON McNAMEE



■ Guide Carlton McNamee's death from rheumatic heart on February 29th shocked all of us who knew and respected him. "Mac" as he was more affectionately known to everyone will be missed more than words can express.

When he died, he was senior guide in point of service having been affiliated with NBC since March 11, 1930. Many remember him as "the young man with the big smile and the swell disposition". These characteristics were always his and he never once lost possession of them right up to his last moments with us. We shall always remember him as "Mac" and revere his memory as a symbol of a personality who made our human relations easier and more pleasant. In tribute to his memory we can find no news equal in importance to us to occupy the remainder of this column so we leave it blank.

Ed.

More News Briefs

■ Charming Hostess Alice Wood must be "kinda" proud of hubby Howard Petrie's walking off with Batten, Barton, Durstine, and Osborn, Inc.'s 1935 award for the announcer possessing best evidence in his voice of "sincerity, accurate diction, naturalness, persuasiveness, and lack of mannerisms". *Confidential*: We're all wondering why it took the "powers that be" so long to recognize a good announcer when they saw one?

■ Guide Don Meissner, playing Fort Pierce, Florida, with a Major Bowes Amateur Hour unit, dropped us a line to say he's getting along great and finding the life of a "trouper" interesting but hard.

Gateway's Lunch Deliverer Larry Sartore gets his big chance in Big League Baseball when on March 21st he entrains for Philadelphia where the famous Connie Mack of the *Athletics* will put Larry through the paces as rookie catcher. We're wishing you the best, fella!

■ Script Writer Page Bill Gartland jumped out of bed late one Friday night and scratched the idea for his fourth radio script on the back of an old envelope. Synopses, revisions, and dialogue required four days. By Wednesday, an original 20-page manuscript portraying the legend of St. Patrick (455 A. D.) woven into an interesting mythical romance was submitted for Continuity Editor Louis Titterton's perusal.

■ RECEPTION INVADES THE ADVERTISING FIELD: Notice the ad on pages 61 and 62 in the March 14th issue of the *Saturday Evening Post* as it includes Page Roger Von Roth in the role of the contented country shopkeeper radiating much contentment.

■ Guide Ary Moll woke up one bright Thursday morning to find recognition had come to him via his appearance in the Arnold Constable ad on Page 12 of the March 7th *New Yorker*.

■ To rate your ingenuity in comparison to your friend's see how long it takes you to re-arrange the letters in the word "CHESTY" to form another six letter word. Call EXT. 220 if you can't solve it.

Let's Get Acquainted



You ought to know Gerard "Jerry" Wolke our guide captain—

because—his progress rates your recognition. In two years he has successfully filled several officer-ships on the reception staff to finally arrive in his present office last October.

because—his education was found in the Woodrow

Wilson High School of Weehawken, N. J., Marquand Prep. of Brooklyn and the University of North Carolina.

because—his activities in college sports have gained him three letters, two minor and one major. He only regrets that there was no marble team on the roster of the U. N. C. Athletic Association. When he was a youngster he was the "knuckle down" champion of every town he lived in. Only last year he got into a neighborhood game and won two handfuls with five. Because he was wont to leave his winnings scattered hither and yon about the house his mother still entertains a gnawing fear of stepping into an unlighted room lest a loose marble result in her assuming involuntary "horizontalty."

because—his travels (California is the only state in the Union he has missed and he spent eleven months in Colombia, South America) have made of him a very interesting conversationalist.

because—of his previous experience as salesman, usher, Wall Street clerk, and railroad dispatcher—

We give you (if he will sit still long enough for the photographer to snap him) Jerry Wolke.

Millikink No. 2

■ This month's Millikink is a phonetic cryptogram. How long does it take you to decipher this message? Please forward your solutions to Room 297, with any comment you wish to make on this series as a whole. We'd be very grateful.

"A SCOTCHMAN'S TELEGRAM"

BRUISES HURT ERASED AFFORD ERECTED
ANALYSIS HURT TOO INFECTIOUS DEAD

Here's the solution to last month's Millikink No. 1 which was an Alternate Vertical type of Route Transposition Cipher.

THE REAL GOOD WILL ASSET OF ANY COMPANY IS
THAT PICTURE OF THE COMPANY WHICH IS CARRIED
IN THE MINDS OF ITS CUSTOMERS.

(Continued from Page 2)

Silent David Roberts is now proudly displaying a new pair of second lieutenant's silver bars on the well-padded shoulders of his blue jacket.

Anthony Jiminez has been transferred permanently to Music Rights Department.

Harry Wightman of whom a guest once said, "He looks like Rudy Vallee", is now in the Music Library.

Static

We aim to Please: Quartermaster McCarthy, to a shirt-seeking Guide: What size do you want—too large or too small? Wow!

• • • •

We learned that after only two years of employment in Radio City Bill Hoffman managed to get around to seeing a show at the Music Hall.

• • • •

And then there was the Guide taking his first tour; who faced his party on the fourth floor, eyes aglow, knees knocking, and was heard to gurgle: (Breathe) "Now that we are all here physically and some mentally . . ." 'Sa fact!!

• • • •

D'jever hear of "nomenollogy"? Neither have I, but it seems to fit this case. Mr. Kuster of our stock room received a request for supplies addressed "*Miss D. Custa*". Bet it was the Center wit.

• • • •

Bob Eldred sends us this! "I escorted Mrs. Herbert Hoover through the studios the other day.—No, not the ex-President's wife, but a woman from Monkton, New Brunswick, Canada".

• • • •

"Ol Sportin' Life" Al Walker bought the first ticket for the Pages and Guides Dance. P. S. He payed cash!!

• • • •

Oh! by the way, have you seen the white citation cords the Radio City Music Hall Ushers are wearing ('round their shoulders). Seems to me, I've seen them somewhere before.

• • • •

And this one kinda got me—The doors had just closed on the *Eno Crime Clues Show*. A little lady came tearing up to the hostess desk. "Oh dear!", she gasped, "I'm late for my Eno, can you suggest anything else?" And so 'elp me, folks, there appeared before our startled and unbelieving eyes, a vision of Fred Allen, passing down the corridor. Without the flick of an eyelash he droned, "Wait till Wednesday lady, then try Sal Hepatica!"

• • • •

With which—we'll cut the switch—

So long Static!!



DON'T MISS IT!

Everyone Will Be There!

RUDY VALLEE
WILL PLAY!

at the

RECEPTION STAFF'S

ANNUAL DANCE

FRIDAY, MARCH 20, 1936 at 9:00 P. M.

at the

GREAT NORTHERN HOTEL

GUEST STARS GALORE FROM RADIO AND STAGE

Subscription \$1.50 per person

Semi-Formal