

APRIL, 1936

Mr. & Mrs. Million

■ Guide Bob Kennedy switched his regular late afternoon tour for an earlier one so he would be able to keep a date Saturday evening, March 28, but as luck would have it, he was neither able to keep his date nor receive the benefit of his early schedule for fate intervened and selected him as the guide to escort Mr. and Mrs. Millionth Tour Guests (Mr. and Mrs. I. V. Goodman of Ardmore, Pennsylvania) who happened to be in New York celebrating their twenty-fifth wedding anniversary.

After they were officially greeted and presented the key to Radio City by Graham McNamee, Bob escorted his guests on a partial tour of the NBC Studios but was unable to cover much ground as Mr. and Mrs. Million were scheduled to visit backstage at the Radio City Music Hall.

Having seen part of the Music Hall's current stage production from a vantage point in the wings, Mr. and Mrs. Million were escorted to the Taft Hotel by Mr. and Mrs. Mills and Miss Virginia Blachly of Guest Tours where they were entertained at dinner. Later they went to the Rainbow Grill where they were royally received and entertained at a banquet planned in their honor. The lovely Pickens Sisters, Raymond Knight, Graham McNamee, Vox Pop's Jerry Belcher and Parks Johnson, and many other NBC celebrities were present. While there, a special broadcast was made as a tribute to the lucky ticket holders. The participants were Mr. and Mrs. Goodman, the Pickens Sisters, Raymond Knight, Ruby Newman's Rainbow Grill orchestra, Ted Lewis' and Benny Goodman's bands from Chicago, Gordon H. Mills, Parks Johnson and Jerry Belcher with Graham McNamee as master of ceremonies. Following this a special group consisting of Mr. and Mrs. Goodman, Mr. and Mrs. Mills, Mr. and Mrs. McNamee, Don Wilson and William Lundell continued on to the French Casino where the festivities in the most exciting day in the lives of Mr. and Mrs. Million were brought to a temporary close, to be resumed on the morrow.

Sunday dawned bright and clear supplying an ideal setting for the last precious hours of Mr. and Mrs. I. V. Goodman's stay in New York as the honored guests of NBC. The REVIEW prevailed on Guide John Hancock to recount the Sunday itinerary of the couple, as he received the honor of making their last day in New York as perfect as the first. His account follows:

TIME

10:00 A.M. Met Mr. and Mrs. Goodman at the Hotel New Yorker and returned to NBC. Gave them a complete NBC Tour, saw several rehearsals, and made a phonograph record of their voices. Following this we went to the Radio City Tour lounge, Lower Concourse, where we were welcomed by the party in charge and placed under the direction of Mr. Martin, a very capable and interesting young man. From the Observation Roof, we were escorted to the Future House and placed in the hands of Miss Hood, a charming young lady who did much to make our visit of interest. From the Future House we repaired to the Mu-



MR. AND MRS. MILLION (the I. V. Goodmans) of Ardmore, Pennsylvania are shown above having the studio construction exhibit in the air conditioning plant explained to them by Guide Bob Kennedy. Nice picture of Bob's back, isn't it?

Vacation Stories

■ How good a story teller are you? After seeing how those vacation stories, both the tall and truthful variety, have been wasted because of a limited locker room audience we've decided to find out. We're inaugurating a new contest with suitable prizes every month for the best vacation "tall" story or best descriptive story of those two weeks of paradise. So sharpen up your pencils, wits, and imagination and bring out the old thesaurus. Address your story to the REVIEW, Room 297. Story limit is 450 words.

Contest judges will be Messrs. Wayne L. Randall, Willan C. Raux, and Frank C. Chizzini. Contestants must submit typewritten entries not later than April 24.

Engineers Challenge Reception Chess Team

■ The REVIEW's announcement last month of the progress of Reception's Chess Tournament has resulted in the issuance of a challenge by the Engineers' Chess Team.

Guide Gordon Logue rounded up the four semi-finalists in the tournament and as manager of this newly created Reception Chess Team, eagerly accepted the challenge and made contest arrangements with Mr. E. P. Kampf of Engineering.

Messrs. A. A. Cooper, E. P. Kampf, J. Rogos, and F. A. Wankel of Engineering are playing against Bob Eldred, Ary Moll, Jack McGhie, and Bill Garden in that order. Initial possession of a cup to be contested for annually is the goal of the two four-man teams.

The match has stirred up a lot of excitement in Reception and the team members have gone to the front line trenches with fire in their eyes and the will to do or die. Whether or not the match will have any mortal results, however, only time will tell.

seum of Science and Industry where we were greeted and made welcome by Mr. Dye who intrigued us for an hour and fifteen minutes with the story of modern art and science and its place in the economical and social world of today.

1:30 P.M. Press Department, NBC: For the next hour and a half, Mr. and Mrs. Goodman retold in detail the complete story of their lives from a point beginning back in 1909 when he graduated from school until the moment he walked into our arms at NBC. In order to save time we had luncheon served in the Press Department while the interview was being written.

3:00 P. M. Radio City Music Hall: From the reserved seat section of the Mezzanine, we saw part of the picture, but unfortunately, it was necessary for us to leave before we had witnessed the complete show in order to return to NBC to witness a broadcast.

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RECEPTION STAFF REVIEW

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Mr. and Mrs. Million Express their Thanks

ED. NOTE: Below reproduced in full is a copy of the letter received by Mr. Gordon H. Mills from Mr. and Mrs. I. V. Goodman, our "One Millionth Tour Guests."

Mr. Gordon H. Mills,

Dear Friend:

You would think that by this time the wonder of being the Millionth Guest to visit NBC would have somewhat abated, but to the contrary. I think that both Mrs. Goodman and myself are just beginning to appreciate the fullness and completeness with which you received us and made us one of your wonderful company for a season.

We have been greatly surprised and gratified upon our return to note how many of the host of friends who have congratulated us upon our good fortune have either been a guest on the NBC tours or desire to be. The expression which is often used is "Oh! that tour is well worth taking." We agree, but the expression used is not half strong enough to cover the way we feel about it.

It is with a feeling of absolute futility that I will try to express my appreciation for all that RCA and NBC have done for us in our stay at New York. The wonderful radio, the magic key which is a delight and envy of all to whom we show it, the two days' entertainment so abundantly filled with experiences of the nth degree, the records which arrived safely today; and above all Mrs. Goodman and myself wish to thank Mrs. Mills and yourself for a day which will stand out in our memories as the greatest day in our lives and we feel that we have been privileged to experience that which it is the lot of but few to enjoy.

I will consider it a great favor if you will express to Mr. Lundell, your Guide Staff, your Miss Blachly and to all those who so willingly and courteously helped to make our stay so pleasant, our deep appreciation of their part in the reception to Mr. and Mrs. "One Millionth."

In closing I say simply thanks, but one full million of them and may the NBC tour prosper even more so than it has in the past.

Sincerely yours,

I. V. GOODMAN

Contest Winners

■ This month, PAGE CLARENCE McCOLLOUGH (Anecdote) and GUIDE DON GARDINER (best cartoon idea) win the REVIEW's prize of two passes each to the Radio City Music Hall where "Mr. Deeds Goes to Town" with Gary Cooper and Jean Arthur will play starting April 16th.

Frank Capra, who directed such outstanding hits as "It Happened One Night," "Broadway Bill," and "Lady for a Day" has included in the supporting cast a familiar radio actor, ex-Town Hall-ite Lionel Stander.

And a Good Time was Had by All



VALLEE sang—we listened; Vallee's band played—we danced. A more perfect evening we never did have. Reception's Annual Dance held at the Hotel Great Northern on Friday evening, March 20 came to a close in the wee sma' hours bringing to an end a much heralded occasion which was successful in every respect.

Chatter

■ GO AHEAD AND SUE ME BUT . . . the biggest thing ever held by NBCites (outside of the time that UNCLE AL WALKER held TWINKLETOES MOCARSKI on his lap) was the dance at the Hotel Great Northern on Friday, March 20th . . . You really had to be there to appreciate—RAY SULLIVAN actually knockin' 'em cold with his "County Down" . . . JACK MILLS tripping the light fantastic, and I mean tripping . . . MICKEY McFADDEN constantly seeking his sweet little cousin and usually finding her in the clutches of RITTENHOUSE, RYAN or McGHIE . . . BOB ELDRED sporting a new haircut . . . BILL MEAD staying oh-so-close to his girl friend all night, much to the disappointment of the Wolves of Room 264 . . . People standing on tip-toes on chairs and tables in order to see JACKIE BRENNAN do his stuff . . . "SAWLTAN" PEPPER waiting at the bar for two full hours before anyone offered to buy . . . with BARRY ELDRIDGE finally buying . . . HENRY WESTON pocketing a spoon as a souvenir to add to his huge collection . . . JO-JO MARRIN being stared at by three nifties and not noticing them . . . BILL GARDEN wandering about the lobby as a self-appointed welcoming committee . . . TILDEN BROWN leaving the bar and four people getting into the space he vacated . . . ED HAYES blushing violently when a certain blonde asked him for a dance . . . A streak of light rushing around hither and thither and later being identified as TOMMY TART . . . A certain editor scooping the boys with a special edition of 72 point type . . . in other words, some girl . . . Everyone being unanimous in their opinion that the dance was a real big league affair, which in big league language means . . . no RUMS, all HITS, no ERRORS . . .

We're Grateful — to Say the Least

■ It was the hit of the season and folks are still talking about the Annual Reception Dance. However, many of us wonder what the reaction would have been had not Rudy Vallee and our many other guest stars graciously supported our affair with their time and talent.

We are grateful, Mr. Vallee, for your thoughtfulness and to your Connecticut Yankees for their splendid cooperation. We are likewise indebted to Frank Fay (whom we hope will make a huge success of his new show), Manny Klein, Senator Fishface, Lewis Julian, Lucille Manners, Howard Petrie, Tom Powers, Lanny Ross, the Songsmiths Quartet, the Twin City Foursome, Alice Wood, Ray Sullivan and Jack Brennan. To Bill Haussler of Press who took pictures for us on his night off, many thanks. We're looking forward to next year's dance already.

1936

News Briefs

■ Newly elected NBC Stamp Club officers are: Announcer Nelson Case, president; Press's Walter E. Koons, vice president; Press's Frederic Kirkland, secretary; Mail's George Nelson, treasurer; and Auditing's Frank Johnson, stamp exchange. These men will guide the destiny of the present membership of 40 NBCites which includes Stamp Enthusiast NBC President Lenox R. Lohr, Engineering's George Milne, Traffic's Frank Reed and many others. Interesting activities are planned for the club's future. If you're a philatelist, call Secretary Kirkland (495) for more information and membership blanks.

■ Mr. Tart announces that soon the ninth floor will have permanent guide posts to prevent confusion on "breaks" when the studio audience charges the elevators and an oncoming guide party tries to go upstairs to Air Conditioning. This new system will prove more effective than the old method of separating program from tour guests.

■ Mezzanine Lt. Bud Faillace has not fully recovered from the paternal urge inspired by his experience in personally conducting Mr. and Mrs. Dionne of Quintuplet fame through the NBC Studios on special tour not long ago.

■ NBC Chicago's Sidney N. Strotz, Program and Artists Service Manager, offers a free course in radio announcing to Reception members there, with the possibility of future promotion to the regular staff as the reward. It looks like the beginning of boom times for aspiring Crosses, Petries, Havrillas, Grauers, and Ilickes. NBC New York's Pat Kelly started something when his School for Announcers turned out four full-fledged and two junior announcers to set a precedent which has insured a steady supply of capable young men to the networks to carry off the announcing duties on programs.

■ February, 1935. RECEPTION STAFF REVIEW'S front page. Headline: "Bigger Business for 1935 states Guest Tours Head, Gordon H. Mills." And so it was, for 1935 ended with a total paid traffic of 470,068 paid guests—an 8% gain over 1934. This was made possible by continued promotional activity resulting in a 68% gain in directed* traffic which is today 42% of our total traffic.

■ Guides Bill Garden, D. Caldwell Davis, and Stanley Heeb are the three recent winners of Guest Tours' Gordon H. Mills' contest to select weekly the guide averaging the best recorded interviews with tour guests. To the victors will go the just rewards—dinner and lecture as personal guests of Mr. Mills.

■ Guides will now have set hours off each week with the inauguration of the new

General Service



WALTER G. PRESTON, JR

■ Our new department head, Walter G. Preston, Jr., in charge of the General Service Department established by Mr. Lohr on March 30, was asked if he had a message for the Reception Staff, and whether there was any information to give out regarding the operations of the unit.

Mr. Preston stated he was much pleased with the fine cooperation received from the department staff. His first official order was to have each of the units within the department report directly to him, believing this will make for the highest degree of working harmony among the sections.

Mr. Preston, who came to the National Broadcasting Company in January 1935 was formerly Assistant to the President of the University of Chicago and has served in executive capacities with two large life insurance companies.

Mr. Preston stressed the fact that the Reception Staff has an important responsibility in making friends for the National Broadcasting Company and stated that he hopes the staff will continue to keep this in mind in their relations with the public.

seniority system which assigns each guide a set hour corresponding to the length of time he has been employed by NBC. For example, the guide employed longest but not on school schedule is assigned the 10 to 5 shift, etc.

■ Guide Joe Cook elicited the following praise from a lady tour guest residing in Shanghai, China who has crossed the Pacific 22 times, the Atlantic 18, and has been around the world 5: "I cannot remember when I have heard a clearer exposition of radio's intricacies than I have heard here this afternoon."

Personals

Vacation: JIM BORST is still riding the high seas aboard the Grace liner, "Santa Lucia" visiting South American ports.

FERDINAND AUDIO goes to Studio Service as an assistant to the Night Supervisor on the 12 M.—9 A.M. shift.

Illness: Guide ALWYN FOSTER was stricken with an attack of appendicitis and had to be rushed to the Bay Ridge Hospital Thursday, March 26, where an appendectomy was performed Friday morning. The operation was successful and he is reported doing well.

Birth: BILL COLLINS became the father of a baby girl, Louise by name and 7½ lbs. by weight. The event happened Tuesday, the 17th. Mother and child doing well. So is Bill.

Beauty: From 3000 beautiful girls who applied for positions as fashion models with a local department store, one of the three chosen was Miss Elizabeth Daly, the charming better-half of Day Page "JERRY" DALY.

Retraction: Last month we announced ANTHONY JIMINEZ as permanently transferred to Music Rights Department. We acknowledge this error because the promotion is only temporary at present, but stands a good chance of becoming permanent.

Change: "MONTY" MILLER has turned in his blue uniform to take a job as salesman for WBAL, NBC outlet in Baltimore, Md.

Stricken: A new pair of shoes sent GUIDE CARL CANNON to Bellevue Hospital's ward L-6. It seems that the dye of his black socks have poisoned his feet which were bruised in the process of breaking in new shoes.

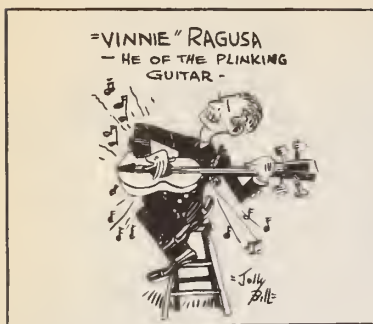
Well Again: GEORGE MALCOLM is back with us after a four weeks' illness during which he wrestled successfully with pleurisy, sinus trouble and bronchitis. We happily report he is much better.

We Wonder

—how many other persons besides the many dozens we've heard from already also think that the NBC Annual Dance, sponsored by the Reception Staff, should be made a semi-annual affair and become a social medium for acquainting NBCites with each other.

—if those leaving tickets at the Main Hall Information Desk for guests would write *legibly* so that our Main Hall men can be spared the additional task of having to decipher scribbles.

"WANTED—A roommate to share an attractive apartment in Greenwich Village. Low rental. Why live in a furnished room? Call Guide Carl Cannon, Ext. 366."



You ought to know Vinnie Ragusa because of many things.

because . . . he shows much promise as a musician. He started as a youngster with Miss Tucker's Children's Hour.

His interest in music was stimulated by May Singhi Breen's classes in which he was a leader. He has had spots alone and with others on the Morning Parade, Steeplechase, and the Weekend Revue.

because . . . he has his own network program. He calls it the New Yorkers; five boys and a girl who present swing tunes in a distinctive manner.

because . . . he stands high in point of company seniority. He has been with us since February 1931, a matter of five years.

because . . . he owns one of nature's own permanents (for which remark we hope he won't lop off our heads).

because . . . there are few visitors to the third studio floor who have not benefited by his courtesy and efficiency. His inexhaustible knowledge of NBC and its personnel stands him in good stead.

because . . . he can play a different instrument each day and never have to borrow one. He owns a half dozen guitars now.

because . . . he is a nice person to know.

We give you Vinnie Ragusa, to whom we hope you will be listening.

A Major Misunderstanding

CLARENCE McCULLOUGH

Winner of Best Anecdote of Month Contest

■ While lining up the guests for Chase and Sanborn's program one Sunday night, a middle aged woman approached me and asked, "Where's Major Bowes?" I promptly replied, "At the end of this line, please." About five minutes had passed when the same lady rushed up to me and said, "Young man, you lied to me. I've been looking for Major Bowes at the end of this line the past five minutes and he isn't back there anywhere."

Distinguished Tour Guests for March

1. MRS. PERCY H. CLARK, mother-in-law, and son DAVID W., brother-in-law, of Mr. Nelson Rockefeller.
2. LIEUTENANT GOVERNOR WALTER F. WOODUL of the State of Texas, who is also Chairman of the Texas Centennial Exhibition.
3. MRS. H. CORBETT, wife of Lieutenant Governor Corbett of the State of Oregon.
4. CONGRESSMAN F. L. CRAWFORD of the State of Michigan.
5. MRS. H. EDWARD MANVILLE, wife of Mr. H. Edward Manville, Sr., co-founder of the Johns-Manville Corporation, accompanied by Lady Newnes, and Lord and Lady Bridgeport of England, were guests of "Cheerio."
6. MRS. JAMES J. WALKER, wife of former Mayor James J. Walker of New York City.
7. MRS. NED McLEAN, owner of the fabulously valuable Hope Diamond.
8. MR. and MRS. DIONNE, father and mother of the Dionne Quintuplets.

Static

As I sit down to dash off this sparkling bit of chatter, I have to keep putting the pencil down to run off for another aspirin! But, oh, it was worth it!! Whatta dance!!! Was ever an affair so enjoyable? Was ever a crowd more congenial and convivial? No—No—A Thousand Times No! "Vas you dere, Sharlie?"

From my position under table No. 3, several things struck my eye, besides DON MERCER'S foot.

There was old "G MAN" BRENNAN, doing swell imitations of some of the better known network and screen stars.

BILL MEAD quaffed pitchers of suds for part of the night, having foresworn the harder beverages during Lent. However, we later came across him at the bar downing a brandy or two. "Poshitively medishinal," explained Bill!

The title "Mr." was taboo. It was hello—John—Ed—George—and Popacropolis!

Some of our silver tongued announcers were handing out smoother lines than they've ever sent over the networks.

TOM TART and RAY SULLIVAN were busier than a pair of one-armed paper hangers, running around seeing that everyone was happy. We stumbled over them in so many places we thought we were seeing double.

The hit tune of the evening was a bit of a ditty entitled "All right—All right"!! Rudy played it six or seven times, and then LABAN BOND was heard to remark—"If he plays that again, I'm 'gong' home!!!!"

AL WALKER, erstwhile custodian of the portal, seemed to be pulling a Garbo in those dark colored glasses. We later learned that he had a pair of badly burned eyes, caused by an overdose of carbon sun ray lamp. But that didn't keep him from noticing all the charming members of the fairer sex, who passed in and out all night long.

—And did you hear Rudy SWING?

The moral of all this seems to be—"Don't miss the next Reception Staff Dance." Your correspondent was dusting off the moon up there. Whatta dance!!!!

Mr. & Mrs. Million

(Continued from Page 1)

5:00 P.M. Broadcast "Roses and Drums," NBC: It so happens that this was one of their favorite broadcasts, and also that this particular one was the last of the series and surprising as it might seem the stars of the broadcast were married over the air on the same day that Mr. and Mrs. Goodman were celebrating their twenty-fifth wedding anniversary.

5:30 P.M. From NBC to Hotel New Yorker: Mr. and Mrs. Goodman checked out of their room, arranged their affairs and prepared themselves for dinner.

6:00 P.M. Dinner in the Terrace Garden, Hotel New Yorker. For entertainment during dinner Bob Crosby and his band played.

7:45 P.M. Arrival at NBC where we were ushered into the presence of Evening General Manager John deJara Almonte who welcomed Mr. and Mrs. Goodman to our Studios.

8:00 P.M. Reserved Seats, First Row Balcony at the Chase and Sanborn broadcast starring Major Bowes.

9:00 P.M. Returned to the Hotel New Yorker to pick up baggage, and walked to the Pennsylvania Station, where they boarded the 10:00 P.M. Express for Philadelphia.