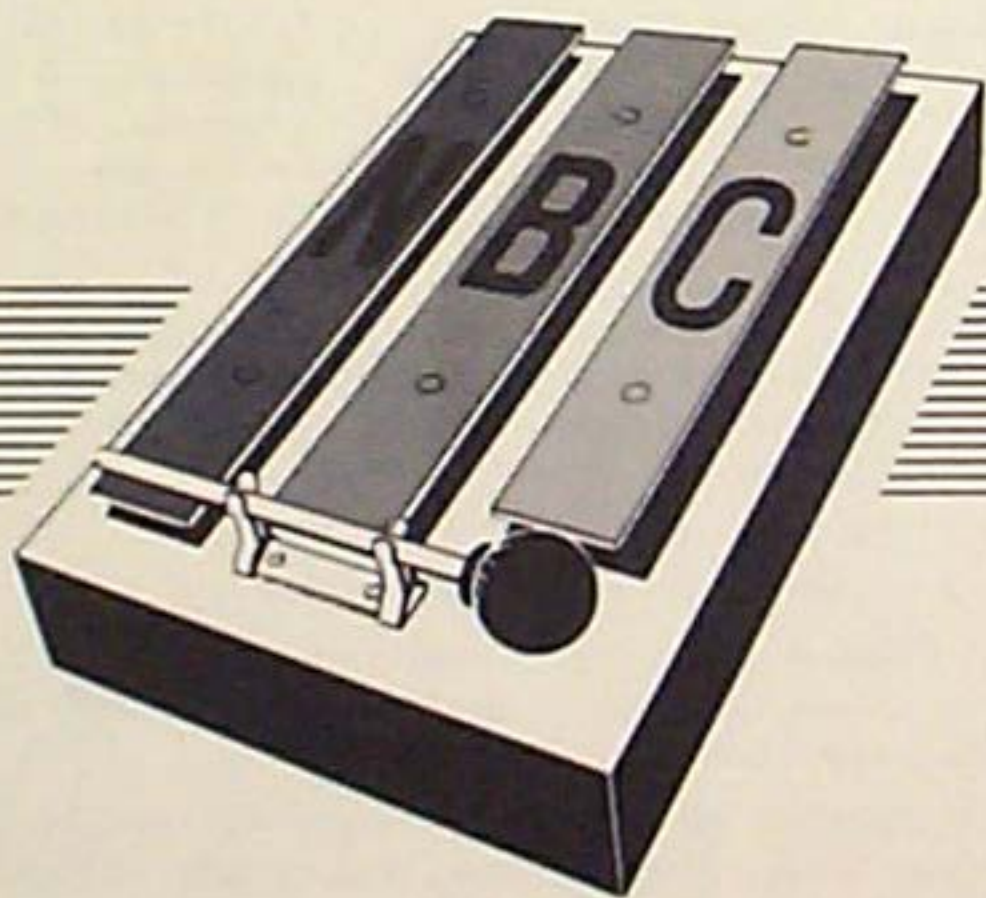


**A CHARMING GIFT...**

**A TREASURE  
TO OWN...**

The Distinctive Carroll NBC Dinner Chimes  
Reproducing the World-famous NBC "Signature"

...The Musical Chime Appliance with Countless Uses...



*...Furnished in several exquisite models...  
...Including a Junior size for Children...*

\*Trade and Service Mark National Broadcasting Co.



## CARROLL NBC CHIMES . . . The Musical Voice With Countless Uses.

Carroll NBC Chimes — technically known as “resonated percussive gongs” — are the most unusual musical chimes to appear in years. Here is a chime masterpiece for those who appreciate quality in musical tone.

This elegant instrument is used as an assembly signal in calling guests and friends together. It is used by hotels, trains, ships and planes. Clubs and lodges use the chimes to signal meetings to order in place of the ordinary tea bell or gavel. This pleasant musical sound ethereally transcends the din of voices.

At home, mother can summon the family quickly to the table with her “meal chime” signal . . . or add a festive note when entertaining guests. Father will use it as a novel conversation piece, for these NBC Chimes have a long and fascinating story.

Teen-agers, of course, love it for their parties, and children play for hours with their own model, developing their creative imagination by pretending to be radio and TV announcers.

### A HISTORY OF THE NBC CHIMES

*A conversation piece par excellence*

NBC Chimes are usually referred to as “the best known musical sounds in the World,” and their origin goes back many years.

Early days in radio broadcasting suffered erratic program schedules. There was much confusion since stations throughout the country had to work in close synchronization with the central point of



origin. In 1927 NBC felt the need for some device to coordinate programs . . . some sort of go-ahead signal to stations to start the programs on the air.

NBC decided to develop a musical sound sequence for this purpose, and the sound had to be unique as a trademark, had to be pleasant to the ear, yet striking enough to command attention.

NBC network "oldtimers" can recall many strange signals heard in the early days. Experiments were made with 4-note, 5-note and even 7-note chime patterns. Several famous audio engineers evolved the now-famous chime triad heard as the musical trademark so readily identifiable by every American as NBC's "signature."

Since 1932 the electronic NBC Chimes have been automatic due to their intricacy. The sequence is now used by The National Broadcasting Company regularly at 30 seconds before the hour, and again before the half hour to keep NBC programs chronologically scheduled.

With the advent of television came the development of the NBC visual Bar & Mallet Chimes, the symbol used in all NBC activities.

These celebrated and melodious chimes are now available for home enjoyment. NBC consented to have their famous sound sequence made available to the public only after the authentic tonal qualities could be obtained. Manufactured exclusively by Carroll Chimes, Inc. under express licensed authority of The National Broadcasting Company, Carroll NBC Chimes surpass all contemporary hand gongs for rich tonality and elegance in design.



## A NEW ERA IN MUSICAL CHIMES TONALITY

The NBC Chimes are among the most pleasant and satisfying sound in all musical sequences.

Under the direction of the eminent acoustic research engineer, Clair Omar Musser, an entirely modern design was developed, employing new materials, in order to create gongs capable of reproducing the NBC tones.

These new chimes produce the actual NBC chimes you hear on the air. You'll enjoy surprising your musical friends with the exactness of this instrument. Even a professionally trained musician will be unable to distinguish them from the "on the air" chimes.

In terms of musical vibrations (A=440 C.P.S.), Carroll NBC chimes produce the following vibration frequencies sounding in the Bass Clef:

G=195.9 C.P.S.    E=329.6    C=261.6

### EASY TO USE

In playing the chimes, you merely strike the bars from left to right in 1-2-3 progression. This is most unusual since on ordinary old style chimes an imitation of the NBC sound sequence could only be produced by striking the bars in progression of 1-3-2, and such imitated tones were in an entirely different musical key than those of the genuine NBC chimes sound sequence. The new NBC chimes appearing on television clearly show the chimes being struck by the mallet in 1-2-3 progression. To produce this physical anomaly in the new NBC chimes required a full year of laboratory experiment in developing an adequate formula of various component metal alloys. This innovation in gong tone progression is without precedent.



## THE FOLLOWING FACTORS CONTRIBUTE TO THEIR EXCELLENCE

### DURABILITY

The new engineering techniques in design and construction in the Carroll NBC chimes are your assurance of durability and long life. These chimes will maintain their beauty of tone and appearance under long and constant use.

**NEW TONE BARS** An exclusive alloy was specifically compounded for the tone bars . . . an alloy that allows the vibrational elasticity required for rich musical sonority, makes possible tonal purity with "partial consonance" and minimizes enharmonic overtone effects caused by mallet percussion.

**NEW TONE BAR CRADLE** A newly developed and patented rubber tone bar mounting allows full freedom of vibration and tone acceleration when the tone bar is tapped with the mallet. This unique latex compound mounting exerts a "live" freedom contact at the nodal points of the tone bar in alignment with the true 90 degree nodal segment.

**ACOUSTIC PERFECTION AND NEW RESONATOR CHAMBER BOX** The newly developed resonance chime case inversely manifests the action of the pulsating tone bars. Its multiple "honey-comb" resonance chambers, tuned and accurately pitched to the specific frequencies of the tone bars are of paramount importance in providing acoustic fidelity. Through the use of high impact styrene these resonance chambers are molded to strict specifications within tolerance limitations of .0001 inches.



Through unprecedented engineering and these newly developed materials, Carroll NBC Chimes are devoid of dissonant overtones, tonal unbalance, and enharmonic partials usually found in ordinary chimes. You can be sure of perfect reproduction of the beautiful NBC tones when you ask for Carroll NBC Chimes.

**AVAILABLE IN SEVERAL EXQUISITE MODELS . . .** Also a Junior size for Children. The hostess can be proud of her Carroll NBC Chimes. They are highly attractive, suitable for display on your buffet . . . or hung on the wall. Standard size models are 13 x 8 x 2-5/8 and weight but 35 oz. Easy to hold and use. The Junior model is 6 x 4 x 1-5/8, small enough to be easily handled by a child.

Both adult and Junior models can be obtained in rich full color. The bars are finished in the red, green and blue NBC trademark shades, with the NBC letters silk-screened on them in contrasting pure white. These bars are mounted on a beautiful gold-finished tone box.

The large deluxe model is also available in highly polished modern chrome-finished bars, mounted on gleaming jet black tone box.

**GET A CARROLL NBC CHIME . . . .**

**FOR THE "CHIME OF YOUR LIFETIME" . . . .**

**Carroll Chimes, Inc.**

**209 W. 48th Street**

**New York 36, N.Y.**