

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO Mr Niles Trammell

DATE June 13 1940

FROM A L Ashby

SUBJECT NBC CHIMES



Sometime ago one of the men in my department came to me with the following suggestion:

It seemed to him that while one of the principal identifying marks of NBC was our chimes, rung at the station break on practically every program, the average listener does not actually identify the chimes with our stations and networks. We have from time to time attempted to identify the chimes more closely with NBC, and he suggested that it might be a good idea to use our own facilities for that purpose.

With full realization of the fact that any oft-repeated statement might become monotonous, he suggested that it might be highly beneficial to the Company if each time the chimes were rung, a short statement was made on the air tying them in with NBC. While he admits the following slogan is too trite and that something better would have to be worked out, his idea was to use something along the following lines; immediately following the ringing of the chimes:

"When you hear the chime, it's NBC time."

We discussed this suggestion at a department meeting and one of the other men pointed out that any such statement would cut down the time of the station break, and that many of our stations might cut the announcement off. He suggested that we might have a vocalist sing the letters N B C to the present tune of the chimes.

These ideas might not appeal to you, but I am bringing them to your attention for whatever value they may contain.

Club Man
NBC
Sunday
8-9

familiar
A L ASHBY
listen to the NBC
Chimes, your signal for fine
Radio entertainment.