

Mr John F Royal

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O B Hanson

Use of Chimes

The subject of chimes comes up periodically, and as a matter of fact the number of complaints received since the automatic chimes were installed is less than existed with the old hand-struck chimes.

My personal feeling about chimes is that they are not entirely necessary. They are used as a signal of constant amplitude to attract the attention of the personnel at the telephone company's repeater points. In order to make these chimes as unobtrusive as possible we have from time to time lowered the output level and recently it has been lowered to a point where we receive complaints from the telephone company and the network stations that they are not loud enough to attract attention, the purpose for which they were originally installed. Other means of attracting the attention of network station personnel have not been acceptable as it was felt that the chimes represented the trade mark of the NBC on the air.

I personally feel that the cue used originally should be entirely satisfactory for the handling of switching at repeater points and network stations, such as the words "National Broadcasting Company." As it stands now we use the cue words and the chimes. If it is going to be the Company's policy to do away with their trade mark on the air by deleting the chimes and substituting a word cue, then the operators at the repeater stations and announcers and operators at network stations will have to pay stricter attention to our program continuity in order to pick up the cue for switching and announcing. Perhaps this closer attention to our program continuity would be a good thing.