

Mr Vernon Pribble - Cleveland

August 17th 1938

E P H James

NBC Chimes

You will recall that about a year ago I suggested that you have the NBC chimes ringing loud and long above the new building for WTAM - especially if you can arrange to put a large neon clock face on the electric sign foundation, which is already built on your roof.

You will be interested to know that I have at last been able to get the chimes installed in Rockefeller Plaza, and they have proved to be such a success that I once more bring up the suggestion that you get busy and have the necessary loudspeaker equipment placed on your building. I am convinced that it would be fine promotion and fully worth the special appropriation which will be necessary.

The New York Engineering Department can give your boys full details on the equipment and the general plan of operation.

Best regards,

E P H James

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