

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO Mr E P H James - New York

DATE August 19 1938

FROM Vernon H Pribble - Cleveland

SUBJECT NBC CHIMES

RECEIVED

AUG 22 1938

E. P. H. JAMES

Dear Jimmie:

Many thanks for your note on the NBC Chimes. I can assure you we are heartily in accord with this type of promotion and sincerely hope we will be able to put it into effect as soon as possible. The subject of the sign has been up for some time and being considered in New York at present, but am doubtful after seeing costs that were just submitted in the past few days. Old Man Economy may make it advisable and necessary for us to postpone such an installation for some several months.

Am glad to hear you were able to get this splendid idea through for Rockefeller Center and know definitely such an installation in Cleveland will help carry out an identification of the company and it would be great if we could eventually extend it to all of our outlets from coast to coast.

With best regards.


Vernon H Pribble