

Mr O B Hanson

September 2, 1938

E P H James

NBC Chimes

I have received suggestions from various people for the extension of the chime promotion and I feel that some of them at least are worth looking into. I should appreciate your investigating for me the practicality and cost of carrying out various extensions of the chime installation which we now have in the Plaza. What we eventually do will be subject to negotiations with the Rockefeller Center people and others concerned, but I should like some guidance from you as to the cost of various proposals which have been made, as follows:

1. Adding a striking mechanism which will strike the hour after the regular chime signal.
2. Installing a powerful loud speaker on the roof of the RCA Building or some other suitable vantage point, which will permit the chimes to be heard on the Sixth Avenue side of the building and also make them audible in many offices in the building itself which are not within ear-shot of the present chimes in the Plaza.
3. Setting up a distinct and separate mechanism which will permit the tones of the last note of the chimes to resonate a fraction longer instead of stopping quickly. I refer to this because I understand that the chime we use is held ready for emergency use on the network, and the resonations of the last note are abruptly killed in order to cut down the time taken to ring the chimes. This impairs the full effectiveness of the chimes in the Plaza.
4. Further loud speaker installations, controlled perhaps from the same striking apparatus, in such places as Grand Central Station and Pennsylvania Station.
5. Simpler and cheaper installations for other NBC stations, possibly in the form of a striking clock rather than the special apparatus used for the network chimes. This purpose might be served by a fairly inexpensive unit which will amplify a standard hand chime such as you used before developing the present mechanical system.

E P H James