

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO Mr E P H James

DATE January 19, 1939

FROM C A Rackey

SUBJECT

RECEIVED

JAN 20 1939

E. P. H. James

In connection with your scheme to use NBC chimes for outdoor advertising, I suggested some time ago that standard RCA carillon reeds might be used. Since that time we have been cooperating with RCA toward development of a chimes mechanism which would be suitable for broadcasting use and, considering the two functions, Mr La Prade is of the opinion that the advertising chimes should be closely similar in quality as well as pitch to those we use, or shall use, on the air. Otherwise, as he points out, the listener might not always associate the one with the other. In addition, the carillon or bell quality is not in itself distinctive and it can more readily be duplicated by others in case the latter is a consideration.

Therefore at this time it seems that changes in the present RCA chimes mechanism will require about two more months and some additional time for manufacture if we decide to use it. However, when the new model is complete I think that, even if it is decided not quite suitable for use on the air, it will at least be sufficiently close to our required quality so that there will be no doubt about its use for advertising purposes.

For the present, the existing broadcasting chimes can be used with any scheme of sound projection in the vicinity of the following studio plants: New York, Washington, Cleveland, Chicago, Hollywood, and San Francisco. An average complete installation of approximately the same sound power as the present one in the Plaza can be installed at any of the above locations for approximately \$700 including hour strike. Building top locations require large loudspeakers and amplifiers and will cost more. The RCA chime mechanism, when available, will cost about \$100 and clock, hour strike, and contactor equipment will cost \$100 to \$200 additional. These prices will vary, depending on quantity.

Concerning the present Plaza Chimes, a change of location to the top of the British Building with coverage of the Plaza and some coverage of nearby 5th Avenue will involve an additional cost of \$750. including hour strike.

For the present it is proposed to use just one additional loudspeaker, one mounted on the "alley" side of the British or French Building and pointing toward Fifth Avenue, the other to remain in its

Mr E P H James
Page Two
January 19, 1939

present location to associate the chimes with the clock. The new locations must be approved, of course, by Rockefeller Center. An installation operating within the Grand Central or Pennsylvania Station radius from present chimes mechanism with hour strike will cost about \$700 plus telephone line rental charges of \$20 to \$25 per month.

Concerning the entire general problem, it would be helpful to us if you could furnish us with some forecast of probable activities this year considering both chimes in the vicinity of the division points mentioned above and installations remote from those points. Other than that, we can furnish you estimates on any particular set-up that you request.

C A Rackey
C A Rackey

cc: Messrs O B Hanson
G McElrath
H C Luttgens