

Mr Eamons C Carlson - Chicago

August 17th 1938

E P H James

As you have no doubt heard, we now have NBC Chimes striking once an hour in the Sunken Plaza at Rockefeller Center. This has been received so well that I see no further reason for delaying the installation of a similar device on your building. The Engineering Department advises me that you have the chime equipment available, and that it is a comparatively simple operation for your engineers, in cooperation with the building electricians and the telephone company, to install the necessary equipment. For details they should consult the New York Engineering Department, who have worked out the complete plan of operation.

While I have no means of knowing exactly what it will cost you, due to differences in union scales, I believe that the sum of around \$500 will cover you. If there is no suitable outside clock on or near your building, I suggest that you simply have a huge loud-speaker placed on the roof so that it will sound all over the surrounding neighborhood. Our plan here is to sound these chimes once an hour, on the hour, but eventually we hope to do this a little more frequently - certainly every half hour. The publicity value is so great that it seems to me your office should be able to make a special appropriation to cover the expense, if you are unable to take care of it out of your regular promotion budget.

E P H James

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GAME MEMORANDUM SENT TO:

MR CHARLES B BROWN