

Mr Niles Trammell

April 300, 1940

E P H James

NBC CHIMES IN TIMES SQUARE

On Saturday, April 27th, at 5 pm we announced the installation of NBC Chimes on the large Gillette clock at 47th Street and Broadway, facing Father Duffy's statue in Times Square. These chimes ring every fifteen minutes, and on the hour we have an additional note which strikes the hour itself.

This is a cooperative arrangement which I have made with Douglas Leigh, the operator of the sign. It costs NBC only about \$12 a month for the telephone line which connects the amplifiers on the sign with the electronic chime equipment on our fifth floor here in Radio City.

I have been working on this development for more than a year past, following the successful installation of chimes on the clock in the International Building overlooking the Plaza. I understand that similar equipment is being installed in the Merchandise Mart and I have suggested to Mr Morgan that we try to get the NBC Chimes sounded every fifteen minutes over the amplifying system of the New York World's Fair.

It is my thought that our chimes should be applied to public clocks in every city where we have equipment to provide fifteen minute service.

Attached is a copy of the script of Saturday's radio program, arranged by Clay Morgan, in which we inaugurated the first ringing of the chimes in Times Square.

E P H James

cc Messrs Dyke
Witmer
Morgan