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**NBC Chimes Now Heard
By Radio City Crowds**

Yesterday was the day. NBC inaugurated its chime service to patrons of Rockefeller Center at 8 a.m. yesterday. Chimes will be rung every-hour-on-the-hour from 8 a.m.-1 a.m., daily. E. P. H. James, NBC sales promotion head, who thought up the idea and followed it through to completion is "happy about the whole thing," despite the fact that he never imagined that such a simple idea could run into so many difficulties.

Chimes are actually located in the NBC studio, with a loud speaker relaying its notes to the south facade of the International Bldg., via telephone lines. A rheostat controls the volume of the chime signal.