

Chimes



Mr. Vincent Gilcher

August 15, 1938

Clay Morgan

You are familiar, I presume, with the fact that the NBC Chimes are now being sounded on the hour from 8 AM to 1 AM daily from behind the clock on the 50th Street side of the International Building, overlooking Rockefeller Plaza.

If it has not already been done, I think it would be well to have the guides on all Studio Tours instructed to call the attention of all Tour clients to this fact. I seem to recall that the Guides sound the chimes when "showing how sound looks" on the 9th Floor; this might be the right point at which to call attention to the hourly chimes in the Plaza.

It would be well also to arrange - if possible - to have the Guides of the Rockefeller Center Tours call attention of their clients to this use of our "signal for fine radio entertainment."

Both these mentions of the chimes, to hundreds of thousands of visitors to the RCA Building annually, will add to the prestige of NBC.

Clay Morgan

CTM-s

- CC- Mr. Thurman
- Mr. Martin
- Mr. Lohr ✓
- Mr. Randall
- Mr. James