

Subj

Mr O B Hanson

May 11, 1938

H C Luttgens *HL*

file
M-524

I have noted with interest your memo of April 28 on the subject of clock-operated chimes and for your information attached is a copy of a memo to Mr Royal by Sidney Strots, copies of which were sent to Mr Trammell and me.

Incidentally, Mr McClancy was in town several days ago and during our conversation the subject of clock-operated chimes was discussed and he mentioned the various objections brought up by Messrs. Witmer, Rainey and Royal. It seems that each of us has his problems but Mr McClancy did admit that Traffic was getting somewhat concerned over the ever increasing number of switches and split program operations, all of which tend to complicate the transmission problem as a whole.

I fully appreciate that if it were not for the client or customer there would be no NBC or broadcasting industry and that we must do everything within our means to maintain goodwill and cordial relations with our clients and agencies, as well as the public at large. However, it seems to me that there should be some way of getting across to the client and agency the value of such a move as clock-operated chimes and I am of the opinion that if properly approached by our people, and the advantages made known to the clients and agencies, they might even go so far as to sponsor the move. It would probably take some time, but I believe if it were handled in the right manner, it could be done with the whole-hearted support of all concerned.

H. C. Luttgens

HCL:LC
cc- Mr Trammell
Mr McElrath ✓
Mr Strots