

NBC CHIMES

(First use of the Famous NBC Chimes)

The use of chimes for identifying NBC was first conceived by Phillips Carlin.

Dec. 22, 1926 Chimes purchased from Lesch Silver Co for \$48.50

Early in 1927 Chimes used at station break for first time; previous to this time the announcer at conclusion of program would read the call letters of all the stations carrying the program ie: This is station WEAJ, WRC, WNAC etc....when the network became larger this practice was abandoned and the chimes substituted for cue for local stations to give their own letters.

In the beginning there were 7 notes in the chimes- then in the middle of 1927 three notes were dropped and only 4 chimes used GGGE, this practice continued until approximately 1930 when another note was dropped and the famous GEC notes became identified with NBC.

Sept 17, 1932 At 10 am on this morning the famous NBC chimes (GEC) were electrified and have been used in this fashion ever since.

August 1938 Hand operated NBC Chimes adopted by a number of railroads including the Baltimore and Ohio, the New York Central and line of the Alton System.

Jan 29, 1949 Through the medium of television, a new musical composition entitled "The NBC Polka" made its debut with the composer, Kurt Maier, at the piano accompanied by a trio. The Polka is adapted from the famed 3-note NBC Chimes. It has subsequently been recorded by RCA Victor.

January 1950 U S Patent Office ^{audible} allows NBC application to register chimes as first "Service Mark" under new federal law.

Chimes were used in dining cars of 20th Century.

early 1927 - NBC chimes were first broadcast using seven notes:
G,C,G,E,G,C,E

mid-1927 - three chimes were dropped and the musical sequence
became -- G,G,G,E

1930 - two G's were dropped and a C was added and the musical
sequence became G,E,C,

Chimes

Note:

General library says that the 3. note
chimes were first used November 29, 1929.

RP