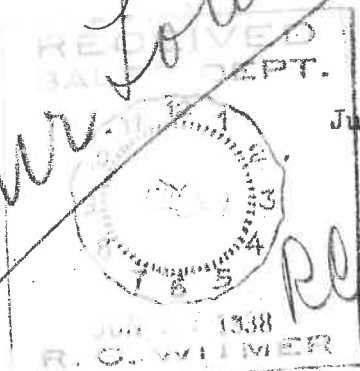


Mr. E. P. H. James

R. H. White - Detroit

June 24, 1938



Dear Jimmy:

Here is a little additional evidence to show you the importance of the NBC chimes as a promotion piece. I certainly hope you get your order approved for an additional supply and that you will be able to send me a few more.

On the train last night coming back from New York I met Mr. & Mrs. D. P. Brother. As you know, Brother is head of the D. P. Brother & Company Agency, handling Oldsmobile, General Motors Truck and A C Spark Plug. Mrs. Brother was telling me how much she appreciated and enjoyed the chimes and told me this story.

I took a set of chimes in to Mr. Knudsen, President of General Motors, who has plenty of millions of dollars. Mrs. Brother is a friend of Mrs. Knudsen and she told me that the NBC chimes were being used in the palatial dining room of Knudsen, President of General Motors. Mrs. Brother also told me that one of the Knudsen daughters who is married has been trying for weeks to talk her mother out of the chimes, but Mrs. Knudsen won't give them up.

I also met C. A. Lewis, who is Paul Garrett's assistant in General Motors in New York. He told me that Buckham had given him a set of the chimes and also sent a set over for Mr. Sloan. He said since Mr. Sloan's personal and private secretary had asked him if he could get another set, he was sure that Mr. Sloan had also taken his set home.

Boy, you got something in "them there" chimes!

Yours sincerely,

RHW:w

RHW
R. H. White

CC: Mr. Roy C. Witmer