

Northern Electric Company

LIMITED

121 SHEARER STREET
MONTREAL, QUE.

GENERAL OFFICES:
121 SHEARER ST. MONTREAL.

DISTRIBUTING HOUSES:

HALIFAX QUEBEC
MONTREAL OTTAWA
TORONTO LONDON
HAMILTON WINDSOR
WINNIPEG REGINA
CALGARY EDMONTON
VANCOUVER

September 13th, 1923.

IN REPLY
REFER TO

*

Sir Arthur Currie,
McGill University,
Montreal.

My dear Sir Arthur:

As soon as we heard that the Hon. Mr. Lloyd George intended to deliver a speech in Montreal, it occurred to us that it would be an occasion on which it would be to his advantage as well as to that of the public to make use of what is known as the "Public Address System".

I do not know whether you are familiar with this equipment but it consists of a series of voice amplifiers so that the speaker by talking in his natural tone of voice into a small transmitter placed in front of him can be clearly heard by a very much larger number of people than would be possible to reach with the natural voice.

It is the same equipment as was used by the late President Harding on several occasions when he has been clearly heard by open air assemblages of upwards of 100,000 people and it is the equipment which we supplied for his speech in Vancouver when he was clearly heard by 30,000 people at an open air meeting.

Our Toronto Manager consulted Sir Alfred Cope when the latter was in Toronto yesterday and I attach hereto a copy of a letter we received this morning on the subject from which you will note Sir Alfred Cope suggests that we take the matter up with you.

I assume that it is desirable that the greatest possible publicity be given to the Hon. Mr. Lloyd George's speech and it occurs to me that if the Public Address System is used, your Committee might wish to consider the use of a larger hall such as the Mount Royal Arena, which I understand would seat in the neighborhood of eight thousand people.

It is my understanding that it is not intended to make any charge for admission and under those circumstances