

NATIONAL BROADCASTING COMPANY, INC.

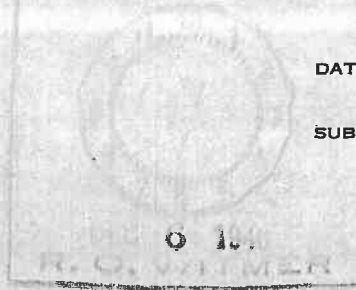
INTERDEPARTMENT CORRESPONDENCE

TO Mr Roy Witmer

DATE December 5 1940

FROM Sidney N Strotz

SUBJECT



The attached letter from John Swallow is self-explanatory and is something which I feel should be checked in each case with the agency involved.

Personally, I have always strongly advocated pre-set chimes and I am not so sure that it isn't the thing to do. By pre-set chimes I mean that chimes would ring into the program twenty seconds before the end of the broadcast period and it would be just too bad if the producer of the show let it get out of hand.

Will you please do two things. Kindly determine what should be done in the instances Swallow brings to our attention so that we may know how to act in the future and also give me your reaction to the pre-set chime idea.

A handwritten signature in cursive script, appearing to read "Sid", is written above the typed name.

SIDNEY N STROTZ

SNS:kr

A large, stylized handwritten mark or signature, possibly initials, is located in the lower right quadrant of the page.