

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO Mr. Roy Witmer

DATE December 7, 1940

FROM Sidney N. Strotz.

SUBJECT Pre-set Chimes

10 19.

With further reference to the subject of Pre-set Chimes and your memorandum of the 6th, it is all very nice to sit back and theorize on things and make statements to the effect that we should have better control over the production picture. As a matter of fact, the records will indicate that any show produced by NBC usually has an excellent record from the standpoint of getting off on time. The difficulty we always have is with independent or agency producers who seem to think radio was created for their particular benefit. Each one feels his is the most important show on the air.

I am still a strong believer in the Pre-set chime idea. I think it will work and that after a comparatively short period of time we would have no difficulty or serious reaction from any of our clients or agencies.

I am perfectly willing to recognize that there is a weakness on our part. I hope someday to be able to correct this but miracles can't be performed over night.

I do not concur with your thinking that it should be tried out for two or three days. If we decide to do it, it should be done on all shows.



SIDNEY N. STROTZ.

