

Mr John P Rygal

1/3/35

Roy C Witmer

Replying to yours of the 1st concerning
the use of the chimes.

I think the chimes have become extremely monotonous, and I have often felt that if the switching can be handled as promptly in some other way it should be done. I realize that some sort of signal is necessary. I do not particularly care for the phrase "This is the National Broadcasting Co" because it is too much like CBS. We use that phrase anyhow just before the chimes.

If you want my own personal feeling, it is that we could devise something much pleasanter to listen to than the three-note chime — something with some real music in it and that could be changed from time to time to relieve the monotony and still retain the identity.

There isn't any question but that our present chimes mean the National Broadcasting Co, but I doubt very much whether the public knows that it is NBC or CBS that is ringing them.

I would try anything but these chimes for a while anyhow.

IR