

March 30, 1938

Mr J Hugh McQuillen
The Schoenhat Manufacturing Co
2046-78 Castor Avenue
Philadelphia Pa

Dear Mr McQuillen:

I regret the delay in acknowledging your request for our reactions to your proposal to make and sell toy chimes based on the same three notes as those used for the NBC Chimes.

Mr Mason may have told you that we had already been approached by another manufacturer regarding the production of full-sized chimes for home and office use. In view of the fact that these chimes will probably retail for two dollars or more, there would appear to be no duplicate activity involved.

We have no objection to your stating that these chimes are "miniatures of the famous NBC Chimes" but we ask that you do not imply that they are replicas. For instance, and probably because of their small size, the tones are apparently an octave higher than the actual chimes. In this connection, I might point out the desirability of keeping your tones as close as possible to G # and G of the concert pitch, so as to avoid discord when they are played simultaneously with the radio chimes.

It is also understood that you will make no representations directly or indirectly to the effect that NBC is in any way associated with the manufacture or sale of these chimes.

Finally, we request that advance proofs of all labels and all promotional and advertising matter in connection with these chimes be sent to us in order that we may have an opportunity of bringing to your attention any corrections which we feel to be desirable.

Very truly yours,

E P H James
Promotion Manager