

Mr. Miles Trammell

June 27 1940

Phillips Carlin



With reference to Judge Ashby's suggestion to you about the NBC chimes, we are going to revive the - "Listen to the NBC chimes, your signal for live radio entertainment." This announcement will be made occasionally on Club Matinee, prior to the 4:30 PM break, and the Pop Concert, Sunday nights, at the 8:30 break.

It may not be practical because of the limitation of time to use the phrase, "When you hear the chime, it's NBC time", but we're studying it.

We will also see what we can work out along other lines.

Our feeling is, however, that the chimes are very definitely connected with NBC and are recognized as such. Therefore, any slogan that we use too much gets sickening in a very short time.

Phillips Carlin

*Walter
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July 21