

13 Lewiston Street
Franklin Square, N.Y.

Mr. Trammell



March 15, 1950

General David Sarnoff ✓
Chairman of the Board ✓
National Broadcasting Co. ✓
30 Rockefeller Plaza
New York 20, New York

Dear General:

The three musical notes which NBC uses to separate programs — could they not be slightly changed so that they would sound like N - B - C?

Of course you know more about the subject - there may be an FCC ruling on the matter or there may be a technical impasse - but listening closely to the notes I thought it might be possible. I don't mean anything as horrendous sounding as Lifebuoy's "BO" - but a change in the pitch and quality of the three notes that would make them resemble more closely the sound of N-B-C.

If possible don't you think it would be a good idea?

Very truly yours,

A handwritten signature in cursive script that reads "Edward Reilly".

EDWARD REILLY