

March 23, 1950

Mr Edward Reilly
13 Lewiston Street
Franklin Square, New York

Dear Mr Reilly:

I was pleased to receive your letter of March 15th addressed to Mr Sarnoff suggesting improvements to the sound of the NBC chimes. From time to time we have made experiments to improve the sound reproduction of our trade mark. When the Sonovox system was first introduced we modulated the voice of announcers with the musical notes representing the letters NBC and found the result to be unharmonious.

Many years ago the musical notes of our chimes were selected by musicians in our program department following extensive experiments to find a series of musical notes which would sound harmonious when reproduced together. Our unsuccessful efforts to produce a combination of tones which would be superior to those used for so many years, which would be pleasing and harmonious to the ear and at the same time would not become tiresome to the listener, is a credit to the thoroughness of the work performed by those who selected the original musical notes.

I appreciate your suggestion for the improvement of our musical signature and trust that you will continue to listen to it and enjoy our programs for many years to come.

Very truly yours,

Hiles Trammell