

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO Mr. E. P. H. James

DATE May 24, 1938

FROM Henry Ladner

SUBJECT NBC CHIMES

RECEIVED
MAY 24 1938
E. P. H. JAMES

I am returning herewith the proposed box for the miniature chimes to be merchandised by the Schoenhut Manufacturing Company. As I told you on the telephone, the label on this proposed box seems to be contrary to company policy in that the impression is created that NBC is connected either with the manufacture or sale of this product. In this connection it is also felt undesirable to place the letters "NBC" on the microphone shown on the box. I therefore suggest that all reference to NBC be deleted, except the explanatory statement at the lower part of the top cover, reading, "These chimes are a miniature of the famous NBC chimes and have been tuned to the correct notes."

With reference to the larger model of the chimes, no permission should be granted to the manufacturer to sell to any one else but ourselves, any chimes bearing the letters "NBC".

In accordance with your request we have asked the RCA Patent Department to secure a trade mark registration for us for the letters "NBC" appearing on these chimes, some of which I understand are to be sold by us in interstate commerce. As to the question you raised regarding the patentability of certain constructional features employed in the larger chimes, I understand you will discuss this matter direct with Mr. A.S.Greenberg of the RCA Patent Department.



HENRY LADNER

Enc.