

May 25 1938

Mr. J. Hugh McQuillen  
The Schoenmut Manufacturing Company  
2046-83 Castor Avenue  
Philadelphia  
Pennsylvania

Dear Mr. McQuillen:

With regard to the printing on the box which contains your little set of chimes, I have talked with our Legal Department, and I find that I shall have to confirm the restrictions which I indicated might be necessary, in our recent conversation.

In the first place, may I say that it would be a pleasure to us to be able to give you permission to use the letters NBC more prominently on the box, were it not for the fact that we deem it absolutely necessary to avoid creating such a precedent.

This means that the name of the toy should be "Miniature Radio Network Chimes", instead of "NBC Radio Chimes." The statement "These chimes are a miniature of the famous NBC chimes and have been tuned to the correct notes." is entirely in order, and we shall be very glad to have you use this on the box.

With regard to the microphone illustration, we shall be very glad to supply you with a line drawing of the NBC microphone, but again the Legal Department advises us that we cannot permit the use of the letters NBC on this microphone, for the same reason that we had to remove them from the name of the toy itself. However, it might be a good idea to substitute the initials, SMC, for Schoenmut Manufacturing Company, and if you use approximately the same type of letter, I think you would convey the desired impression, without in any sense implying that NBC is connected with the manufacture or sale of the product.

I had been expecting to receive from you a sample of the finished toy, but so far this has not come to hand. I do believe we should see this before giving you a final "Go ahead" on this job. It has been a pleasure to work with you on it, and I am only sorry that we do not see our way clear to give you a freer use of our name in connection with this promotion.

I believe, nevertheless, you understand our position.

Very truly yours

E. P. H. James  
Promotion Manager

W. J. H.  
E. P. H.