

# SCHOENHUT TOYS

THE SCHOENHUT MANUFACTURING CO. ■ 2046 CASTOR AVE. ■ PHILADELPHIA, PA.

July 1, 1938

Mr. E. P. H. James  
National Broadcasting Co. Inc.  
R.C.A. Building - Radio City  
New York, N.Y.

Dear Mr. James:

I have delayed answering your letter of June 8th until we came to a decision on the retail cost of the Radio Network Chimes. This has finally been established at 35¢.

We did everything possible to make this a 25¢ number, but it just simply wasn't in the wood. At 35¢ I think we will do a good job, but naturally not like what we would have done with it had we been able to price it at a quarter.

Again many thanks for your valuable assistance in securing the National Broadcasting Company's approval of our package.

Yours very truly,

THE SCHOENHUT MANUFACTURING CO.

*J. P. Miller*  
Secretary

JMcQ:L

