

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

TED COTT

VICE PRESIDENT

December 23, 1953

The NBC Radio Station Managers:

We have finally completed necessary arrangements to set the network chimes for a three second duration instead of the five as heretofore.

This will bring our network identification system in exact parallel with the present television practice. We hope the addition of two seconds will be useful to you in your station break business.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Ted Cott", written in dark ink.

Ted Cott

P.S. This new practice will begin with the start of service on January 6th.