

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO Mr Keith Kiggins
FROM W F Fairbanks

DATE July 21 1939
SUBJECT Blue network Chimes

Although you may not be directly concerned with this matter, it is possible that other persons in the past have sent suggestions for changes in NBC's identifying chimes to your office.

Specifically, I would like to see some serious consideration given to a change in Blue Network chimes that would unquestionably identify the programs being carried over this network. Naturally, it would be unwise to scrap the present three-note signal in view of its years of public acceptance - however, this good will would not be lost if the following change was made.

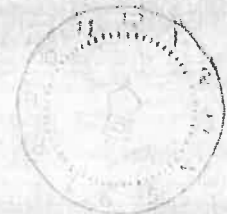
Briefly, if one, two, or possibly three, carefully selected notes were added to the present three note chime, the Blue Network signal would not only retain the well known NBC musical trade mark, but would also gain a unique label that would increase listener familiarity and audience acceptance.

In view of the large benefits to be derived by Blue network clients who wish to merchandise their program in other media as well as the immediate gain in recognition by Blue Network listeners, I suggest that sample recordings be made of a 4, 5 or 6 note chime that combines the present NBC "bong-bong-bong" with a new, distinctive, musical appendage.

W. F. Fairbanks

William F Fairbanks

JUL 21 1939



RECEIVED
KEITH KIGGINS