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Mr John Royal, Eastern

May 5, 1938

Sidney N Strotz, Central

Dear John:

I have a copy of O. B. Hanson's letter to you of April 28th in connection with pre-set chimes, and as you know, I have been heartily in accord with the procedure as outlined by Hanson, for the last number of years.

In my opinion this would eliminate the runovers of various shows which at the present time are exceeding their time limit unnecessarily. If a production director knew he had a definite time in which to produce his show, there is no question in my mind that he could accomplish this and in no way effect the quality of the show itself. As I understand the situation, it is possible to eliminate the automatic chimes in cases where we know this is necessary -- such as when the President of the United States is speaking.

Because of our switching situation here in Chicago and the fact that we are at the present time switching some 12 to 14 different legs of the network which necessitates synchronization either with the Blue or the Red, it is advisable that accuracy be maintained at the various divisional points and origination points of programs.

I hope you will give this matter serious consideration and a favorable decision.

Sincerely yours,

SIDNEY N STROTZ

cc - Messrs. Trammell, Luttgens