Buddy Basch Associates

Public Relations . Promotion . Publicity

17 East 45th Street, New York 17, N. Y. MUrray Hill 7-8351

May 17, 1951.

Miss Sylvia Fine,
1103 San Ysidro,
Beverly Hills, Calif.

LIBRARY OF CONGRESS

Dear Sylvia Fine:

As a sort of preliminary report of what is happening, I thought you might be interested in the following:

1. Every station in New York and the surrounding metropolitan area now has all five of the tunes in their library. They are getting additional copies from us tomorrow or Monday, so as the pressure increases they have enough to carry them.
2. The rubber-stamped "plug" you see on the envelope is being used on ALL outgoing mailings from this office. Yesterday we mailed more than five hundred pieces of mail to disc jockeys, librarians, program planners and newspaper people for the start of the drive.
3. I have suggested that Fox use this stamp, or a similar one, on all their publicity and other mailings. It is under consideration.
4. Disc jockey play has begun and is coming along in fine style. Art Ford, whom I consider the top plug in town, "exclusively previewed" all the tunes from the picture last Friday night (May 11th) with rave notices and has been plugging it continually.
5. The juke box angle we will hit after the tunes start to show up. They will never "make" a tune, but will ride with a winner. Our friends--coast-to-coast--in this phase are strong enough to assure a good sale to the operators of juke boxes.
6. A complete report of our actions, copies of our releases and related material is being compiled and will be sent you. Meanwhile, here is one story we sent out tothe over five hundred I mentioned above.

I will look forward to meeting you personally sometime soon.

Sincerely,

BUDDY BASCH ASSOCIATES

Buddy

Buddy Basch

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