

# Buddy Basch Associates

Public Relations • Promotion • Publicity

17 East 45th Street, New York 17, N. Y.

Murray Hill 7-8351

May 9, 1951.  
VIA AIR MAIL

Mrs. Sylvia Kaye,  
1103 San Ysidro,  
Beverly Hills, Calif.

Dear Sylvia Kaye:

Just wanted to tell you how pleased and excited we are to be working with you and Danny on the tunes from "On the Riviera." As Mike Conner told you, yesterday I went on the Fox junket and took a member of my staff with me. After the boat ride we saw a screening at Bill Miller's Riviera and were very much impressed with the picture.

Personally, I feel the picture is Danny's best since "Up In Arms" and should do wonderfully. The tunes are just terrific! Never before have I seen a hard-boiled preview audience applaud after every number and laugh so heartily. The applause at the end of the picture was something I wish you could have been here to hear.

We are strong in every phase of record promotion, from the jockey himself right down to the juke box operator. This office will go all-out to make sure the records and tunes get the proper attention and are heard and bought.

We hope to do a good job to justify the faith Mike has shown in us by recommending this office, and your faith in taking his recommendation. In this day of specialization you need an organization that has the understanding of the problem. We handle this sort of thing for both Tony Martin and Spike Jones and they can tell you of our work.

Please let me hear from you with any special suggestions, ideas or problems you may have. From time to time we will report to you and Mike on our activities.

Thanks again for the opportunity.

Sincerely,

BUDDY BASCH ASSOCIATES



*Buddy Basch*

Buddy Basch