



MEMBER OF LOS ANGELES CHAMBER OF COMMERCE

Nordyke Publishing Company

NORDYKE BUILDING, 6601-6611 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA • PHONE GRANITE 3604

AFFILIATED WITH
B. M. I.

Owners and Sponsors
of Radio Program
"HOLLYWOOD MELODY TIME"

CABLE ADDRESS "NORPUB"

May 28, 1948

Arthur Beal
Cambria Pines, Calif.

Dear Mr. Beal:

Our examination of your recently submitted material establishes in our opinion that your work is of professional caliber. We recommend the immediate sheet music publication of "RIDING IN THE SADDLE THRU THE BLUE".

To give a song the opportunity of success, it must be published in salable sheet music and made available to music counters where the music buying public can see it, hear it, and buy it. Manuscript or professional copies are not salable because of the manner in which they are printed, and their only value is to submit them to a Publisher for the publishing of salable sheet music. For a writer to send music to a Publisher who refuses to even open the letter and examine the manuscript is certainly a waste of time and effort. A Publisher who refuses to give an unknown writer a chance stands as an obstacle between the writer and the music buying public, who purchase the songs at the music counters that are presented to them in salable sheet music.

How can any Publisher say that new songs and new writers are not needed? Isn't it a fact that the public demands new songs, and that even on the "Hit Parade", it is often the case that the No. 1 Song was unheard of a short time before. We mention this because we feel that whether you agree to the co-partnership agreements set forth in your Nordyke contract or not you should, in fairness to your talent and your desire to succeed in the million dollar music industry, GET YOUR SONG PUBLISHED IN SALABLE SHEET MUSIC AND MADE AVAILABLE TO THE MUSIC COUNTERS OF AMERICA! Side step the obstacle of the Publisher who discourages you by saying, don't do this and don't do that! Don't let them tell you not to make a small investment in your future while they know that a "Hit" song can earn thousands of dollars. What right have they to say, "We have our own staff of writers and cannot find time to even open your manuscript?"

Nordyke has not and never will pursue such a policy. When we approve a song for publication, we carry through in the shortest time possible in accordance with fine production of salable sheet music, to get that song ready for sale and available to the music counters. We place our music in open competition with other published music and we are proud of our development of new songs and the position attained by writers who were unrecognized until their song rolled off the presses that supply Nordyke music. Upon publication, Mr. Beal, your song will be given our every consideration and effort.

Listen to the Nordyke Songs of Today . . . on "Hollywood Melody Time"

It is for this reason that the Nordyke Publishing Company's position is clearly understood. Our records for the first six months of this year speak for themselves. Juke boxes, radio stations and motion picture theatres all over the country are now featuring our current hit, "THROW A SADDLE ON A STAR". Nordyke sheet music is for sale and advertised nationally.

Further, due to the fact that there is a great demand for new songs, and this company's policy and procedure of producing only salable sheet music (we do not publish unsalable copies), our songs have been presented on network radio broadcasts, and our present leading number is now on network radio, juke boxes and the motion picture screen throughout the Nation. Entertainers, radio stations, motion picture studios, and in fact all performers of music, refuse to examine or consider for use, unpublished material.

Because of the fact that Nordyke is noted for fine music, we are continuously receiving demands for our latest releases from orchestras and featured artists throughout the Nation. Nordyke Publications are presented in salable sheet music and for this reason can be exploited and sold anywhere and everywhere. In fact, Nordyke Publications at the present time are available for sale throughout the United States, Canada, Mexico and the Hawaiian Islands, and through contracts which we hold with the House of Beggs Music Company in New Zealand, we have opened the field for Nordyke music at that far-flung corner of the world.

Nordyke's facilities are available to launch your song as a salable commodity. We will not consider any printing of professional or manuscript copies. We will assume all publication expenses and as soon as the first edition is off the presses, we are ready to fill orders in any quantity. Preparation of salable sheet music involves considerable expense of every nature, including the definite responsibility that upon favorable public acclaim, a publisher is called upon to spare no expense in pushing the song's momentum to the top.

As the writer, and may we say partner, in this enterprise, we request that you agree to assist the original presentation by the purchase of 500 copies, set as an arbitrary amount, of the first edition, at the customary dealer's rate of 22¢ per copy. We look forward with the sincerest desire that the copies purchased by you shall become a small item in this endeavor, and for the purpose of profit to both, we will follow every outlet at our disposal to see this develop. Publication will commence immediately upon your agreement in reference to our policies by your forwarding to us signed contract with your acknowledgements. Your other material is being held for further examination.

Yours very truly,

NORDYKE PUBLISHING COMPANY

per

Robert S. Singer
Vice-Pres. & General Mgr.

MS:ds
encl.