

STARDAY RECORD COMPANY  
2534 WEST PICO BLVD  
LOS ANGELES 6, CALIFORNIA

ATTENTION: PROFESSIONAL VOCALISTS & BANDLEADERS

NEW OPPORTUNITY TO MAKE PHONOGRAPH RECORDS.

STARDAY RECORDS of Houston, Texas and Hollywood, California in cooperation with Coast Record Mfg. Co., offer a new special package deal for radio artists. Coast Record Mfg. Co. Has specialized since 1944 in production of finest quality commercial phonograph records with complete facilities in their own modern plant.

Our aim is to find artists that will sell on records. As you know, it is the public that makes the hits and decides which artists will sell on records, and it takes phonograph records to present your talent to the public. Here is how you can have phonograph records pressed by a reputable manufacturer that has served the exacting Hollywood trade for many years.

We invite you to submit original, unpublished songs on acetate discs or on tape at 7½ or 15 speed prepared as professionally as possible. You know from listening to phonograph records what should be required. Send your recordings, postage prepaid, to:

DON F. PIERCE  
STARDAY RECORD COMPANY  
2534 WEST PICO BLVD  
LOS ANGELES 6, CALIFORNIA

(Please enclose Lead Sheets if available on the songs. Please do not submit songs that are already published. We need recordings to evaluate your song and talent so do not send Lead Sheets alone).

When we receive your material it will be carefully reviewed, and if it is suitable for making records, we will agree to make 300 flex records on your own label for a special price of \$115.00 F.O.B. our plant, provided:

1. You give us the option to use the recordings on STARDAY LABEL on a royalty basis.
2. You give STARDAY RECORDS AN OPTION for your services as a recording artist.
3. We be given publishing rights on the songs recorded.

The above are needed since the \$115.00 price is to meet actual expenses and is less than the regular distributors price of 42¢ per record. This price includes all costs here for cutting the masters from your disc or tape, printing labels with name selected by you, processing masters to plates, pressing the records, packaging them in jackets and corrugated boxes for shipment to you.

Also included in the special package price is our radio promotion service that is designed to build up demand for your records. Here is the way it works: 100 copies of your 300 records will be pressed on special vinylite stock, specially packaged, and addressed to 100 radio stations in your area. When you receive your shipment, all you have to do is take the packages to your local post office, put on the required postage, and mail them by parcel post. We

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maintain complete up-to-date mailing lists of all radio stations for this service. We even enclose a 2¢ postcard in each package, return addressed to you, so each station can receipt for the record and send comments.

You will want to get juke box operators to use your records and you will want to contact as many disc jockeys as possible to build up public reaction. You can easily recover the price for your records by selling them for \$1.00 each, personally autographed on your personal **personal** appearances. If you run out of records, and need more, we will press them for 20¢ each in lots of 300. If sufficient demand builds up for your records, we will give consideration to releasing your records on STARDAY LABEL with national distribution and promotion.

We cannot assume any liability for costs incurred in submitting material to us. Also, if the material submitted is not suitable for records in our estimation, we will return the material to the sender if return postage is furnished.

We hope we can be of service to you and if further information is needed, please write to us.

Very truly yours,

STARDAY RECORD COMPANY

NOTE:

**In the original letter.**