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Bill Martin Jr. Correspondence

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1977-08-03

### Letter from Bill Martin Jr. to Graham Preskett, 1977-08-03

Bill Martin Jr.

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Summer 8.3.77

Dear Graham,

Sorry our telephone calls didn't connect. I have a notion to discuss with you and would like an honest appraisal: BJ does a "wee voice" for our cassette tapes that accompany the reading program. Her character's name is NOODLES, a little ghost. The character is one of the most popular ones in American education and I'm wondering about putting out a Christmas record of NOODLES singing "Santa Claus is Coming to Town." Now this is where you come in. Is it possible to do a soft rock arrangement of that song, which would give it some added commercial value? If you think the idea has some merit, let me know and we'll proceed, either ~~doing~~ the recording in London or here, as it seems most practical.

I think I can sell enough copies to the school trade to pay for the venture, running enough extra copies to send singles to most of the radio stations in the United States, hoping that it would get good exposure at Christmastime, when everybody is "Silent Night'ed" and Perry Como'ed to death. It might be a break in NOODLES becoming a commercial property, primarily for radio and television advertising purposes. I'm sending separately one of the cassette tapes that features NOODLES singing "A You're Adorable." I'll also be sending soon a copy of the ~~reel~~ to reel tape we'll be using in the musical montage in Fargo, North Dakota in October. It's the same show we did in Virginia.

Now you can put your phone on answering service ~~again~~ and go back to the garden.

With love and good wishes to you and Paula and the baby.

Bill Martin, Jr.  
Author in Residence  
(dictated by phone)

BMjr/jmf

Mr. Graham Preskett  
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