The Wise Old Owl

Words and Music by JOE RICARDEL

LOUIS E. MALECKI & SON
Music & Musical Instruments
42 IOWA AVE., N.W., GRAND PAISLEY, W.VA.

BROADCAST MUSIC, INC.
550 Fifth Avenue, New York, N.Y.
I Hear A Rhapsody

And when I hear you call so softly to me, I don't hear a

call at all. I HEAR A RHAP-SODY. And when your

I Give You My Word

I GIVE YOU MY WORD. I'll never love again.

GIVE YOU MY WORD this is my first and last romance.

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Brightly

VOICE

I was happy on the night you told me that you cared.

Then I heard a wise old bird who warned me to beware.

*Symbols for Guitar

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When we strolled through the moonlight you said, "I love you," but THE
WISE OLD OWL in the old oak tree said "Whoa-whoo-whoo." You said
I was the someone you'd sing love songs to, but THE
WISE OLD OWL, as he winked his eye, said "Whoa-whoo-whoo." Tho'
I never thought you'd say good-bye, that old bird must have known that tonight,

he and I would be under the moon alone. Maybe I'll find a new

love that's what I should do, but THE WISE OLD OWL in the

old oak tree says "Who-who-who?" When we whoo?
WHY DID YOU BUY THIS SONG?

The probability is that you bought it because you had already heard it on the air. Radio has become the most important means for presenting new music and giving it a chance to win public favor.

That is why Broadcast Music, Inc., is a completely new force in American music. It is more than a publishing house. It is also a means of giving to you who make up the musical public an opportunity to hear its music and, most significant of all, an opportunity to grow familiar with the work of composers who have not previously been privileged to put their music before you.

Up to the present time you have been able to hear in public and to buy for your own use the music of none but a comparatively small group of writers. The established publishing houses have preferred for the most part to deal only with established writers. The increase of interest in composition and of the study of composition in public schools and colleges in the last few years, has been remarkable. There are more trained and competent writers of music than ever before. More men and women with melodies in their hearts that they yearn to give you. Yet before the organization of BMI few of them have been able to make themselves heard.

BMI has dropped the bars, and now the new men, the young men, the men you have not known, can bring you their songs.

Music is, by common consent, the most universal of all the arts; yet of all artists the composer of music has been in the most difficult position.

To open the road for all who have anything to say in music this company, Broadcast Music, Inc., was organized within the broadcasting industry.

Through BMI broadcasters are working to assure equal opportunity and fair compensation to all composers, old and young, the newcomer as well as the famous maestro.

BMI gives to the musical public the chance to hear and to buy, all music which shows merit and promises to make an appeal to you, without regard to the past performances of the composer.

BMI means for you not merely more music from a greater number of writers. It means improvement in all American music because of the stimulus to all musicians that comes from the releasing of fresh creative abilities. It means all the varied benefits that will flow from a new force in the development of our national music.

The music that BMI brings you is the work of skillful and brilliant musicians, most of them young. As you listen to them and you play them yourself, you are giving your support to the men and women who represent the future of American music. Those who please you will succeed because they have pleased you. BMI rests the matter of popularity and of the rewards of popularity once more on the only sound and right basis—the approval of the American people.

As a nation the United States has long been unduly modest in matters of the arts. At the present we are one of the most musical nations in the world. The most vital, most original music that is being written today is American music.

BMI gives to American music a freedom for creative progress that it has never had before.

BMI for the first time gives to you who listen and you who sing and play the opportunity to take full part in that progress and to guide it in accordance with your own desires.