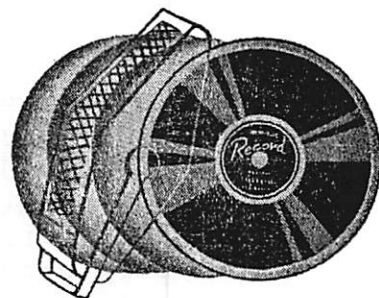


HOLLYWOOD RECORDING STUDIOS

P. O. BOX 87, PREUSS STA.
LOS ANGELES :: CALIFORNIA



November 22, 1940

Art Beal
San Francisco, Calif.

Dear Mr. Beal:

Thanks for your inquiry. I trust that this will be the beginning of a long and happy association.

The biggest problem for the capable amateur songwriter has never been the writing of good songs but the SELLING of them after they have been written. We have a plan for the solution of this problem and I know you will be greatly pleased with our method.

We offer song poem and lyric writers FREE melodies for their compositions. If you have a song poem or lyric with hit possibilities, we arrange for a professional music writer to compose the music for it. You and the music writer become partners on the song and share equally all profits from it. Song poem and lyric writers should not pay for melodies as any legitimate tune writer is happy to compose a melody for a good song poem or lyric WITHOUT CHARGE. He, like the song poem or lyric writer, depends on the sale of the song for his earnings.

To sell a song it is necessary to put it in salable form. To do this it should be RECORDED. The best proof of this is that the professional songwriters use this method almost exclusively. A phonograph record commands attention and the person listening to it hears the song the way you want it heard, not the way some careless piano player performs it.

Before any songs are recorded, our staff makes any necessary revision. This is done without charge. The master records on all songs are sent to the writers for their own personal use and pleasure. The other recordings are turned over to our sales staff to use in the marketing of the songs.

We are indeed fortunate in having as chief of our sale staff, Mr. Clarence Freed, who has close connections with leading publishers, studios, phonograph and transcription companies. If your song is accepted by us, Mr. Freed will personally handle the marketing of it. In the enclosed folder you will find his excellent qualifications for this position.

Chief of Staff
CLARENCE FREED

Musical Dir.
TONY STANFIELD
Bachelor of Music

Gen. Manager
CHAS. FRANKLIN

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We request the right to handle the marketing of your song after it is recorded. There is no charge for the marketing service UNTIL YOUR SONG IS SOLD, at which time our contract calls for a 10% commission. If your song is placed thru us with a publisher, there will be absolutely NO PUBLICATION EXPENSE to you. We deal only with reliable, legitimate publishers and they pay all publication expenses. We neither recommend nor contact publishers who charge for their services.

The only cost to you for our entire service is for the recording of your song. We have kept this charge low enough so that every talented, ambitious songwriter can take advantage of our excellent service. Prices will be found on the last page of the enclosed folder. The price, as quoted, is our only charge. THERE ARE ABSOLUTELY NO OTHER CHARGES OF ANY NATURE AT ANY TIME. Just one charge for the entire service.

It is only logical that this method, outlined in this letter, and used by so many of the professional writers must be the RIGHT WAY. Like the professional writer, you now have this opportunity open to you. You pay only for the recording of the song...an expense that even the professional writer must pay when submitting songs to publishers on phonograph records.

Don't forget...THE ONLY DIFFERENCE BETWEEN A PROFESSIONAL AND AN AMATEUR SONGWRITER IS THAT THE PROFESSIONAL SONGWRITER GETS PAID FOR HIS WORK. The professional songwriters of today were the amateur writers of yesterday. The amateur writers of today will be the professional writers of tomorrow!!! Procedure for submitting songs to us will be found in the enclosed folder.

Now about your poem. I've turned it over to Mr. Freed and he has given me the following report; "Mr. Beal's poem has a lot of commercial appeal and originality and will make a lovely song once the proper melody is written. I recommend its acceptance as I believe it has an excellent chance for success. Mr. Beal shows a fine talent for writing songs and I sincerely hope he will let us try and help him find success in this profitable field."

Mr. Freed has never given a better report on any song so you should be very encouraged. I do hope, for your sake and ours, that you'll take advantage of our offer. I'm holding your poem here on my desk until we hear from you. May I please have your prompt reply?

Yours sincerely,



Charles Franklin
General Manager

CF/rr