



ALLIED MUSIC, Incorporated

STONYBROOK BUILDING

7608 READING ROAD

CINCINNATI, OHIO

July 15, 1941

Mr. Arthur Beal
231 S. Hill St.
Los Angeles, Calif.

Dear Mr. Beal:

After reading your work we are glad to send you the enclosed report. It recommends the acceptance of your poem titled, WHAT IS ALL THIS TALK ABOUT.

This poem when set to music expressing the sentiment of your words should be a very attractive song. Publishers want songs complete with words and music. There is no market for song poems alone. Therefore you need our service. It supplies the music and other items needed.

Please read our plan and contract carefully. We give you many items of service you cannot secure elsewhere. If possible, accept the ten day offer. If you cannot do that take up the time payment plan. Return one copy of the contract and the radio permit when you send your order.

New writers who have worked with us recently have had their songs accepted by music publishers. At present there is a greater opportunity in songwriting than there has been in many years. Our plan offers you the best chance to have your song accepted by a reliable publisher.

You know in advance that we shall work hand in hand with you from start to finish. We urge you to send your order right away. Our money back guarantee protects you. You take no chance. You have the right to approve everything as we proceed.

We shall be expecting a letter from you within the next few days and hope you will become our co-writer and friend.

Very truly yours,

J. L. Brown
PRESIDENT

b/rk
Encl.