

MUSIC
LYRIC
CRITIC CO.

RADIO CENTER BUILDING

1509 NORTH VINE STREET
GLadstone 4752

HOLLYWOOD 28, CALIF.

February 23, 1944

A. L. FRANKL, Chief of Staff
JAMES PEYSER, Gen. Mgr.

Mr. Arthur Beal
364- 9th St.
San Francisco 3, Cal.

Dear Mr. Beal:

Mr. Frankl, our chief of staff, has personally checked over the three songs that were among the best of the material you submitted, and has the following report to make.

Regarding "What Is A Kiss," Mr. Frankl has made a few slight changes that you will note on the enclosed copy of your song, that make your title more obvious. In this song, you have written an extremely clever lyric, but the music is only fair and don't do justice to the lyrics. If you gave a little more attention to this song, we feel sure you will find stronger lines. A Possible stronger line that could be used for your chorus ending would be a line rhyming with moonlight or do, that answers your question, "What Is A Kiss?"

The construction of "Riding In The Saddle Thru The Blue," needs considerable changing. The title should be used as a first line, and you will find the corrected first eight bars on the back of your copy, which is enclosed. After you make these changes in the melody construction, you will have to make changes in your lyric so that it accompanies the music properly. Again in this song, the lyrics predominate; the melody is only fair.

In your third song, "A Voice So Sweet," this song idea is good, but you do not do it justice in the rest of your lyric. The idea of the 'voice so sweet' could be used throught the rest of the song, without revealing the fact that it is mother's voice until the last line of your chorus. In that way, you have a stronger ending, and you also give the listener a little 'kick' when they hear the last line. Another suggestion would be to avoid using words such as 'pervade' and 'reign' which could be confusing when the words are heard and not read. Always use simple, everyday language that the general public can grasp the idea and meaning the very first time they hear the song.

We suggest, that in the future, you avoid going to unnecessary expense with your songs, until you have Mr. Frankl's report as to their 'commercial' possibilities.

JP/e

Music Lyric Critic Company

Sincerely,

James Peyser

Thos. Ventnor
Ventnor Bldg. Co.