

Theatricals Music Features

WORDS WITHOUT MUSIC

By LOUIS REID
(Music Features & Photo Syndicate)

FEW persons are aware of the small army and the large amount of labor required to produce the average song hit from its elementary stages to its public performance. As an authority on song hits, the American Society of Composers, Authors and Publishers is in a position to know. Its information is nothing short of a revelation.

About 2,600 persons are necessary for the job, officials of the organization say, while they approximate the actual time of labor required at 2,200 working hours. The performance of the song takes only three minutes.

The average song is written by two persons, as, for example, Rodgers and Hart, Burke and Leslie, Gordon and Revel, Robin and Ringer. One publisher must listen to it. If he accepts it, he then turns the manuscript copy over to his staff of "piano men," who must memorize the melody for demonstration purposes.

At the same time a staff of "house" arrangers gets busy. One writes a simplified piano part for print, another prepares the melody for vocalists and a third reads the commercial orchestration for print.

Meanwhile, an artist is assigned to draw the title page of the song copy. Then come the engraving and printing. It requires five engravers and six printers to produce the first edition. Copies are rushed to the main office, where a dozen songpluggers peel off the first shipment. In branch offices in twenty-four key cities of the country other songpluggers are receiving their assignment.

Emissaries of Melody

The songpluggers are the contact men, the emissaries of melody. They invade the entertainment world, stalking the performer through stage doors, agencies, broadcasting studios, phonograph recording shops with glowing sales talk of "the

greatest song hit since 'Dardanella.'" At sundown they go the rounds of the night clubs, restaurants, hotels and ballrooms. The same routine is duplicated in the 24 key cities. It usually takes two weeks before the publisher knows whether or not he has struck gold.

Yet the struggle has only begun. On the road, a sales force of about 20 men is wining and dining some 2,000 salesgirls, who are induced to "push the song over the counters." In advertising agencies production men are spotting the song on various radio programs. In Hollywood musical directors are choosing the song for a picture. At the recording studios a staff of engineers is "waxing it" for posterity.

By the second week the song may be played by 30 big-time orchestras. This means that 30 leaders must be added to the list, together with approximately 450 musicians, whose scores are specially orchestrated by 30 arrangers. Altogether some 2,600 persons are involved in the business of putting over a song.

15 Hours to Write a Song

As for the labor necessary, it is estimated that about 15 hours of collaboration are required to compose a song. One hour is allotted to the task of convincing the publisher of the song's worth, and a half-hour to each of the piano-players to learn the number. The time for arrangers to write the first copies, vocal and instrumental, is another 12 hours. The artist who draws the cover needs five hours; the engraving and printing take 20 hours.

Fifty hours are necessary for the song pluggers' contact work. One band at each of the three recording studios needs another six hours. The first thirty arrangers require seven hours each for their toil, while two hours are apportioned to each band rehearsal to learn the selection. The total is in the neighborhood of 2,200 hours.

Paul Lincke's famous and familiar composition, "Glowworm" has now reached the swing laboratories.

"Billboard" Jackson Has Nervous Breakdown

ARTIST



Arnold Wiley, who appears as a gendarme in the WPA Federal Theatre's "Haiti", is one of the race's most talented artists. He has worked as actor, composer, radio-broadcaster, radio script writer and phonograph recording artist.

Sun., 3 P. M. (Heated Harmony) DUDLEY, Jimmy—WTMJ (620 n) Mon., Wed., Fri., 1:30 P. M. Spirited saxophone soloist with the Rhythm Rascals' Jam Crew, from Milwaukee, Wis.) DEEP RIVER BOYS—CBS—Mon., 11 A. M., Wed., 4:30 P. M.

ALSTON, Ovie—CBS—Tues. & Thurs. 11 P. M. Fri., 11:30 P. M. —WMN (1010 k) Sun., Wed., 10 P. M. (Roseland Ballroom, NYC.) HAWKINS, Erskine—NBC Red—Sun., 12:30 A. M. Sat., 12 midnite; (Savoy Ballroom, NYC.) HOWARD, Bob—WEAF (660 k)—Thurs., 11 P. M. HINES, Earl—NBC Red—Mon. Wed., 12:30 A. M.; NBC Blue—Sun. 12:30 A. M. (WENR k) 870 k) Sun., Tues., Wed. Thurs., Fri., 11:30 P. M.; WMAK (670 k) Tues. Thurs., Fri., 12:30 A. M. Sat., 12 midnite. (Grand Terrace Cafe, Chicago.)

INKSPOTS—NBC Blue—Thurs. 11 P. M. Fri., 10:30 P. M. KIRBY, John—WMCA (570 k) xMon., Fri., 11:30 P. M. (Onyx Club, NYC) PALMERS Brothers—WMCA—(570k) Mon., thru Sat., 11 A. M. also Sat. 5:30 P. M. VACABONDS—Club matinee, NBC Blue—Mon. thru Sat., 4 P. M. & the Jamboree, NBC Blue—Tues., 9:30 P. M. also Mon., 8 P. M. (Vocal quartet.) WILSON, TEDDY, LIONEL HAMPTON with BENNY GOODMAN'S ORK.—CBS—Tues., 9:30 P. M. (Pianist and "vibe" player.)

MUSICAL VARIETY AND COMEDY PROGRAMS AMATEUR NITE in Bronzeville—WIND (560 k)—Wed., 9:30 P. M. to 10:30 P. M. AMATEUR NITE in Harlem—WMCA (570 k)—Wed., 11 P. M. to 12 midnite. (Apollo theatre, NYC.) Don Ker emcees these entertaining amateur hours.

ALL NATIONS PENTECOSTAL CHURCH—WCFL (970 k)—Sun., 12 midnite to 1 A. M. BOWES, Major—Amateur hour—CBS—Thurs., 9 P. M. BUTTERFIELD, Erskine—WHN (1010 k) Tues., Wed., Thurs., 5:15 P. M. (Pianist Vocalist.) CROSSROADS HALL—CBS—Thurs., 6:45 P. M. (Hill-Billy Va. riety Shows with Negro chorus from Richmond, Va.) JOHNSON, Charlie—WAAF (9-20 k)—Sat., 3:30 P. M. (Duke of the Uke, Chicago.) NEGRO HOUR—KEHE (Los Angeles)—Thurs., 1 2midnite (9 P. M. on the West Coast.) ROSE, Jimmy—NBC Blue—Mon thru Fri., 11:00 A. M. (Comical plays the hole of "Merit," jockey on the "Story of Mary Mar-

lin," air drama.) SOUTHERN HARMONY FOUR—NBC Blue—West Coast only—Mon., 2 A. M. Fri., 1:30 A. M. (Quartet) TALES FROM HARLEM with JOE BOSTIC—WMCA (570 k)—Sat., 5:30 P. M. NYC VINE ST. VARIETIES—WHB (860 k)—Sat. 5-6 P. M. (Jimmy Ruffin emcees this topnotch variety hour.) WAY DOWN SOUTH—WFIL (Philadelphia) Thurs., 10:45 P. M. (Sam Wooding Singers) WINGS OVER JORDAN—CBS—Sun., 10:30 A. M. (Prominent Guest)

Mr. Jackson was connected with the Small Business Bureau of the Department of Commerce during the administrations of Presidents Coolidge and Hoover, and prior to that time was on the editorial staff of "The Billboard, theatrical magazine. He is one of the best known members of his race.

KEY TO ABBREVIATIONS CBS indicates the Columbia Broadcasting System; MBS, Mutual Broadcasting System; NBC Blue or Red, National Broadcasting Co., (k) is the abbreviation for kilocycle. Consult your individual local network stations for broadcasts listed, subtracting time given, EST to your own time zone.

FEDERAL THEATRE Arnold Wiley, who plays the hard-boiled but essentially tender-hearted gendarme in the WPA Federal Theatre project's "Haiti" was musing over his scrapbook in his dressing room at Daly's 63rd Street Theatre, off Broadway, the other night. "The depression seems to have a silver lining after all," the soft spoken Wiley remarked complacently lighting a cigarette as he settled back in his chair to summarize his views of the theatre.

"Let's take a look at that scrapbook," said Louis Sharp, who plays Toussaint L'Ouverture in "Haiti". "You know," continued Sharp, "I have never kept a scrapbook during my entire stage career. I have always felt it would give me a kind of nostalgic feeling to look back at rosy criticism. Can you imagine what would be the plight of talented Negro performers, if there wasn't a Federal Theatre Project?" Sharp picked up Wiley's scrapbook and started thumbing the pages. "Just look at these billing," he remarked. "Scored a big success at the Hippodrome Theatre (New York) and Strand in Hartford, Conn." On the same bill with Weber and Fields, the Trenton Evening News had this to say, "And speaking of tap dancing there was one on the bill that more or less excited the jaded appetites of Trenton theatre-goers." "Radio star at Golden Lily Chicago Arnold Wiley, the champion trick pianist and record artist is doing his specialty on the floor of the beautiful Golden Lily Cafe." "Arnold Wiley, record star and radio artist, who is fast winning a home in the hearts of radio fans as 'Green Timber.'" From the Illinois Democrat, "Arnold Wiley, the Brunswick recording star, who is now a feature on the air with 'Jack and his Gang' during the all-Negro hour from station W-SBC (Chicago,) plays the part of 'Timber.'" Radio Station WJKS, (Gary, Ind.) in a three sheet billing said: "Tune in Radio Station WJKS Monday, June 24th between 2 and 3 p. m. and hear Arnold Wiley in 15 minutes of piano and

FEDERAL THEATRE

song hits." Bessye Bearden in her famous "Around New York" column, wrote "Arnold Wiley, is now in Philadelphia, Pa. and his tap dancing seems to be a hit. His engagement is indefinite." On a Brunswick Recording list, were noted the following recordings by Arnold Wiley "Dixie Drug Store Down on Missouri street" and other side. "You had Better Not Go to 35th and State no More." "Windy City." and many others too numerous to mention. These recordings were all original compositions by Mr. Wiley.

Hollywood, Calif., Sept. 29—Hollywood Boulevard the "most glamorous street in the world" will be reproduced at the 1939 Golden Gate International Exposition at San Francisco. Announcements of signing of contracts for this outstanding exhibit was made jointly by Harris DeHaven Connick, Chief Director of the California World's Fair, and Harry Joe Brown, famous motion picture executive-producer, who heads a group of film executives sponsoring the exhibit.

Outstanding feature of Hollywood Boulevard" will be "The Making of a Motion Picture" where for the first time, the public will be shown how movies are made

ASCAP "Old Song Week" Proves Old Songs Never Die



"OLD SONG WEEK," sponsored by the American Society of Composers, Authors and Publishers, was recently commemorated by leading bands and orchestras over the major networks and independent stations, in motion picture theatres, hotels, cabarets, restaurants, etc.

Pictured above are a handful of the men and women, living and dead, whose copyrighted works, as members of ASCAP, have been made available, through the Society's licenses, to enterprises which perform music publicly for profit.

Public response to the airing of these well-loved old songs showed that they had lost none of the appeal which was born in them before the days of radio. "Stage" magazine devoted its entire August issue to "Fond Recollections" of the old songs.

Composers and authors pictured above are: (1) Irving Berlin (Alexander's Ragtime Band); (2) Carrie Jacobs Bond (Perfect Day); (3) J. Russell Robinson (Sweet Adeline); (4) Harry Armstrong (Sweet Adeline); (5) George Gershwin (Rhapsody in Blue); (6) Geoffrey O'Hara (K-K-K-Katy); (7) Fred Fisher (There's a Little Spark of Love Still Burning); (8) Victor Herbert (Sweet Mystery of Life); (9) Charles K. Harris (After the Ball); (10) William Jerome (Bedelia); (11) George M. Cohan (Over There); (12) Gene Buck (Hello Frisco); (13) Otto Harbach (Smoke Gets in Your Eyes); (14) Shelton Brooks (Some of These Days); (15) Ernie Burnett (Melancholy Baby); (16) Jean Schwartz (Chinatown, My Chinatown); (17) Rudolf Friml (Only a Rose); (18) Jerome Kern (O' My Heart); (19) Edgar Leslie (Among My Sycamores); (20) James Thornton (When You Were Sweet Sixteen); (21) Joe Howard (I Wonder Who's Kissing Her Now); (22) Harry Von Tilzer (Wait Till the Sun Shines Nellie); (23) Gitz Rice (Dear Old Pal); (24) John W. Bratton (Sunshine of Paradise Alley); (25) Al Bryan (Peg O' My Heart); (26) Raymond Hubbell (Poor Butterfly); (27) Albert Von Tilzer (Take Me Out to the Ball Game) and (28) Gus Edwards (School Days).

CLASSIFIED ADVERTISING GETS RESULTS!

Harlem Man Inventor of Automatic Tuning Device for Radios

New York, Oct. 1—William D. Turner of 252 West 138th street is the inventor of an automatic radio tuning device for which he has applied for a patent and has already begun negotiations with a large radio manufacturing company for its marketing.

The device operates much on the same order as an alarm clock. By its use it is possible to set the dial hours in advance for a particular program and have the machine automatically go on and off. The inventor told reporters that many people miss programs they like because they either forget the time or their own timepiece is inaccurate.

Mr. Turner has been interested in inventions for many years and holds several patents, including one on an automatic railroad crossing device and a reversible shirt which was sold to a shirt manufacturer in St. Louis.

His new invention is unlike any of the present automatic tuning devices now on the market and he expects little trouble in securing a patent.

LOUIS ARMSTRONG SUED FOR DIVORCE BY WIFE

Chicago, Sept. 29 (ANP)—Suit for divorce was filed in superior court Tuesday against Louis Armstrong, the trumpet king, by his orchestra directing wife, Mrs. Lillian H. Armstrong.

The wife, known professionally as Lil, said Louis deserted her in 1924. She lives in Chicago, is an arranger, and has a recording band for Decca Record Co.

FILM FANS TO SEE STARS MAKE MOVIES AT S. F. FAIR

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RADIO RAVES

(By Harold Jovien for ANP)

This listing is in effect for the week of Oct. 2 only! All time shown is Eastern time. Subtract 1 hour for Central Time; 2 hours for M. S. T. and 3 hours for P. S. T.

ORCHESTRA, VOCALISTS AND INSTRUMENTAL SOLOISTS BASIE, Count—CBS—Tuesday 12 midnite., 11 P. M. (Famous Door, NYC.) COOPER, Al Savoy Sultans—MBS—Sunday, 1 A. M. (Kit Kat Club, NYC.) CHARLOTTEERS—NBC Red—Sat., 9:15 a. m.; NBC Blue—Tues., 8:15 A. M.; NBS—Sat., 7:15 P. M.,

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