

CLUB STAGE

SUPPLEMENT
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THE WRONG MENTALITY

Where Bookers Make Bloomers

HAVE club bookers the wrong mentality about mind-readers? Several of the foremost people in this line of show business think so. For example, the Zodiars report that, although they have enjoyed consistent success in the theatre and put in a season at Morecambe last year—whither they are booked to return next season—most club bookers turn them down unseen and unheard. Principle objection is that mind-readers slow up the proceedings and stop drink sales.

I wouldn't by any means agree that they slow up proceedings—but they can certainly stop a noisy club audience in its tracks. I have seen Zareada (aided by his assistant, Johnny St. George) completely hypnotise a big club audience and hold it raptly attentive for as long as he chose. Wherever he goes, Zareada manages to arouse the attention of the whole locale and, of course, his television appearances have made his name nationally known. Last week he was a sensational success at Leeds City Varieties—currently he is pulling 'em in at Salford Victoria.

It is folly of club bookers to ignore a field of entertainment so rich as that of the mind-reader. What is good enough to head a theatre bill is surely attractive enough to warrant a place in a club programme.

As for the argument that drink sales are slowed, a properly-run club should be so stewarded that every glass is filled at the right time so as to permit a ten-minute non-service spell. It is indeed poor

organisation that cannot arrange this.

In general, club bills are woefully short of specialities—and yet here are super specialists merely waiting to be invited. Mind-readers, perhaps alone of entertainers, are talked about long after they have departed in the flesh—a good and continuing advertisement for the places where they have been seen and heard.

Maybe it is more fitting to describe Johnny St. George as



Johnny St. George



Zareada

Zareada's partner rather than his assistant. A personable young vocalist—straight and pop—Johnny took over from Bernie Martini, who has since found fame as Shane Fenton. He is a graduate of the Maurice Burman School with a voice and style strongly reminiscent of Dean Martin. As a matter of fact, during his army days, Private St. George partnered Corporal Dorsay (now a rising cabaret star) in service entertainment, and their most favoured flooring was a take-off of Jerry Lewis and Dean Martin.

Johnny and "Ossie" (that's Zareada's front name) first met and came to terms in a London club about two years ago and they have been firm friends and partners since, touring the country together

CLUB CORNER SPECIAL

★ by ★
James Hartley

in cabaret, variety, pantomime, and exhibitions. "Exhibition work is becoming a particularly remunerative line nowadays and it is very much our cup of tea," Johnny confided. Certainly the Zareada team have a big following in the North. In some towns—Preston, for instance, where they have been booked for three successive years—there is not time enough during the 10 years' run of the annual trades exhibition to accommodate all those who flock to see them.

NORMAN "1066" FIELDS is in clover—enjoying what he describes as a "musician's dream" in the salubrious Suffolk resort of Lowestoft.

It's one of those out-of-the-blue bookings every entertainer has heard about but rarely finds.

THE "Search for New Stars" talent series opened at the Preston Flamingo last night—March 25—and talent co-ordinator George Harris invites any budding new singers, comics, solo-instrumentalists, or groups to have a go any Wednesday night in April. There'll be £50 for discovery No. One and another £50 for runners-up—plus offers of weekly bookings—presented at the May final.

GUITAR GIRL



Doreen West, a beautiful girl who sings and plays beautifully. She's a one-girl Hootenanny; Country & Westerns are among her specialities; but Clubs also go for her balladeering in a big way.

'IT'S THE GEAR' AT ERIC'S VARIETY CLUB UPTON RD., CLAUGHTON, BIRKENHEAD A HOME FOR TRUE VARIETY



LEFT:
ERIC and Concert Secretary VICKY HURST with the New Comedy Star MIKE BURTON, who started his career here. There are more coming up—have a bash on our Thursday Audition Show. ('Phone, please.)
"Pool Stars" come in all ages and shoves from Cilla Black to Billy Matchett.

BELOW:
ERIC at Senate Meeting of "Knotty Ash University" where he is Professor of Tipping and Putting—with Chancellor KEN DODD, Professor of Tickleology, and JIM COUTON, Professor of Ideology.



Sincere thanks to all who are brightening Variety, including all B.B.C. Production Staff at Manchester, James Hartley ("Stage"), George (Wall) Harrison ("Liverpool Echo") and all Press and Public.

YOU CAN JOIN THE V.A.F. AT ERIC'S, HE IS THE AREA OFFICER AND EXECUTIVE MEMBER—SO KEEP VARIETY ALIVE.

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P.S.—That was a gear show, Hackett.

Keep Liverpool On The Bill For Success

More News From

Newcastle by Alan H. Brown

BEFORE you can say "Jack Haig", he says "Jim Tattersall". Because the resemblance between Tyne Tees Television's resident comedian and Scottish Television's "Mr. Fixit" is truly amazing.

I can only describe Jim as a remote-control ventriloquist. Not only are his dummies lifelike, they're life-size as well—and they move and talk without visible means of support. In fact, real "livin' dolls" that went down very well at Michael's Club.

Brown's Bouquet—this week—goes to resident-singer Brenda Marsh at the Lido Continental, Low Fell, for singing so many songs so well . . . and for appearing to enjoy every one. They call him "Tiny"—for the contrary reason that he stands 6 ft. 7 in. gigantic in his stockinged feet. Full name: Colin "Tiny" Prince—singer, bass-player, accordionist, and Scotch and gee-gee fancier extraordinary. For five years he has been a mainstay of light entertainment at Tyne Tees Television (how do they squeeze his frame into the cameras?); for three of those years he has been a leading cabaret attraction at the Blue Parrot, Sunnyside.

A former bassist/vocalist with Eric "Stagecoach" Winstone, Colin was once nearly tempted into a double-act by the late Michael Holliday. He combines musicianship and a magnificent voice with good presence and presentation—and is his own gimmick: stature apart, he actually plays the bass as a guitar!

And his audiences look up to him—in every way. At La Dolce Vita, Lonnie Donegan took his audiences by the scruff of the neck every night and shook them for well over an hour. "Sing 'The Dustman'!" they

screamed; and sing "The Dustman" he did.

Both his group and his patter are lively. Only his occasional habit of not speaking directly into the microphone marred my enjoyment. At the Cavendish Club, David Macheth took his audiences by the funny-bone and tickled them for 45 minutes. He is every bit as good a natural comedian as he is an experienced singer.

Then why, oh why has he decided to hide his light of talent behind the bushel of the agency business? Money, he says. Well, that's the way of the entertainment world.

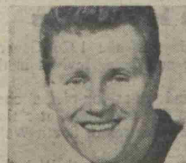
Brown's Brickbat—this week—goes to those management who still don't know the difference between artists' dressing-rooms and waiters' changing-rooms . . . or is it store-cupboards?

There's a new manager at the Blue Parrot: out scoots Ken Horton (off to London) and in shoots Pergus Campbell-Scott, ex-policeman and, for three years manager of a restaurant in the centre of Newcastle.

Born in Ayr he spent ten years in the police force chasing cooks as well as crooks; in his spare time he studied catering. After hanging up his uniform, he became the manager of a hotel in his home town before crossing the border.

Question people are asking: is there any connection between his latest appointment and the booking of Mandy Rice-Davies for a week's cabaret in May?

Guitarist Charlie Smith, about whom I wrote a fortnight ago, is in hospital recovering from an emergency operation. Get well soon! Not even George Riccio's effervescent personality can quite make up for Charlie's absence from the Cavendish Club.



David Macheth

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