

# APOLLO RECORDS 'DOOD' IT! MINOR FIRM MAJORS OVERNIGHT

**Firm's Progress Linked With Its Stand In  
Selecting Talent on Merit, Not "Name,"  
Color or Creed; Has Constructive Program**

By GERRY COLSON

New York (IPS): "Phenomenal" is the word for the overnight appearance of Apollo Records to a major position in the music world. The story is told today because of its special significance to followers of real jazz and blues, to admirers of Lee Richardson, Wynonie Harris, Ray Eberle, Hal Winters, Luis Russell and the galaxy of other Apollo recording artists.

Miraculously, side by side with Apollo, these singers and orchestra leaders, with song writers and businessmen, have come into prominence—almost overnight!

It began in Harlem, in a small record shop called "The Rainbow." A few young men with vision saw the need for producing the kind of blues, Jazz, folk and pop music that



people wanted, but were not getting on records. With a small amount of capital and a great deal of musical know-how, these young men established Apollo. They brought out record-



ings of depth and feeling, and their recordings were welcomed as if by a music-starved public.

"Hot" Lips Page, Illinois Jacquet, Rabon Tarrant, Coleman Hawkins orchestra, John Kirby and orchestra, Dinah Washington, Babe Wallace, Willie Bryant, Laurel Watson, Hal Winters, Teddy McRae and band, Mahalia Jackson and the Bill Campbell orchestra—all were quick to turn to Apollo to record music they loved, the way they felt it. Here was a chance to give the world music with expression, music with spontaneous and native feeling. The public loved it. More records were demanded and, suddenly, before the major companies knew it, Apollo and its artists were on their way!

Using sharp foresight, the Apollo originators joined forces with additional interests, sound and progressive. Then, fully equipped, the new Apollo team of talent, artistic direction and business acumen, went to work, producing! Their goal was to produce Music Americana. Their ambition was to build a company to champion in production and ideals, and their first victory came from the stand they took on the issue of tolerance.

**Editor's note: Inside story of how this young company made its sensational rise to a leading position in the recording industry will be continued in our next issue.**

In turn, these business engineers secured experts for each subdivision of their highly specialized business of record-making. For promotion manager they appointed the popular and dynamic former road manager for Joe Louis, Irving Katz.

In selecting an associate to work for Irving Katz, the new company broke all precedent—it did what no other company had done—brought Decca to Columbia, Capitol or Victor. Apollo appointed Ted Yates, a member of the Negro press and foremost syndicate writer, to handle publicity.



Heavyweight Champion Joe Louis and Irving Katz

It selected Verdun Cook, young sepia artist, to direct art work and create the Apollo album covers.

Another indication of Apollo's pioneering spirit in the interests of all groups, is the recent signing of the first Negro girl to be used by a record company as a model in its national sales campaigns. Attractive Miss Natalie Mobley, young colored girl of White Plains, N. Y., has been titled "Miss Teen Age" for Apollo Records.

Apollo evaluates its artists on talent, not "name," color or creed. It considers all audition requests, making decisions on merit alone. Oddly enough, at the end of the first year, Apollo's rich talent list was preponderantly sepia. Today the roster includes artists from all over the world, and original policies still stand.

Real tribute for this spectacle of recording company growth goes not only to Apollo; but to the people of Harlem, the music lovers of the Mid-West, the South and every town and hamlet of America; to record distributors, juke box operators and artists.

Apollo made music, and the nation responded with musical enthusiasm to make Apollo. Only word to describe it: "Phenomenal!"

## JESSE PRICE LEAVES FOR WEST COAST

HOLLYWOOD — Jesse Price, jump band singer and drummer, has deserted the warmer climes of the middle west for resort locations on the west coast. Immediately after his return here from Kansas City, where he

had done a series of personal appearances and radio programs, Jesse was booked into the famous Toddle House in Los Angeles. Released on Capitol Americana Records in July, Jesse's latest disc pairs "That's The Way She Feels", a happy song with shuffle rhythm, and "Blue Book Boogie," which is a story of the dangers of women told in boogie beat. Two other Jesse Price numbers released in early summer have already made their mark in music circles. They are "You Can't Take It With You" and "Big Town Blues."

## Seeing Stars

By Dolores CALVIN

NEW YORK — While Lionel Hampton has gone all the way to Hollywood to make his part in the new Danny Kaye picture, his favorite dog, Tempo, may end up getting close to star billing right here in New York—while leaving the dog hospital where Tempo is being treated, the dog Hamp's secretary unknowingly walked in front of the cameras and stayed "on location" for several minutes. Tempo only hopes his debut won't be left on the cutting room floor.

Lena Horne, whose opening at the Copacabana this week is the most exciting event of the season, has been so ill since her arrival that she's had to cancel many social dates and retreat to her Long Island home.

Mantan Moreland, cigar and all with friends—Canada Lee late for rehearsals, racing along Broadway—Since Max Jelin has paid off the \$6,000 outstanding debt to performers in "Lysistrata", the ill-fated Broadway production of last season, the cast is pretty happy—Jean Dalrymple, who goes overboard for Negro productions, has her eyes on "Green Pastures" for a Fall revival—With half the backing money, she has just half to go.

Gladys Hampton flew into town from L. A. for a few days to straighten out business matters and see one of her best friends, Lena Horne—Hamp could've flown in also, but he's afraid of the planes — Duke Ellington's Carnegie Hall concert coming up.

There should certainly be a protest that in the lavish film "Carnegie Hall" there wasn't ONE Negro artist or a flicker of one throughout—As many times as Marian Anderson has graced the stage — or Duke Ellington it seems they could have been brought out instead of a lesser personality as Ris, Stevens — It was certainly discouraging to have to listen to the plot where the son, who has grown up in such magnificent surroundings, throws away his priceless association with the greats to be piano player with Vaughan Monhoe's band — I'd hate to think what a Negro would've done with an opportunity like that — A chance we have dreamed about.

## HAMPTON J. SCOTT FEATURED IN REPUBLIC'S "THAT'S MY MAN"



Hampton J. Scott, noted negro character actor, and Catherine McLeod admire Gallant Man in this scene from Republic's thrilling epic of the turf, "That's My Man," in which Miss McLeod is co-starred with Don Ameche. Frank Borzage produced and directed the top-budget production and Roscoe Karns, John Ridgely, Kitty Irish and Joe Frisco head the supporting cast.

### "SEPIA CINDERELLA" PREVIEWS IN NEW YORK

NEW YORK — Shelia Guyse, who hasn't been shown to advantage since her starring "Memphis Bound" days of a few seasons back, has returned to the fold in a Herald Pictures brain-chill, "Sepia Cinderella". The full length feature was shown this week at the Apollo Theatre.

Co-starring with sweet singer Billy Daniels, Shelia's part was of a naive, unsophisticated typical boardinghouse lass who aids her guy to get a hit song and tearfully watches while he gets involved in the clutches of a beautiful, influential woman (Tonda Ivey). After a series of muffled lines, inexpensive scenery and a theme song pulled from the hat, Billy and Shelia find one another at the end, theatrical wedding and all. The film, which had an unsuccessful run at the Club Baron on experiment, hasn't yet, we believe, fulfilled their first duty of paying the actors' wages.

Say you saw it advertised in The Omaha Guide

### HARLEM WHISTLES FOR ROOSEVELTS

NEW YORK — Harlem crowds in theatres went wild this week when Mrs. Roosevelt was shown on the screen accepting France's highest award for the late President. Whistles, cheers and heavy plaudits welcomed the scene.

## Actors to Try to Secure Discrimination Clause

Actors Equity's Executive Council, in a special meeting today, re-affirmed its intention to secure a clause in its basic contract with the League of New York Theatres providing that no actor shall be required to play in any theatre in Washington, which does not admit Negroes. Equity's ruling is scheduled to go into effect on June 1, 1948, unless the policy is changed by that time, and Equity officials are now seeking to incorporate a supporting provision in Equity's basic contract with the League, which covers the working conditions of all actors.

At the same time the Council emphatically rejected a counter-proposal of the League, that Equity instead join with the League and other theatrical organizations in a campaign to eliminate discrimination in Washington's ed to extend its deadline from legitimate theatre by education and legislation. The Council offered June 1 to August 1, 1948, but instructed its negotiators to insist on the non-discrimination clause.

### SUGAR SAYS DOYLE BENEFIT STILL ON DESPITE RUMORS TO CONTRARY

NEW YORK — The Doyle benefit fight as scheduled in Los Angeles for November will go through despite any rumors to the contrary. This statement came straight from the principal in the Doyle Family Benefit, none other than Ray Sugar Robinson, against whom young Jimmy Doyle is lost not only a fight but his life June 24.

Baby McCoy, a Los Angeles fight promoter, had earlier announced that the Robinson match to benefit the family of Jimmy Doyle had been canceled by Ray Himself. Originally scheduled for September 23 in L. A., Ray had asked that the match be set back a month and later, according to McCoy, had canceled the whole idea, saying that he would fight the benefit before next year. Sugar's manager has announced that the match is still on, but Babe McCoy as sponsor is out. Robinson is making the benefit under the promotion of Larry Rummans. Also, Robinson's reason for delaying the bout was that he might fight Marcel Cardan, the European middleweight champion later this summer.

### FOUR CAUGHT IN \$4,130 HOLDUP OF RESTAURANT

CHICAGO, Ill. — The four Negroes, who netted \$4,130 in a holdup of a Chinese Restaurant at 1366 E. 55 st., have been caught, detectives of Hyde Park Station have announced. The holdup was an inside job.

Twenty-seventh State Convention of the American Legion Auxiliary Department of Nebraska Assembled at the Joslyn Memorial July 27-30. Delegates to the convention for Roosevelt Post No. 30 Auxiliary were Mrs. Pearl Burmell, Mrs. Greta Wade, Mrs. Marion Hickman and Mrs. Pearl Thomas.



LOVERS OF HORSES — Little Butch Jenkins, who shares a secret language with horses, smiled at Ernest Whitman, his friend, in the new MGM movie "My Brother Talks To Horses".

### BUDDY YOUNG TO FACE CHICAGO BEARS AUG. 22

CHICAGO, Ill. — Claude (Buddy) Young, whose name causes pleasant memories around here from last New York's Day, has been linked with the Chicago All-Star brigade, which will go against the Chicago Bears in Soldiers' Field on the night of Aug. 22. Sponsored by the Chicago Tribune, over 103,000 are expected to witness the event.

Playing with Buddy will be a another Chicago boy, Julie Rykovich. Wherein Buddy, stocky and powerful, weighing 175 pounds, is expected to break the National League champion's with his speed, Julie will be looked to add more power.

### AMERICAN MEAT PACKING

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JOE BAKSI ARRIVES IN STATES STILL EYEING LOUIS NEW YORK — Joe Baksi, the lad from Kulpmont, Pa., came into New York Harbor on the United States liner America, chirping a new tune.

Humble and modest, mind you, Baksi declared that he never once refused to fight Joe Louis. If he did, he was misquoted. Moreover, now that Baksi's chances of meeting Louis have been pared down in favor of an unheralded Swedish heavyweight, Alle Tandberg, to whom he lost a match earlier this summer, Baksi's manager is saying "Baksi will fight Louis if they want him to."

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GIRL WANTED FOR TYPING. Omaha Guide, Publishing Co. Come In Person between 8 and 10 a. m. and 3 and 5:00 p. m. ask for Mr. Devereaux.

Robert Saxton, Attorney 705 Keeline Building Omaha, Nebraska IN THE DISTRICT COURT OF DOUGLAS COUNTY, NEBRASKA

Bird Finance Corp., a corporation, Plaintiff vs. Schandorf Hardy and Lenora B. Hardy, Defendants Execution Docket 35, Page 99

LEGAL NOTICE TO Schandorf Hardy and Lenora B. Hardy, also known as Lenora B. Hardy, if living, and if dead, to her heirs, administrators, assigns or devisees, defendants:

You and each of you are hereby notified that on the 23rd day of July, 1947, the plaintiff filed an affidavit and motion for revivor in the above case, the object and purpose of which are to obtain revivor of the judgment of \$362.79 and costs rendered against you in the County Court of Douglas County, Nebraska, Book 32, Page 119, on or about the 8th day of November, 1939, and transcribed to this Court in this action on January 2, 1940, and upon which there is now due and unpaid the sum of \$453.20 as of December 1, 1944 together with interest at 1 per cent on \$362.79 from December 7, 1944, until paid, together with court costs of the County Court of Douglas County, Nebraska, in the amount of \$18.85 and together with court costs in the District Court of Douglas County Nebraska, in the amount of \$1.00 and accruing costs.

You are further notified that on the 23rd day of July, 1947, plaintiff obtained a conditional order of revivor of said judgment against you which provides that said judgment be revived against you unless you show sufficient cause or answer on or before the 27 day of August, 1947, why the same should not be revived.

BIRD FINANCE CORP., a Corporation, Plaintiff BY Robert Saxton, Its Attorney Reg. 7-26-47 End. 8-16-47

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