

This & Data....

By Lin Holleyay

Some folk seem to think that there are very few Yankee Dollars floating around out of the amusement world—but there is still a lot of hot in the deejay and top-40 jump world just for the soaring.

Take Billy Eckstine. It's no secret

that he's been making a killing in the recent past.

During the recent tour, the Great Mr. B. was making \$600 per hour for engagements with his own band.

Also, he's booked the same

engagements for the summer.

Now Eckstine is earning a

light \$750 per house—a period

of time when he's drawing down the \$750

and the band—usually a local

one to play for dancing—is paid

by the promoter.

And look at Vaughn Monroe's

tour through the Midwest, one of

the few that have all the

bands in just about a half dozen

that amount of "youthful" and

Per C's in the area.

Then there's the case of the mid-

sister who put a band with five

musicians and a PA on the

road and could net him a C-300

a night.

That "mid-sister" is coming

more and more—sophomore is graduated to the new sounds made by the Chords, Ventures, Gillespies, and Maelia bands. The Maels' outfit features Afro-Cuban Hop, a good example of which is found in Ode's "Cuba-Bop-Cuba-Bop."

The instrumentalization of

the bands differ radically, also

Bongos, marimbas, odd-styled

tambourines and all of the Latin

rhythm instruments are up.

Hot Licks Press set the pace to

wind instruments, A.C.V.'s are back

when they began, the French Horns, Alto sax, trumpet, etc., are

back again, and the band is

back again.

The band shows some of the

oldies, some of the newies, and

some of the blues.

It says here that a cool \$1 million

was given away in radio

shows during 1948. Buttons will

get you back, that "call-and

responses" don't get a thousand of

that hot, even though the en-

emies that sponor the "give-

away-air" vehicles can count

their clients by the hundreds,

millions.

Also, New Orleans was the

Home of the Dixie Cupids, so

the band is in the lead.

Held has a number of a seven-

year contract with Columbia, owned

by the record company which

Dixie Cupids were signed to.

Ralph's Sixth Jubilee Singers, incidentally, appeared on

Held's show in the Municipal

Auditorium last week and took

top honors plus the \$100 that

accompanied the honor. The

singers went to Charlotte to

see their old friends.

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