

GLASER PLAYS VITAL ROLE IN 'POPS' STORY

By: "J. P. D."

(This is the fourth in a series about Louis Armstrong, a most hardy perennial; a man who is now in his fifth decade as a recording artist and the worthy possessor of the best selling phonograph record in the entire country during this past month. Louis' successes in person have been thoroughly documented so that during these columns, this bearded person has tried to give you a view of this giant as seen personally through my eyes, ears and heart.)

Previously I have dwelt on Pops as a performer and told of a recording session with the Dukes of Dixieland which may never be heard (and enjoyed) by the world. It would be unfortunate if this spontaneous and excellent effort is buried because of the small mindedness of a few people and the record companies they represent.

That story was followed by a peek at some of Satch's personal attitudes as revealed in his first meeting with a fellow New Orleanian, a great trumpet player and performer in his own right, Al Hirt.

This week, in this article and on page 14, I will attempt to describe just a touch of the relationship that has existed, for more than forty years between Louis Armstrong and Joe Glaser, the head and prime motivating force behind Associated Booking Corporation, one of the largest talent agencies in the world.

Associated represents, among others, Lionel Hampton, Duke Ellington, Dave Brubeck, Sarah Vaughn, George Shearing, Barbra Streisand, the Dukes of Dixieland, Al Hirt and so many others that if I took the balance of this column you would have only a partial list of the great performers on their roster.

It is hard to tell just where Joe Glaser ends and Associated begins. I submit that they are and have been one and the same.

Glaser, son of a prominent Chicago doctor, was born and raised in that city. Life as a doctor was not for Joe and he indulged a variety of money making endeavors until that day in the 1920's when he decided that a young man with a horn, recently of New Orleans, had a message for the whole world to hear. Glaser was one of the first to recognize Pops' potential. To my knowledge, there has never been a losing proposition that was Joe Glaser-propelled. Armstrong certainly ranks as one of Joe's biggest successes.

At the time they met, Louis had just revolutionized Jazz, taking the art form out of its strictly ensemble presentation and into the era of the soloist. Pops was just too much, too powerful, too great an individual to be confined to a rigid form. Oddly enough, the ensemble-solos-ensemble style which is Dixieland (or New Orleans music, if you prefer) originated with New Orleans-born Satch but is known as the "Chicago" style. The term is obviously geographical in origin because that's where Armstrong happened to be at the time. Many musicians claim credit but Louis, alone, is responsible. Louie could care less about credits.

Glaser reminds one of Casey Stengel and when he chooses, talks the same way as the celebrated Mets' manager. Both make sense when it counts. They know!

Joe is a man of his word, a rough and tumble citizen with more energy than all of us. Bright eyed, alert, approaching seventy, JG neither smokes nor drinks and never nar, to the best of my knowledge. Except for the salamis which are sent in from his native Chicago and hang in the kitchen of his sumptuous penthouse apartment on the corner of 57th Street and the

Avenue of the Americas (This will always be Sixth Avenue to me), Glaser eats simply but well; no sauces! He does have a fondness for the pickles purveyed by John Popkin at the legendary old Hickory House, a 52nd Street landmark.

Associated's main office is a few doors away from Joe at 50 West 57th Street in what was the old Decca building, a place where Pops recorded some of his best efforts during the 30's, 40's and 1950's and where this bearded one cut his recording teeth too many years ago. One of the Decca execs when I was there was Dave Kapp. Today, Kapp is the head of Kapp Records, the company which produced and released Armstrong's current hit record, "Hello, Dolly." Glaser now sits in the office where Dave sat and occasionally called me in on the carpet.

Glaser is, without doubt, the number one Yankee fan in the entire world. The Glaser box just behind the visitor's dugout along the third base line is the happiest or the most funereal in the Stadium depending upon the fortunes of the New York team at the time. One rule, if doing business with this man during the baseball season: never, but never, bargain with

(PROJECT, from page 1)

serve as sub-committee chairmen on the Planning Board for "Operation Independence" under the general chairmanship of H. P. Fitzgerald were Myrtle Banks, Child Care; Edythe Abington, Community Art; Earl McDonald, Building, Robert Reid, Youth Coordinator, and Mrs. Johnson, Adult Vocational Education. Dr. West heads the Health Program Committee.

Mrs. Johnson, well known for her philanthropic and civic activities, was a particularly happy choice as Project Supervisor. Educated at Roger Williams University and the YMCA College in Chicago, Mrs. Johnson has been a resident of Las Vegas since 1943. In addition to her new duties, Mrs. Johnson finds time to serve as Secretary-Treasurer of the Southern Nevada Human Relations Commission and on the Executive Board of the Las Vegas NAACP.

A former two-term president of the local NAACP, Mrs. Johnson has been honored as one of Nevada's outstanding women by the B'nai B'rith Women; was commissioned by Gov. Grant Sawyer to serve on the Advisory Board of the Nevada Girls' Training Center; was secretary of the Clark County Welfare Advisory Board for four years; was Recreation Supervisor for the Clark County Housing Authority at Carver Park; received the Brotherhood Award of the National Conference of Christians and Jews, a participating agency of the United Fund, and serves on the NCCJ Board of Directors, and is a member of the Police Community Committee.

A 58-year-old Negro character actor has been elected president of the 11,000-member Actors Equity Association succeeding film star Ralph Bellamy.

Frederick O'Neal, first of his race to head the big stage performers' union, received 1,872 votes to 1,590 for Eddie Weston.

him on a day when the Yankees lose. Many an important figure has checked with Glaser's secretary as to the result of the ball game before being put through to Joe and upon learning that the Yanks had lost that day, left a message instead saying that they will call back tomorrow--"if the Yankees win!"

Now turn to page 14 for further observations of the man who has been Armstrong's closest friend and advisor, his manager and world wide representative for more than forty years.

LUCKY WINNER

A. Purifoy, 912 McWilliams, was the lucky winner of a G. E. Washer for May 10 in the weekly drawing conducted by Carver Manor.

John Card, Carver Manor representative, told the VOICE that the weekly drawing has proved very popular and will be continued indefinitely. In order to qualify, all you have to do is drive out to the Model Home at Highland and Smoke Ranch Road and register for next Sunday's (May 17) drawing. A registrar will be on the premises from 10 a.m. to 9 p.m. daily.

You need not be present at the drawing to win. Watch for the names of winners in the VOICE. (See adv. page 3)

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