

# Entertainment

*Discovering Singer Behind Song*

## MR. BLUES: BOBBY 'BLUE' BLAND

In a time when many popular rock 'n roll groups are looking into the rear view mirror to pay homage to their influences, it is most fitting that one of the primary benefactors of this trend is Bobby Bland. His "Turn On Your Lovelight" has been recorded by rock bands ranging from Them to the Rascals and now audiences are discovering not only the song but the singer behind the song.

This discovery has certainly revealed one thing — with the blues it's always nice to get

down to the Real Thing. Bobby says it best. "In order to be a real blues singer, speaking from my own experience, you have to go through some of the things that you sing about." Bobby feels that "it's not what you say, but how you say it." And he has said it as well as anybody in the business with such hits as "Blind Man," "Two Steps From The Blues," "You've Got Bad Intentions," "Poverty," and "I Pity the Fool."

Bobby recorded his first solo effort in 1950, a tune called "Loving Blues." He went on to

record "Cried All Night" on the Modern label before receiving his "greetings" from Uncle Sam. The draft stunted the growth of Bobby's recording career but, while in the Army, the singer spent some time with the Special Services Branch in the same group as Eddie Fisher, who was also an undiscovered talent in the music world at the time.

Bobby has worked the country from coast to coast, playing all types of clubs from the Apollo Theatre in Harlem, to the Regal Theatre in Chicago, to the Whisky

A-Go-Go in Hollywood.

Bobby Bland is searching for the popularity now held by B.B. King as well as the white audience appeal of artists like Muddy Waters and Howlin' Wolf. And time is on Bobby's side — his style of music, a rich amalgam of Gospel, blues, and ballads, has made him one of the most important names of the last decade in black music.

Bobby "Blue" Bland will be appearing at the New Town Tavern, 600 W. Jackson, Jan. 28-29. The "DONALD RAY REVUE" is currently appearing at the New Town Tavern.



BOBBY BLUE BLAND

Las Vegas' Biggest  
Smash Hit Is Back

Limited Engagement



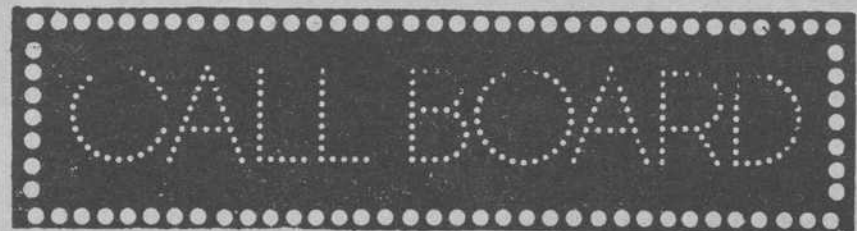
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### Caesars Palace

Jan 8-21 Willie Nelson and Family  
Jan 22-28 Cher, Freddie Roman  
Jan 29-Feb 4 Frank Sinatra  
Feb 5-11 Cher, Freddie Roman  
Feb 12-25 Tom Jones

### Desert Inn

Jan 8-24 Dionne Warwick, Lonnie Shorr  
Jan 27-May 2 "A Chorus Line"  
Opens May 5 "Annie"

### Frontier

Jan 22-Feb 4 Mel Tillis, Dottie West  
Feb 5-11 Bobby Vinton, Joan Rivers  
Feb 12-Mar 4 Mel Tillis, Dottie West  
Mar 5-Apr 1 Wayne Newton, Dave Barry  
Apr 2-22 Roy Clark  
Apr 23-May 6 Wayne Newton, Dave Barry  
May 7-27 Roy Clark

### Hilton

Jan 23-Feb 9 Bill Cosby, Natalie Cole

Jan 26-30 John Davidson afternoon TV tapings  
Feb 10-23 Andy Williams, Juliet Prowse  
Feb 24-Mar 12 Tony Orlando, Juliet Prowse  
Mar 13-31 Mac Davis, Lonnie Shorr  
Apr 1-13 Rich Little

Apr 14-May 4 Bill Cosby, Juliet Prowse

May 5-11 Neil Sedaka

May 12-25 Engelbert, Stewie Stone

May 26-Jun 1 Bill Cosby Jun 2-22 Liberace

Jun 23-Jul 6 Tony Orlando Jul 7-20 Bill Cosby

Jul 21-Aug 2 John Davidson Aug 3-Aug 17 Sedaka

Aug 18-31 Tony Orlando Sept 1-7 Bill Cosby

### Riviera

Jan 8-14 Waylon Jennings, Jessi Colter

Jan 15-21 Johnny Mathis, Jeannine Burnier (Dinner)

Buddy Hackett, Pia Zadora (Midnight Show)

Jan 22-Feb 4 Anne Murray, Larry Gatlin

Feb 5-16 Kenny Rogers

Feb 9-13 Merv Griffin afternoon TV tapings

Feb 19-Mar 4 Dolly Parton Mar 5-11 Buddy Hackett

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SLOTS

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