

A BRIEF HISTORY OF THE "LOGO"

by William Comstock

I suppose that everyone is familiar with the cartoon BC. Its creator was Johnny Hart. He was also a Partner in the comic strip *The Wizard Of ID*.

Johnny Hart and I were good friends. I once did him a favor by introducing a clarinetist friend (whom he was promoting) to Fred Dale, who was our agent at the time. He in turn, offered to draw me a comic strip which offer I accepted with utmost alacrity. It opened with the female BC lying asleep on the ground And being awakened by the word "Twang!"

She says "What was that?"

He says, "It's a musical instrument."

She says, "What's it called?" and He says, "Bill."

She says, "Not Bill!"

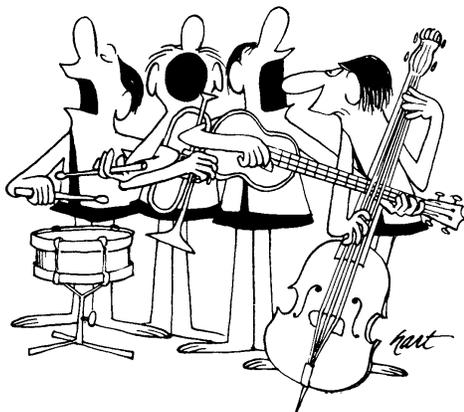
He says, "Okay, it's a guitar." And in next box he says, "Would you like to hear it?"

She says, "Sure." He then hits her over the head with the "instrument" and is shown dragging her away by the hair and saying, "Ole Bill is a swinger." The "instrument" is one of the BC "clubs".

The Parker/Hart strip begins with the little King standing on a balcony and standing behind him, out of sight, is the Jester who has a stringed ,banjo-like, instrument. He is feeding words to the King to speak. He says, "Therefore fellow citizens, I leave you with this final word," the King repeats that at which juncture the Jester's banjo breaks a string and the sound is "Twang!" and as The King says "final word" he repeats, "Twang!" End of strip!

Later on we had been discussing album cover possibilities for the Stan Kenton, Four Freshmen concert at Butler University. As a possibility I called Johnny and mentioned the need for a cover. He agreed to do one and the result is the "Logo". He then gave me the original art work as a birthday present. It graces my hallway picture gallery which my late wife Susan carefully put together over a span of several years.

I am always amused as I see it used as the "Logo".



The Four Freshmen...On the Road!

Check the Website: fourfreshmensociety.com or fourfreshmen.com for updates

For bookings: International Ventures Incorporated

Dale Sheets & Dina Sheets-Roth

25115 Avenue Stanford, Suite A-102, Valencia, CA 91355

Phone: 661-259-4500 FAX: 661-259-1310

Email: info@ivimanagement.com

Please note: Dates subject to change without notice.

January 19, 2013

Indio, CA

Sun City Shadow Hills Montecito Clubhouse Ballroom,
80888 Sun City Blvd.,

Show Time: 2:00pm & 7:00pm, Tickets: 760-772-9617

January 20, 2013

Palm Springs Walk of Stars ~ The Four Freshmen receive their star
Tickets: 760-416-5811

January 25, 2013

Council Bluffs, IA

The Arts Center Iowa Western Community College, 2700 College Rd.

Show Time: 8:00pm, Tickets 712-388-7140

February 9, 2013

Indian Wells, CA

Private Engagement

February 14, 2013

Newport Beach, CA

Newport Beach Jazz Party, Newport Beach Marriott Hotel & Spa
900 Newport Center Drive

Show Time: TBA, Tickets & Info: 949-759-5003

February 18, 2013

Gulf Shores, AL

Erie Meyer Civic Center, 1930 West 2nd Street

Show Time: 7pm, Tickets: 251-968-1172

February 19, 2013

Gulf Shores, AL

Erie Meyer Civic Center, 1930 West 2nd Street

Show Time: 7pm, Tickets: 251-968-1172

March 3, 2013

Cerritos, CA

Cerritos Center for the Performing Arts, 12700 Center Court Dr.

The Four Freshmen & The Tex Beneke Orchestra

Tickets & Info: 800-300-4345

March 9, 2013

Sarasota, FL

Sarasota Jazz Festival, The Jazz Club of Sarasota The Players Theatre,
838 N. Tamiami Tr.

Show Time: 7:30pm, Tickets: 941-365-2494

April 12, 2013

Hastings, MI

Thornapple Jazz Festival ~ 10th Anniversary,

Central Auditorium, 509 S. Broadway

Show Time: 8pm, Tickets: 269-945-2002

April 13, 2013

Monroe, MI

River Raisin Centre for The Arts, 114 S. Monroe Street

Show Time: 7:30pm, Tickets: 734-RRCA (7722)

April 14, 2013

Cincinnati, OH

Xavier University, Gallagher Student Center Theatre, 3800 Victory Parkway

Show Time: 3pm, Tickets, Individual & Series Subscription: 513-745-3161

April 19, 2013

Newton, NJ

Newton Theatre, 234 Spring Street

Show Time: 8pm, Tickets: 973-383-3700

April 20, 2013

Scranton, PA

Lackawanna College, The Mellow Theater, 501 Vine Street

Show Time: 8pm, Tickets & Info: 570-955-1455

April 21, 2013

Bayside, NY

3pm Queensborough Performing Arts Center 222-05 56th Avenue

Show Time: 3pm, Box Office: 718- 631-6311 Mon. – Fri., 10am-4pm,

On Weekends call 212-352-3101