

About The Greensburg Jazz Festival

by CHT

"The **hurrieder** I go the **behinder** I get." Please note the correction on the investment options if you would like to join us for any or all events.

- _____ **1. JAZZ I** Weekend Pass, includes a magnificent Mountain View room for both nights, the reception party at the museum, two evening meals and all events scheduled - \$220.00 per person (total, full boat)
- _____ **2. JAZZ II** All Events Pass, includes all events for the weekend...but not the hotel room either night - \$130.00 per person total
- _____ **3. JAZZ III** Dinner and Show Pass, both events for either Fri. or Sat. - \$60.00 per person each night
- _____ **4. JAZZ IV** Show Only, either night - \$30.00

Make all checks payable to The Mountain View Inn and mail to Ann Nemanic, Mountain View Inn, 1001 Village Dr., GREENSBURG PA 15601.

-OR-

To use a credit card for all Jazzfest options, call The Mountain View Inn (724) 834-5300.

FRIDAY - November 14, 2003

First Event scheduled for:

The Westmoreland Museum of American Art
221 North Main Street, Greensburg, PA
Reception and KICKOFF: 3-5 PM
HAROLD BETTERS (Mr. Trombone)

Second and Third Events scheduled for:

The Mountain View Inn, Route 30 East, Greensburg, PA
Buffet Dinner: 6:30-9 PM
Concert: 9:00 PM-12 CHRIS VADALA and "THE TRIO"

SATURDAY - November 15, 2003

Fourth Event - The Mountain View Inn - 1-2:30 PM:

Artist Clinic...Percussion...Roger Humphries

Fifth Event Stone Villa Wine Cellars 3:00-5:00 PM:
Wine Tasting/Tour, and ERIC SUSOEFF (Mr. Guitar)

Sixth and Seventh Events at

The Mountain View Inn:

Buffet Dinner: 6:30-9 PM
Concert: 9:00 PM - 12 ?

JAZZ: THE FABULOUS FOUR FRESHMEN !!

"The Playboy Saga"

by William F. Wagner (CA)

When I took on the Personal Management of the Four Freshmen in February of 1957, having developed a very close friendship with the group after our first meeting in Warsaw IN in October 1948. Trepidation reigned - not theirs - mine, but that's an other story. They (Ross) wrote out a five-page message of what they wanted in a manager, and left on a 3-week tour! They were already famous and successful, with a record contract at Capitol, a super business manager in Harold Plant, and the best live-act booking agency in the business, General Artists Corp. ("G.A.C.") All I had to do was improve anything that needed improving, and keep it that way!

Sometime in late spring 1957, an early fan-friend of the group called me. This fellow (all these years I've thought it was Dave Powers, but Dave says "not") said that a friend of his in college had started a new magazine devoted to beautiful girls, handsome men, great music, paragons of proper attire, and the best writer he could find - "Playboy Magazine." The friend, of course, was Hugh Hefner.

Hugh wanted an idea of how to promote his magazine, now that the first all-color issue was on the newsstands. I suggested that Playboy sponsor a Jazz Festival in Chicago. (This was totally selfish, as I view it now in retrospect.) The Freshmen had spent many happy hours at "Mac" McGraw's Playbowl in Calumet City, but they deserved a wider audience - like closer to the Loop. True, they'd had a great 3 weeks in 1952 at the Blue Note, opening for Jack Teagarden (but "opening" is a different situation!)

Hugh called me a few days later, full of questions and doubts and a growing enthusiasm. Evidently the answers appealed to him, because less than a week later our secretary, Mary Lou Bligh, announced that two men named Hugh Hefner and Victor Lowmes III had arrived from Chicago. (She also said "Where do you find these people with unusual names??") But that's a different story.

Most of that day and part of the next were spent helping formulate plans:

Q. "Where would we hold it?"

A. "Soldier Field, where else??"

Q. "But can we fill 100,000 seats?"

A. "Of course! Chicago is the religious home of half the jazz music in the world - and anyway, you can buy rain insurance."

Q. "What's Rain Insurance?"

A. "Trust me" (or the 1957 equivalent)

Q. "Who can we get for such a concert?"

A. (After 5 or 6 phone calls) "We have available: Stan, June, The Freshmen, Basie, Brubeck, Shearing, at least 6 more. (I said before "G.A.C. was a great agency) - Who do you want??"

Hugh & Victor settled for Chicago Stadium (18,000 seats) = quote, "let's start small and grow." Shortly, they added a second night, then called me after the two concerts and said "We apologize - we turned away at least 50,000 requests for tickets."

The biggest change coming out of Personal Management is to have someone or something you thought up become a monster success - try it sometime - but that's another story!