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TEN PAGES



BUYING THE FIRST PLATTER

Photo by Eric Abell

WUS Treasure Van To Close Friday

Treasure Van, a collection of many crafts from many lands, opened Tuesday afternoon in the Pybus Lounge, SUB. By Tuesday evening, over 500 people had visited the display and sale, and about 200 items had been sold.

Kokeshi, daruma, and tanuki dolls from Japan, delicate Mexican rebozos, and patchwork of old gods from Egypt are all for sale, as were such practical items as leather-covered flasks from Yugoslavia, and Christmas cards from Canada.

Dr. W. H. Johns, University president, officiated at the opening ceremonies, Tuesday. He was introduced by Errol Marliss, Treasure Van director. Following the opening, tea was served in the Wauneita Lounge.

Last year's sales of \$4,900 at Alberta were the highest on any Canadian campus. Mr. Marliss is confident that this year's figure will be even higher. Proceeds go to World University Service projects in foreign countries.

Treasure Van patrons are: Hon. J. P. Page, lieutenant-governor of Alberta, Mayor E. E. Roper, of Edmonton, Dr. and Mrs. Johns, Mrs. R. Dingwall, president, Edmonton Art

Gallery, Mrs. M. L. Van Vliet chairman of the Allied Arts Council, Mrs. J. G. Sparling, dean of women, and Alexander McCalla, Students' Union president.

The display will remain in Edmonton until Friday evening. It is open from 2 p.m. to 10 p.m. daily. There is no charge for admission.

THE OPEN WOUND

November 4, 1960

The Editor, Gateway,
University of Alberta,
Edmonton, Alberta.

Dear Sir:

I noted in the October 14 edition of *The Gateway* that the Stan Kenton 'Flopperooee' flopped to the tune of a \$7,500 deficit.

As you may already know, I was negotiating with the Kenton Orchestra this past summer to play at UBC's Homecoming for two nights. Kenton's booking agency's quote to us for the two nights of dance music between 9 p.m. and 1 a.m. was \$4,500. Let me say that this price, with some negotiation, could easily have gone down to \$4,000 for the two nights.

At about that stage of our negotiations, I read in the *Edmonton Journal* of your tentative dealings with Kenton. To prevent any clash of interests, I wrote your president, Alex McCalla, who confirmed Kenton's booking and gave some other details that I had specifically asked for. It came as a surprise that Kenton's fee was to be \$7,500 when I had previously wired him an offer for \$3,250 for two nights!!

I know that it is much easier to have hindsight but, at the added risk of implying an 'I told you so' attitude, I would like to offer some suggestions.

First of all, I think that the general opinion of Council that "No one will dare to try bringing in big-name entertainment for at least five years" is deplorable.

An impartial analysis follows:

- (1) the \$7,500 price tag for Kenton is astronomical. This is borne out by the figures thrown around in my negotiations.
- (2) the idea of a concert will not draw students. A dance will. Kenton (and other so-called jazz orchestras) can play dance music.
- (3) this second error is further compounded by staging concert in an acoustically-unsound 'non-atmosphere' place like a skating rink.

The solution to points (2) and (3) is obviously to hold a dance with a name orchestra in a large enough place to make it pay.

The remedy for point (1) is to deal directly with the agencies in the U.S. (In Kenton's case, General Artists Corp.) We have been doing this successfully for years. Dickering can lower the original quote considerably.

I hope that this information will prove helpful to further negotiators, and that your Council will change their collective minds about depriving your campus of big-name entertainment for five years.

Yours truly,
Michael Sone
UBC Homecoming Publicity Chairman



GAAAH!

Photo by A1 Nishimura

Kenton Put To Rest

The Stan Kenton fiasco was finally laid to rest Tuesday night when Students' Council accepted a post-mortem from the Big Name Entertainment Committee.

The report dealt extensively with all phases of the operation, commenting on faults and mistakes made at various times, and listing what it believed to be the various factors causing the failure of the venture.

It also made many recommendations regarding any future events of this nature which may be brought to campus.

LESS HASTE

Several of the recommendations were: that Students' Council should have time to think over all proposals rather than voting on them the same night; that the first price on a proposal not be accepted; that any future entertainment be booked into the Jubilee Auditorium, and that it be a one-night stand only.

The committee added that this report "will be of great importance to a future endeavor of this nature, as we started out from scratch and were unaware of many of the inherent pitfalls."

Regarding publicity, the report thanked the radio stations in Edmonton for what they termed "excellent coverage." They estimated that they received approximately \$2,000 to \$3,000 worth of free publicity in the last two days.

JOURNAL SLAMMED

This was sharply contrasted to the publicity contained in the *Edmonton Journal*. The committee stated that it has received "appalling poor cooperation from Edmonton's only

newspaper." It also criticized lack of background publicity in *The Gateway*.

Other publicity stunts included displays downtown, banners, record giveaways, tours with a loudhailer, poster and handbill distribution.

As a result of the failure of this venture the committee recommended that big name entertainment be suspended on campus for the near future with revival at a later date, depending on a very careful evaluation of the situation.

MANY FACTORS

A combination of many factors was blamed for the Kenton debacle. The Committee felt that a "performer with a wider appeal should have been secured. The student body is considered to be very provincial, and it is to this we must cater." *Gateway* Editor John Taylor added that the City of Edmonton as a whole is rather provincial. Med rep. Andy Stewart replied that it was unreasonable to bring in entertainment that depended upon crosstown support to ensure its success.

The committee felt that the concerts had been presented at an inopportune time as there had been five other big-name performers in Edmonton in the six weeks prior to the Kenton shows. It also was too early in the calendar year, and too close to conflicting Freshman Introduction Week to attract freshmen.

Other causes were: a building that was inconvenient and acoustically poor; a lack of background publicity—apparently everyone knew he was coming, but no one knew who he was; and four concerts were felt to be too many.

THE SOOTHING BALM

Editor's Note:

The University of Alberta Students' Council has made it clear Michael Sone's Stan Kenton letter must be read with many grains of salt.

Students' Union president Alex McCalla reported to Council that he had telephoned Kenton's booking agency, General Artists Corp., Tuesday, and doubt was cast on the \$4,500 offer which UBC received. General Artists had no record of such an offer, and speculated that the offer may have been made to UBC by some independent booking agent who was merely attempting to feel out the possibilities of arranging a Kenton tour along the west coast. General Artists' attitude toward the alleged \$4,500 offer also reflects on the \$3,250 offer UBC made to Kenton and the anticipated eventual price tag of \$4,000, observed Mr. McCalla.

However, even if the \$4,000 price tag for eight hours of dance music at Vancouver is accepted, many arguments can still be advanced to defend the U of A paying \$9,500 for eight hours of concert music in Edmonton.

Mr. McCalla reported to Council that \$3,500 of Kenton's fee went for travelling expenses alone. The 25-man Kenton group was originally scheduled to fly from Great Falls, Montana, to Indiana. The detour by way of Edmonton cost \$3,500.

In comparison, it is suggested travel expenses into Vancouver would have been negligible as only a bus trip from Seattle would have been involved. This means, travelling costs aside, Alberta paid \$6,000 and Vancouver would have paid at the very least \$4,000 if the planned dances had been held.

The remaining difference of approximately \$2,000 was explained by Mr. McCalla as follows:

A band charges more to play for a concert than a dance, as a higher quality of performance is necessary and the musicians must work harder. Singer Ann Richards and lead saxophone player Sam Donohue would not have performed at a dance, and since they came to Edmonton they had to be paid.

An important factor in price is the fact the U of A asked for the services of Kenton, while apparently UBC was not chasing him, but was being approached. Finally, Tommy Banks, the man who did the booking for the U of A, received something like \$500 for his troubles.