



WHERE THE STARS GO

AT GREAT YARMOUTH

IVOR EMMANUEL, ERIC DELANEY at the *ABC Theatre* from June 24
ROLF HARRIS at the *Royal Aquarium Theatre* from June 23
FREDDIE and the DREAMERS, RUBY MURRAY, at the *Windmill Theatre* from June 16
VAL DOONICAN at the *Wellington Pier Pavilion* from June 10

It has always been a bit of a mystery as to where the flies go in the winter-time, but one does not need to be a detective to discover where the stars go in the summer time.

With very few exceptions, they make a beeline for the coast! Perhaps even more than pantomime, the summer season has

become the highlight of the performer's year—ensuring, as it does, maximum publicity and a considerable income over a lengthy period. During the mid-summer months, the hub of the industry moves out of London, and splits into several main pockets along the coastline—with Blackpool and Great Yarmouth as the two main centres of entertainment.

There are, of course, disadvantages for any artist in committing himself to a summer season. For, although he is in the eye of the numerous holiday-makers staying at the particular resort where he is performing, it does necessitate cutting himself off from the rest of Britain. A season show of this nature does restrict his activities, in that Sunday is his only free day on which to undertake recording sessions, TV and radio appearances.

It is for this reason that some artists—

particularly those striving to consolidate their position—prefer to remain in town to continue their normal work. We shall not, for instance, be seeing Engelbert Humperdinck in a summer season this year—although he will be playing some Sunday concerts.

Other artists are unable to accept a season booking because of the pressure of more far-reaching commitments. For example, Cliff Richard will be busy filming, Sandie Shaw is fulfilling extensive cabaret and concert appearances on the Continent, and Dusty Springfield is likely to be flying to and from America for recordings and cabaret.

It also follows that many of our top groups are not employed in summer seasons, partly because they find it more financially rewarding to maintain their

perpetual rounds of one-nighters, whilst at the same time accepting whatever radio and TV dates present themselves—and at the same time making themselves available for recording sessions and promotion. In any case, the summer show is intended essentially as a family entertainment, and it could hardly be argued that such groups as the Who, the Small Faces, the Troggs and the Kinks would meet with widespread approval from the Mums and Dads.

There is, however, a growing tendency for promoters to book seaside pop shows on Sundays. This means that many leading groups and top pop artists will be seen at holiday resorts throughout Britain in Sunday concerts. You will also find that other stars who are already resident in specified holidays towns (including Frank Ifield, Val Doonican and the Bachelors)

will travel extensively to other resorts for Sunday appearances.

Visitors to Glasgow will find a new attraction at the Alhambra Theatre this year where—instead of its usual lengthy summer revue—the theatre presents a series of short variety bills headed by big name musical attractions.

There is no doubt that the summer season has become an accepted part of the British way of life. The family likes to sun itself on the beaches during the daylight hours (or play the pin-tables should it be raining), and then take itself off to a good-humoured, star-studded show after dinner.

The entertainment industry makes every effort to cater for the public's needs in this respect—and you can bet your life that, wherever you happen to be staying this year, one of your favourite stars is bound to be appearing in the vicinity.

SCARBOROUGH BACHELORS at the *Scarborough Futurist* from June 16

MARGATE MARK WYNTER at the *Winter Gardens* from July 4

BOURNEMOUTH SEEKERS at the *Winter Gardens* from June 19

LONDON KEN DODD at the *London Palladium* from June 2
CILLA BLACK at the *Prince of Wales*, booking till August at least

AT BLACKPOOL

FRANK IFIELD, BARRON KNIGHTS at the *ABC Theatre* from June 10

KATHY KIRBY, DONALD PEERS at the *Winter Garden Pavilion* from June 17

MILLICENT MARTIN, BRUCE FORSYTH at the *Opera House* from June 24

ANDY STEWART at the *North Pier* from June 2

IN THE SUMMER!

By Derek Johnson

TEDDY JOHNSON and PEARL CARR at the *Queen's Theatre* from May 27

