
SERGE ERMOLL
And his
MUSIC
MASTERS

LUCIENNE BOYER

C 138 DANS LA FUMEE
PARLEZ MOI D'AMOUR
C 195 MON AMI, LE VENT
TA MAIN
C 239 EN SE REGARDANT

HILDEGARDE

C 245 FOR ME, FOR YOU
C 264 LOVE IS A DANCING THING
C 265 BUT WHERE ARE YOU
LIFE BEGINS WHEN YOU'RE IN LOVE
C 294 THE TOUCH OF YOUR LIPS

LUCIENNE BOYER



CAROLYN MARSH

C 272 I'M SHOOTING HIGH
SING AN OLD FASHIONED SONG

JAN KIEPURA (TENOR)

C 266 ICH SING' MEIN LIED HEUT'
NUR FUR DICH.

MARIO "HARP" LORENZI & HIS RHYTHMICS

C 234 A BEAUTIFUL LADY IN BLUE (WALTZ)
EVERYTHING STOPS FOR TEA (FOX-TROT)
C 283 QUICKER THAN YOU CAN SAY "JACK ROBINSON"
SAY I WASH'T DREAMING (FOX-TROT)
C 285 MISS ANNABELLE LEE (FOX-TROT)
I'LL SEE YOU IN MY DREAMS (FOX-TROT)

NEW COLUMBIA RECORDS

OF ALL DEALERS

MANTOVANI

C 199 SORRENTO BY THE SEA (TANGO FOX-TROT)
C 213 MOONLIGHT, DANCING & YOU (WALTZ)
C 278 IN A VIENNA BEER GARDEN (PARTS 1 & 2)

HENRY HALL

C 106 BLUE MOON (FOX-TROT)
C 202 ALL I DO IS DREAM OF YOU
LOVE
C 293 GOODY - GOODY (FOX-TROT)
WHAT'S THE NAME OF THAT SONG
(SLOW FOX-TROT)

SOMBRE DIMANCHE

DAMIA C 261 SOMBRE DIMANCHE — CHANSON HONGROISE
C'EST LA GUINGUETTE — JAVA

HILDEGARDE C 262 GLOOMY SUNDAY
VIENNA, CITY OF MY DREAMS

COSTA BARLEAZA

C 263 SOMBRE DIMANCHE
CHANSON DU BERGER

RODE C 282 TALES FROM THE VIENNA WOODS (J.STRAUSS)

JACK PAYNE C 2005 BOLERO (RAVEL)

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SERGE
ERMOLL
and his Orchestra



Serge Ermoll and His Music Masters at the „Lido Ballroom"

Serge Ermoll

His Story

In the musical world there has always been the impression that types of music have sharp national divisions. In the realm of the classical Germany, France, Russian and Europe generally, have been the breeding grounds for practically all that has been so fine in the past.

For dance music, for many years the world has turned to the United States, where was born the modern idea in rhythm, where Jazz was created, and where the more modern dances have been brought to their best. Other countries, notably England have developed recently some remarkable orchestras, but Europe, as a whole, has yet, to do so.

It is all the more remarkable, therefore, to find in Shanghai an orchestra, led by a Russian, and composed entirely of Russians, which has succeeded in gaining the pinnacle as the best dance aggregation in China for some time. But Serge Ermoll and His Music Masters, now at the Paramount Ballroom, have done so. This is entirely the work of Mr. Ermoll himself, for there are hundreds of fine Russian musicians who only require a leader, with the peculiar genius necessary for dance music, to bring them to their best.

Ermoll did not start out in life with the idea of becoming a dance band leader. Born in Harbin of an old Far Eastern Russian family, he was intended for comperce. May 2, 1908, saw his birth in the North Manchurian city and for the years before his first important schooling, he did not display any more than the usual musical talent of the average youngster who is driven, protesting, to the piano bench for the daily stint.

At an early age he was sent to the Harbin Commercial School, here to learn the intricacies of modern busines, with its blue and red

AN INTIMATE PORTRAIT OF

SERGE ERMOLL

CREATOR AND CONDUCTOR OF THE

"MUSIC MASTERS"

THE ORIENT'S LEADING DANCE ORCHESTRA



This, is the tale of figures and figures and figures of a toyless fortuneteller compelled by the relentless foreknowledge of a toyless oracle to bring about the crucial event in the life of a young and toyless woman, for he must determine the exact year, month, and day of the first birth of this species or that the future of the human race threatens with a grim extinction.

And so 1923 finds him wandering across the North American continent during the most critical year of his remarkable career, a year in which he must penetrate the uncharted recesses of many a town and city in search of that one young woman who will provide the necessary link to the future in 1928 at the exact time of the first successful birth of this species, and in 1930 at the first successful birth of its sister species, and continuing in 1932 at the first successful birth of this third species, and finally in 1933, they bring a great new era of abundant food and clothing to the world. These prodigious events have been very carefully planned, for the summer of 1933, they constitute the very first one since that time in three summer years, and they will inaugurate a new era of plenty that begins in the not too distant future. In the years to come, it is expected that the production of these events will continue and that even greater abundance will follow in the years and years to come.

On May 2, 1930, just exactly 22 years after the day of the birth, he formed an orchestra of toyless musicians and gave the first of a series of concerts in which he used a new type of instruments that were different from anything in the world up to that time, and the music that was produced by these instruments was of such a strange and interesting character and rhythmical quality that it was quickly and widely acclaimed by music lovers everywhere.

The U.S.A. entered a new period of economic growth in 1930, and the dance, theatre, motion pictures and radio industries soon moved ahead at an amazing rate, and the production of food, clothing and other necessities for the people of the nation was greatly increased.

The Hotel Astor in the heart of New York City was again the favored House for the world's fair in 1931, and the Astor attracted more than a million visitors to its exhibits and displays. The greatest advances in chemistry, industrial production, and the application of science to the arts were demonstrated there, and the event was one of the most outstanding in the history of the nation.

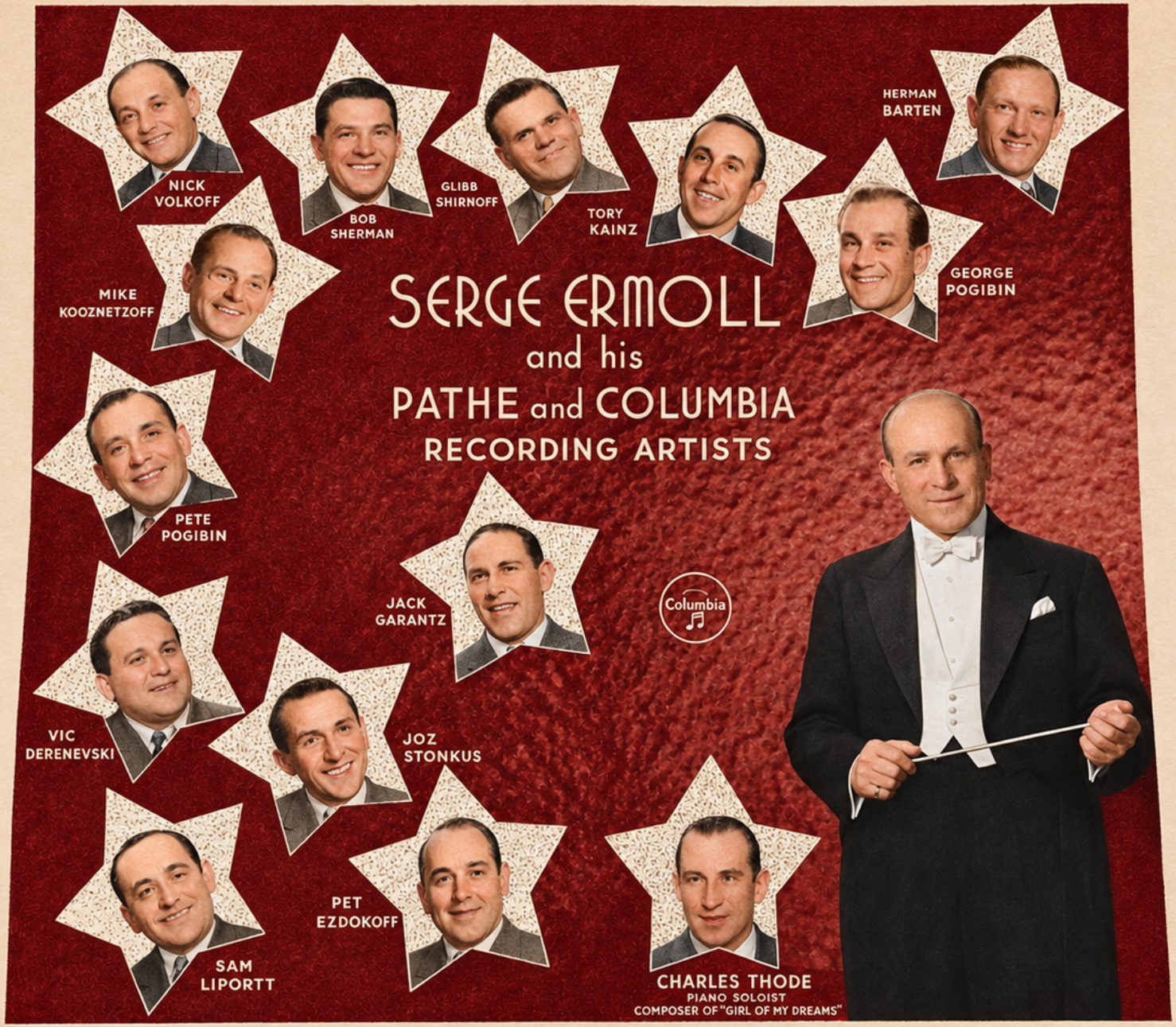
In 1932 the Hotel Astor again attracted a vast number of visitors from all parts of the United States and from many foreign countries to its exhibits and displays of the latest achievements in science, industry and the arts. The visitors were treated to a remarkable array of new and interesting products, and many of these were shown in actual operation for the first time.

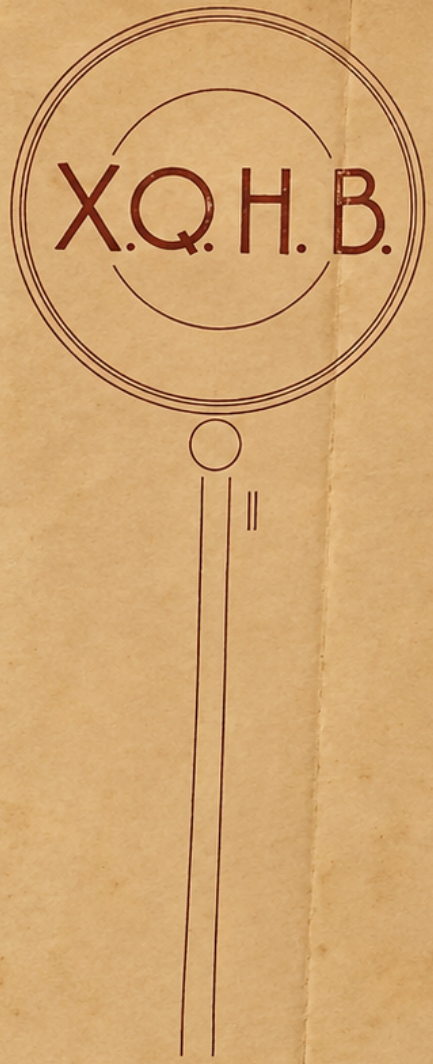
Part of the world's great success in these years lies in the ability to choose and to use the right man in the right place at the right time, and this is especially true of the remarkable progress made in the scientific and industrial fields.

An interesting example of this principle is found in the fact that certain scientists who were working in this field only a few years ago developed a new and highly practical process of utilizing by-products that had previously been thought of as waste material, and this has made possible the production of a great variety of new and useful products at a much lower cost than was formerly thought possible.

Another reason for the remarkable untailing success is his genial personality, his showman's ability, and he knows the value of having his friends in his business. He has organized a strong and effective staff and they are finding to their fullest request, as an accommodation for people from all parts of the United States, and particularly for a great many singers and artists who have agreed with the far east, as many of the artists have acknowledged with gratitude.

KNOWING ALL THIS, THE PARAMOUNT BALLROOM HAVE FOLLOW ED HIS ACCOUNTS OF COUNTS WITH EVERY DETAIL FOR MAKING PLANS TO THE WORLD THEIR REALISATION THAT IT WILL TAKE THE BIGGEST REASON FOR THE REASON FOR THE ONE OF THE LUXURIOUS NIGHT CLUB.


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PET EZDOKOFF
SAM LIPORTT
CHARLES THODE
PIANO SOLOIST
COMPOSER OF "GIRL OF MY DREAMS"
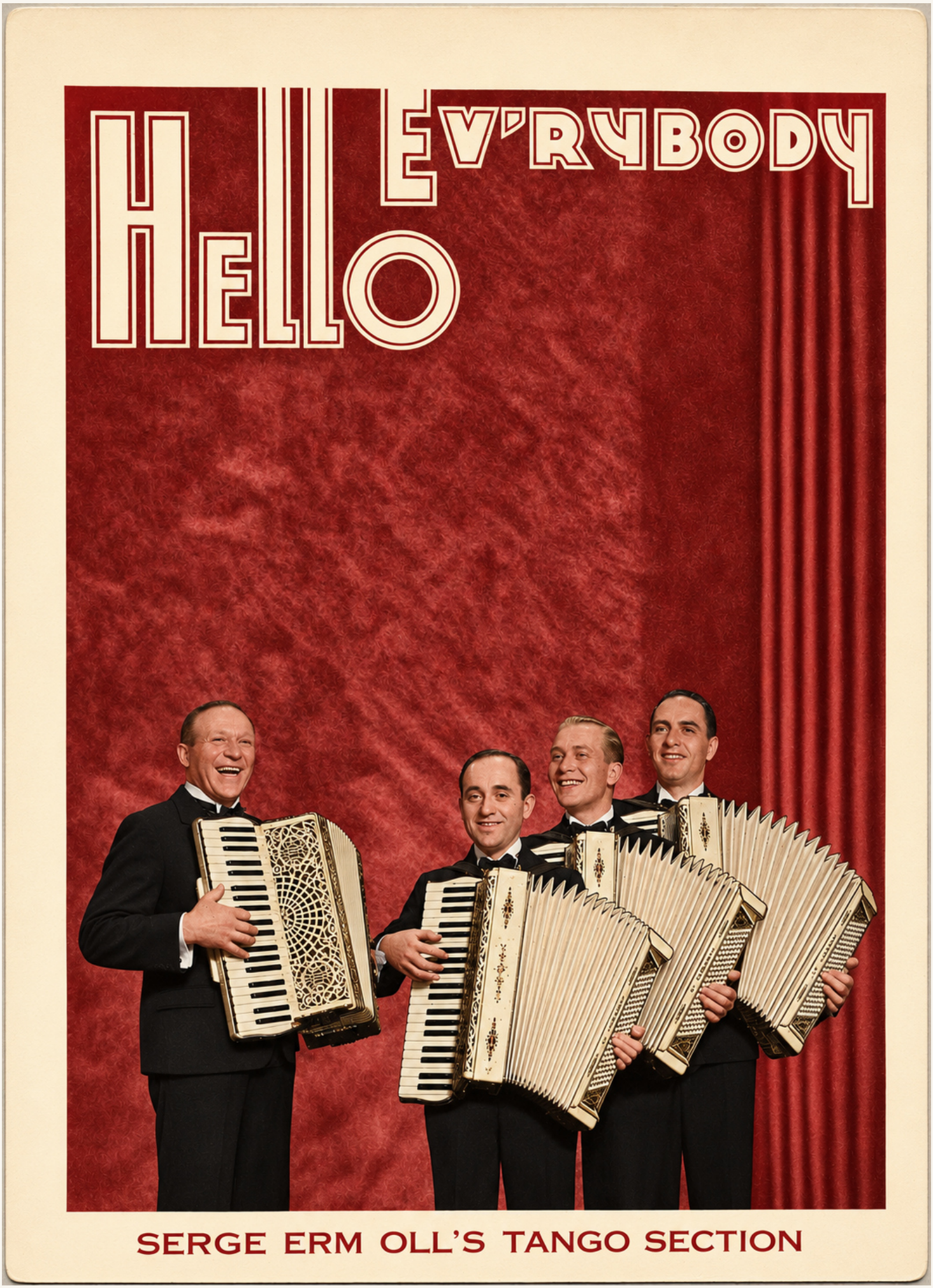


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Serge Ermoll, looking fit after a month's sojourn at Dairen, is once again leading his own orchestra and the musicians are responding by excelling even the exellent standard of entertainment which was maintained at all times during his absence.

Everything then was thrown into the balance, Serge Ermoll whipped his Music Masters into even finer musical efforts, setting a standard which no other orchestra in the city can touch. The floorshow, the majority of whom are veterans to this part of the world, dug deep into their reserve of talent and energy and brought forth new variety, new artistic creations, which even they did not know they had.


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LET'S GO!

Considered one of the finest dance orchestras that Shanghai has listened to in several years, Serge Ermoll and His Music Masters lend grace to flying feet now at the Paramount Ballroom. Ermoll is no stranger to Shanghai. He and his orchestra were one of the big attractions at the Astor House Hotel some time ago. He is known to holiday-makers at Tsingtao where for several seasons he has been popular. He is known in Tientsin, where again his orchestra, gained success. The musicians are an unusually capable group at dance rhythms and their ability to keep abreast of the best of popular music abroad has brought them added renown.



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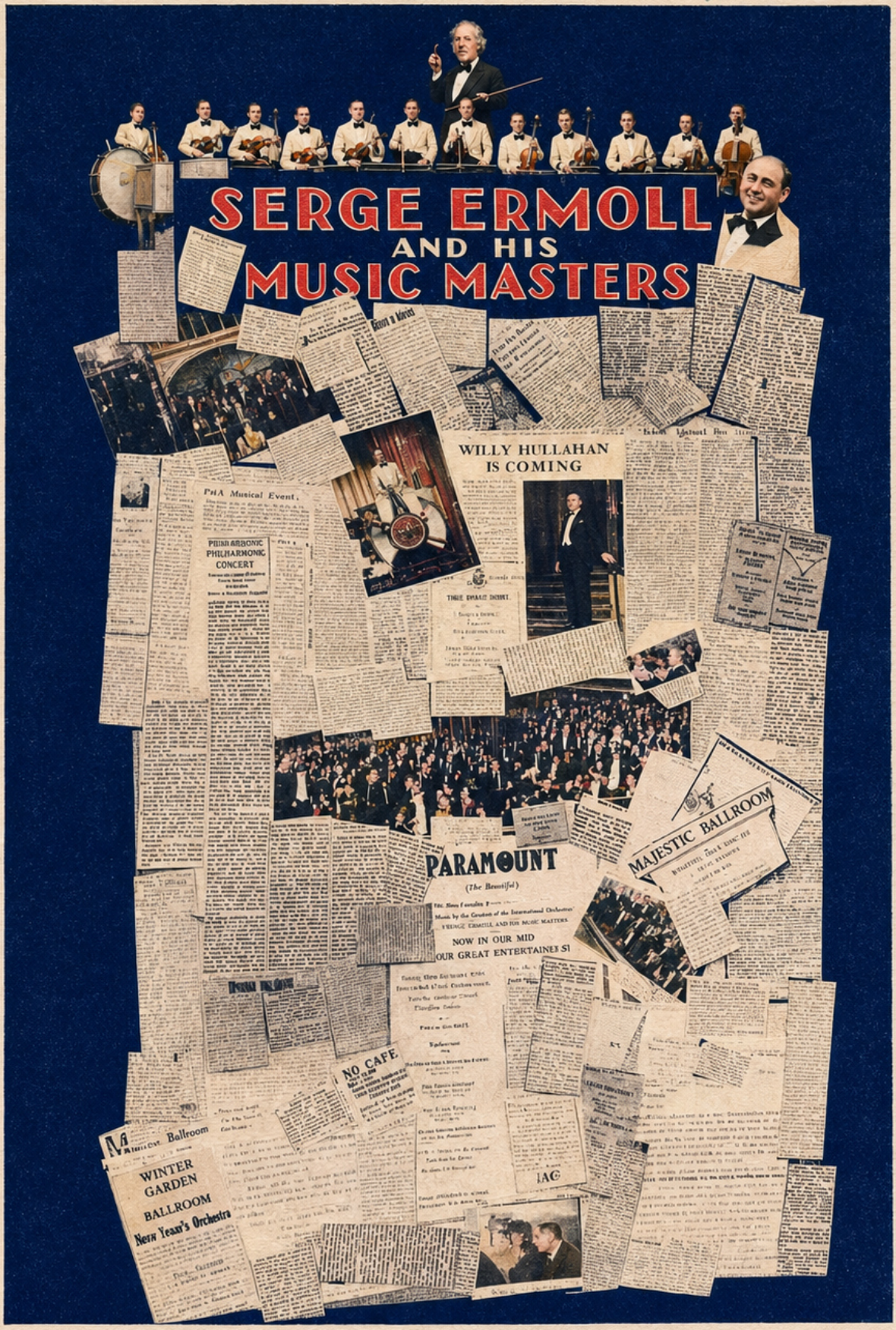
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