

FOLK TALENT & TUNES

By BILL SACHS

WLW's "Midwestern Hayride," highlighting Pee Wee King's aggregation, with Redd Stewart, ushered in its first weekly stand at Milt Magel's Castle Farm, Cincinnati, last Friday night (3) in sensational fashion. More than 2,800 c.&w. fans tossed a buck on the barrelhead to jam the mammoth ballroom to capacity, with more than 400 being turned away at the door. Ticket sales via radio and TV were halted the previous Tuesday (31), when the Farm's normal capacity of 2,500 was sold out. The WLW "Hayriders" will play Castle Farm every Friday night from now on in, with a special guest artist appearing each week. With Hugh Cherry emceeing, the "Hayride" talent for the opener included Rudy Hansen, Bonnie Lou, Skeeter Bonn, Clay Eager, the Geer Sisters, Phyllis and Billy Holmes, the Pine Mountain Boys (4), the Trailhands (4), the Hayriders (7), Mimi Roman, Zeke Turner and Slim King, Slim Nelson and the 16 Midwesterners, square dancers.

Carl Stuart, formerly a feature on WCOP, Boston, until that station disbanded its "Hayloft Jamboree" several months ago, returned to the New England airwaves Monday (6) via WVOM in the Hub, 5000-watt station which in the past has programmed pop music only. In a deal made by his personal manager, Herbert L. Shucher, Stuart will be on the air six days a week with WVOM's "New England Hometown Jamboree." Tentative plans call for him to do a record show during the summer, combining with a live seg in the fall. Shucher will handle direction and production on "Hometown Jamboree." "Our major problem at the moment is records," he says. WVOM has always operated pop and thus does not have a country music library.

Martha Carson has inked a 15-day contract with Hank Snow to play the Southwest, beginning July 3. From June 21-25, Miss Carson plays South Dakota for Vern Lotz, who spins the country wax over KOTA, Rapid City S. D. From June 26 thru July 1, Martha, together with Ferlin Huskey and Bill Carlisle and their respective units, will go on tour for Hap Peebles. On June 11, Miss Carson will appear with "Grand Ole Opry" on its first network telecast from Ryman Auditorium, Nashville, and June 18 will be a guest on Lowell Blanchard's WNOX-CBS show from Knoxville.

Bill Carlisle has been set by Harry Cooke for a pair of Pennsylvania park dates, July 3-4, and on August 1 begins a 45-day fair trek for Hap Peebles. Last week Bill and his crew began a swing thru Texas for Bob Neal, headlining a unit which also includes Martha Carson, Ferlin Huskey and Elvis Presley. Carlisle is also set for the "Grand Ole Opry" NBC net telecast June 11, and June 18 will be featured on the Prince Albert portion of the "Opry" over the NBC radio net. . . . Johnny Dolan, tub-thumper for "Big D Jamboree," Dallas, was a St. Louis visitor last week.

Good business greeted the double-header "Western Jamboree" staged Sunday (5) at the Coliseum, El Paso, Tex., under sponsorship of Bill Scott, of the Big Corral, that city. Talent array included the Sons of the Pioneers, Carolina Cotton, Spade Cooley, Tex Williams, Wade Ray, Speedy West and Jimmy Bryant, Hank Locklin, Charline Arthur, Ted Rains, Jamie Hilliard, the Three Rays, Miller Bros. band, and the Jimmy Fletcher band. Cottonseed Clark handled the emcee chores. Matinee ducats went for \$1.25, with night show prices scaled from \$1 to \$2.10. A dance followed the latter performance. Five-hundred dollars of the proceeds was donated to Reverend Walis' Rescue Mission, El Paso. Nearly 100 patients of William Beaumont Hospital were guests of Scott at the show.

Doc Williams, head man of the Border Riders; the group's featured thrush, Chickie, and their agent, Bud Lewis, represented the "WVVA Jamboree" at the Jimmie Rodgers Memorial Celebration in Meridian, Miss., May 25-26. Williams is reported laying plans for another six-week jaunt into Newfoundland and other Northern points. . . . Crazy Elmer, featured comic with the "WVVA Jamboree" the last

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RHYTHM-BLUES NOTES

By BILL SIMON

Mercury's new subsidiary label, Wing, is off winging with its first r.&b. releases this week. Bob Shad, who handles the artist and repertoire duties for Mercury's r.&b. and jazz departments, is doubling in the same capacity for Wing. He has a flock of new artists lined up and also is shifting some of the Mercury talent over to the new operation. The first Wing releases feature Jay Hawkins, formerly on Mercury, and Titus Turner, who was released recently from the Armed Forces. Turner had recorded for Okeh.

Lavern Baker concludes her tour with Roy Hamilton on June 26 and goes right into the Showboat, Philadelphia, the following night (27). . . . The Nutmegs and the Buddy Johnson ork team up for a week at the Apollo Theater, New York, June 10, and follow it with a stanza at the Howard, Washington, starting June 17. The July 1 bill at the Apollo headlines the Drifters with Illinois Jacquet's leapin' combo.

Weekes' Tavern in Atlantic City gets the Rusty Bryant ork the week of June 10 and Eddie (Lockjaw) Davis' Trio the week after. Bryant records for Dot, and Davis for King. . . . Sam (the Man) Taylor, the tenor sax man heard on many of the rock and roll sides made in New York, and an M-G-M artist with his own combo, has his first major booking at the Apollo the week of June 17, following which he has booked a solid week of one-nighters in Eastern cities. Taylor has signed a booking pact with Dick Boone, of Universal Attractions.

Herald's Al Silvers just returned from a three-week trip thru the South, in which he ranged as far as Texas. The diskery this week will release its first Faye Adams dishing in several months. And Silvers, like many other r.&b. diskers we have talked to, has noted the long length of time that it now takes an r.&b. hit to break these days. A top record by a top artist—even a Dinah Washington or Ruth Brown—may take as long as two months on the market before it begins to show up on the national charts. It seems they have to make it the hard way, city by city. And it's not unusual for one city to cool off completely on a number before it catches fire elsewhere.

Charlie Hughes, the new warbler on Groove, is actually the same lad who sang lead on the DuDropper's latest record. Another mystery solved. . . . The Brown Derby in Toronto, which now books about 90 per cent r.&b. acts, has Glenn Covington booked in this week.

AT AFM MEET

RCA Head Sees Labor-Biz Aim Now Is Unity

CLEVELAND, June 6.—Stressing harmony as the keynote of present day labor-management relations, Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, is scheduled to address the 58th annual convention of the American Federation of Musicians tomorrow (7). The day of the "warrior leader," either on the side of capital or labor, is past history, according to General Sarnoff, who feels that labor-management unity has become an actual necessity.

General Sarnoff, the first representative of business management ever to address an AFM Convention, will note that "together we have made America a nation of music lovers." He will point out that more people attend concerts than baseball games; that 15 million Americans attend ball games annually and spend \$40 million—whereas 35 million attend classical concerts for a total box office take of \$50 million.

Pointing up the necessity for economic statesmanship on the part of labor and management leaders, General Sarnoff will add that, fortunately, both sides have mapped out large areas of agreement and common interest. In a period of great technological change and adjustment, such understanding is imperative, he feels, declaring:

"Let us not be stampeded. . . . The march of science cannot be stopped; nor . . . would any of us stop it if we could. . . . Of course, it brings problems at the same time that it opens up opportunities. It cancels out some jobs while stimulating others and creating myriad new ones. It imposes upon us periods of necessary physical and psychological adjustment."

Heroic Fight Won

The history of American technology has shown that, in the future, more jobs will be created than abolished, General Sarnoff believes. Labor, he adds, has won its heroic fight, but capital shares in the victory—both having contributed to enduring peace and a better living standard.

General Sarnoff's talk will take cognizance of the fact that American labor has never been trapped by Communist blandishments; and that Americans cannot afford to dissipate their strength by bickering among themselves.

"American labor has recognized that we dare not lose the Cold War," General Sarnoff will say, calling attention to his proposal for the creation of a Strategy Board for Political Defense—the Cold War equivalent of the Joint Chiefs of Staff on the military side. He will point out that:

"Our policy must be based on a clear and fixed decision to defeat World Communism. . . . likewise, we have an important job to do of presenting the truth and the facts about World Communism to those in other lands whom the Communists seek to subvert."

A decisive factor, General Sarnoff believes, will be America's economic vitality, and in the framework of the world today labor-management unity becomes an "irreducible necessity."

Elgarts Sued in Alleged Big Loan

NEW YORK, June 4.—The orchestra-leading brothers, Les and Larry Elgart, were served with papers this week on behalf of Mrs. Rose Wollman, who claims to have financed the Elgarts to the extent of \$10,000, and is suing for an accounting of earnings.

According to Mrs. Wollman's attorney, Louis Randell, the plaintiff loaned this money to the Elgarts in 1953, at no interest, to be paid back in 1957. Meanwhile, she was to receive bi-weekly statements and 5 per cent of the bands' net profits. Allegedly, she has received neither statements nor payments since September, 1954.

THEY SAW RED IN WINDY CITY

CHICAGO, June 4.—Hal Fredericks, WAAF disk jockey, caused Somethin' Smith and His Redheads to see red this week. Hal had invited the Epic Records group to be guests on his show and promised to meet them at the airport when they arrived. However, he announced over the air that all the female redheads in his audience were invited to meet the group at the airport also.

Soooop, Hal and 60 redheads turned out by charter bus to greet the other redheads at the airport. By the way, the bus driver turned out to be a redhead, too.

V-M Signs for 'Your Big 10' Over WGN, Chi

CHICAGO, June 4.—The V-M Corporation of Benton Harbor, Mich., and Station WGN have signed a deal involving 55 minutes of nighttime radio, one of the biggest metropolitan radio sales to a single sponsor of nighttime radio in years.

The firm, also known as "Voice of Music," bought the "Your Big Ten on WGN" program which airs Fridays from 9:05 till 10 p.m., and which stars disk jockey Saxie Dowell. The program features the results of a weekly poll of WGN listeners and plays the 10 top selections.

This purchase represents V-M's first radio buy and as such will be watched closely by other manufacturers to ascertain the value of the radio medium. The campaign, which is primarily local in scope, should give V-M even more than it bargained for because listener votes have been coming in regularly from 22 States. The Chicagoland area was chosen by V-M as the axis of the new campaign because it was this Midwestern territory which showed up as the No. 1 sales winner for the past year.

The purchase was kicked off this week with a meeting of over 80 persons representing V-M, its distributors and their salesmen. The meeting took place in the studios of WGN and guest speakers included Saxie Dowell, and members of V-M's representatives and advertising agency. The theme for the new campaign will be to spotlight all of V-M's music reproducing equipment.

Polka Dance Draws 3,200

CHICAGO, June 4.—A one-nighter polka dance staged by local Station WOPA turned out more than 3,200 paying customers recently at the Aragon Ballroom and presented the biggest polka crowd at the terperly in over nine years.

The event proved a surprise draw to all concerned and resulted in some powerful thinking among station people as well as the ballroom operators. The event was publicized thru the station's spot announcements which averaged a frequency of 200 spots per month. The station, which features polka music primarily, used the talents of L'il Wally and His Lucky Harmony Boys and Eddie Zima and his orchestra. Wally records for independent Jay Jay records.

The ballroom operators, surprised at the midweek turnout, checked the audience response and found that patrons for the event came from as far as Gary, East Chicago, and Hammond, Ind. The group also showed a fair representation of all age groups as well as nationality. The terperly has indicated it will attempt to make use of this new found interest in the near future.

Four Records In Marquee's First Release

HOLLYWOOD, June 4.—The long delayed bow of the recording arm of Mills Music, Marquee Records, officially takes root this week with the firm's release of four records.

Sales policy of the company, outlined by General Manager Jay Faggen, revealed an unorthodox plan which calls for stimulating demand thru disk jockey channels and then following thru with distributors. To date Marquee Records has appointed no distributors, the sample copies of the company's first release will be shipped to those independent distributors within the area covered by disk jockey samples.

Faggen indicated the firm's first release will be sent to approximately 1,000 disk jockeys, with plans currently in the process of negotiation for a promotional tie-up with juke box operators thru George Miller, president of Music Operators of America. Latter tie-in will specifically deal with the Kay Malone release of "I Married for Money" and "A Golden Song." Miss Malone was one of the three finalists in the recent Miss Juke Box competition at the MOA convention.

Explaining the firm's sales Irving Faggen echoed President Milton Mills original stand that the "objective is not to become a major recording company, but to use the recording subsidiary as another part of Mills Music's professional department."

Distributors will be appointed, Faggen added, coincident with the demand created by the release of disk jockey records. Should a song show any promise in a given area, it is conceivable that the Mills firm would use members of its professional staff to lend additional promotional assistance.

Other wax included in Marquee's first release are songs by pianist Murray Arnold, the Lee Gordon Singers with the Monte Kelly orchestra, and the Buddy Bregman orchestra.

Name Talent Signed for Wilson Craft

BOSTON, June 4.—A huge array of talent has been signed up for the cruises of the Wilson Line's "Boston Belle," which will begin its run from Rowe's Wharf today. It will feature Meyer Davis and his orchestra as well as musical comedy star Ella Logan.

In succession will come Joan Weber, Georgia Gibbs, Guy Mitchell, Sonny Gale, The Four Lads and Betty Madigan. All bookings have been signed thru the Meyer Davis office with more to follow. Some are booked for single nights, while others will perform four or more evenings. Negotiations are in the works for Patti Page, Julius La Rosa, Tony Martin and Guy Lombardo's band.

The newly refurbished and redecorated pleasure ship will do double duty, sailing to Provincetown in the daytime and cruising the harbor on moonlight sails. The season opened last night with a special invitation cruise for newsmen and local VIPs.

Window Label Bows in Milw'kee; 1st Disk Due

MILWAUKEE, June 4.—Window Records, a new disk label, was organized here this week. Bill Schwartz, entertainment booker and husband of one of the original ex-Godfrey Chordettes, is owner. Agreement has been set with Frumkin Sales of Chicago to act as distributor for the Midwest territory. First release is expected in a few weeks.