

**Louis Prima Enters Disk Biz Via  
"Happiness" Label. Firm Sets Distribs**

**THE WHOLE  
COUNTRY'S BUZZING**

about  
**JOHNNY LONG**  
and his first King release  
**ALL THE BEES ARE  
BUZZIN' AROUND  
MY HONEY**  
backed by  
**SIGNED, SEALED AND  
DELIVERED**  
heard exclusively on  
KING 15012

KING RECORDS INC. DISTRIBUTORS OF  
**KING and DE LUXE**  
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NEW YORK—Maestro Louis Prima tossed his hat into the recording circle this past week, with the announcement of the formation of his own plattery. Label is to be called "Happiness Records."

Spokesman for the firm disclosed that Prima had appointed Kit Rosenfeld executive director of the plattery. The firm will at the outset, devote itself to popular recordings, and at a later date, delve into the race market.

Rosenfeld, currently engaged in setting up national distribution, disclosed that balladeer Ralph Young had been signed to a recording contract, in addition to songstress Keeley Smith, current Prima band thrush. Four sides were set to be recorded, and scheduled for early release this month.

In addition to Rosenfeld, the Prima plattery named Phyllis Sommers publicity and promotion chief. Prima's Enterprise Music Corporation is the parent firm for the recording company it was disclosed.

**THE CASH BOX**

*"Folk" and "Western" Record Reviews*



"Nothing But Trouble" (2:52)

"The Warm Red Wine" (2:57)

BOB WILLS & HIS TEXAS PLAYBOYS  
(MGM 10491)



BOB WILLS

● Bob Wills and his Texas Playboys come up with another great pair to notch this featured spot this week. Always consistent coin culler, Wills and his boys should keep their hot popularity streak

running wild with this latest wax offering. Titled "Nothing But Trouble" and "The Warm Red Wine," Bob and the gang display some great vocal and instrumental work to make this biscuit a winner. On the top deck, piper Jack Loyd takes a light vocal spot on a cute, mellow bit of music that satisfies immensely. Lyrics of the song make for excellent listening pleasure, as does the instrumental accompaniment. Jack switches tempo on the flip as he warbles the tender and sentimental refrain to "The Warm Red Wine." The song is a touching one that should catch on and go. Vocal work is smooth and easy on the ears. Both sides of this platter rate a top spot in ops machines. Latch on!

"Texas Plains" (2:45)  
"One Year Ago Tonight" (2:56)

DON CHURCHILL  
(Bullet 684)

● Don Churchill and his Texas Mavericks come up with a pair that might notch a top spot on music ops machines, in this offering of "Texas Plains" and "One Year Ago Tonight." Top deck, rendered by a vocal group is a medium up tempo'd ditty, with adequate lyrics weaving about the title. The flip has the maestro in the limelight wailing a western lament that makes for fairly easy listening. Take note of the pleasant fiddle work on the wax which adds to the winning incentive found here.

"The Evening Train" (2:49)  
"Fifteen Years Ago Today" (2:32)

MOLLY O'DAY & THE  
CUMBERLAND MOUNTAIN FOLKS  
(Columbia 20501)

● Pair of sides that ops may care to use as filler items are these turned up here by Molly O'Day and the Cumberland Mountain Folks. Both sides make for fairly pleasant listening, and should be greeted warmly. Top deck is an effective choo choo story, with Molly turning in a fair vocal bit. Lynn Davis joins Molly on the backside to offer ops a slow, sentimental tune, with a memory twist. Wax won't stop traffic—it will hold its own.

"Dime A Dozen" (2:47)  
"Someday" (2:50)

ARTHUR SMITH  
(MGM 10496)

● Pair of sides that should prove to be big winners are these offered here by Arthur Smith and his gang. Both ends of the platter beckon some heavy coin play—they're that good. On the top deck with "Dime A Dozen," chirp Betty Smith pitches her pipes to come up with a mellow, moderately up tempo'd tune that definitely is labeled winner. The song is a cute one, and as offered here should meet with wide popularity. On the backing with "Someday," Betty joins with Roy Lear to offer a vocal duet on a great western standard. This side is a superb performance for the Smith clan, and should go like wildfire. Ops should grab this biscuit.

"Happy Birthday" (2:44)  
"I Loved You Once Before" (2:56)

HAPPY FATS  
(DeLuxe 5066)

● Pair of slow tempting tunes that should earn their keep in the phonos come up here by Happy Fats and his gang. Titled "Happy Birthday" and "I Loved You Once Before," Happy and the boys display their best vocal and instrumental tones, to offer ops a potential coin winner. Top deck weaves about the title, while the flip, a lament, spins in slow, moody tempo. The platter won't raise havoc with music fans, but it nevertheless, rates music operators listening time.

"Blues Stay Away From Me" (2:50)  
"Goin' Back To The Blue Ridge Mountains" (2:48)

THE DELMORE BROTHERS  
(King 803)

● The Delmore Brothers comes up with a pair of sides that should garner some top juke box play via this coupling titled "Blues Stay Away From Me" and "Goin' Back To The Blue Ridge Mountains." Top deck is a smooth, soft blues ditty, with the boys harmonizing in fine voice throughout. The flip picks up in tempo a bit, and has the boys telling why they're making that trip. We go for the top deck in a big way—we're sure you will too. Get with it!

"You Just Can't Be Trusted Anymore" (2:50)

"By The Rio Grande" (2:45)  
JERRY IRBY  
(MGM 10475)

● Some wax that can be best used by music operators as filler items are these tunes turned up here by Jerry Irby and his gang. Titled "You Just Can't Be Trusted Anymore" and "By The Rio Grande," Jerry and the boys offer ops a pair of pleasing tunes that might catch on. Top deck weaves about the title, with effective instrumental work coming thru. On the flip, the boys come up with a ditty that is easy on the ears. Music ops might listen in.

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