The Champagne Music of

LAWRENCE WELK

and His Orchestra
From Farmer to Charmer

From 3 to 65, they all like the "Champagne Music" of Lawrence Welk and his Orchestra. It's music that goes to your head and puts rhythm in your feet.

The great popularity for the North Dakota farm boy and his dance band has been growing steadily for 26 years to this, his most successful year. Adding luster to his 26th anniversary celebration is the fact that his records for ballrooms are top box office, and he holds the number one popularity spot on Friday's television screens.

Born on a farm near Strasburg, North Dakota, he spent the first 21 years of his life as a farmer. Coming from a musical family—his mother sang and his father played an old-fashioned accordion—he had brought from their home in Alsace-Lorraine—little Larry learned to love music at the toddling age.

In his early teens he could play the accordion well enough to furnish music for community barn dances. A special event in his life was the day his parents saved enough money to buy him one of the "new type" accordions with the piano keyboard. He practiced ardently, but it was difficult not to let his fingers get sluggish after working or walking on the farms all day. And his playing time was limited. Finally, in desperation he went to Aberdeen, S.D., and formed his first orchestra which consisted of drums and accordion.

By 1927, Lawrence Welk's orchestra had increased to six pieces and they were playing at radio station WNAX in Yorktown, S.D., and doing one night stands around the community and the state.

The small communities of the northwest were unable to support a dance band full time, so Larry originated the overnight sleeper bus for one-nighter dance band jobs.

As his travels increased he began to think more and more about giving his music a distinctive touch. After experimenting with various arrangements he hit upon the basic, effervescent effect. Because of this lightness of quality and bubbling flow it soon became known as "Champagne Music."

Thus the maestro took his sparkling music into national acclaim. Since then he has played in every major ballroom in the nation, recorded over 300 records, appeared in Paramount pictures, broadcast on major networks, and on August 22, 1951, starred a TV show that has gained recognition throughout Southern California.

"This was indeed the highlight of my musical life," the soft-spoken Welk says. "It is the first time since I left the farm that I have been able to stay in one place long enough to have a home and live like other people. The television audience has responded so well to the orchestra, both in watching the show at home and coming to the Aragon ballroom where we play, that I now have a long-term contract."

Another reason for Welk's happiness in being able to settle here is for his wife whom he married in Sioux City, Iowa, and their three children, Shirley Jean, 22, Donna Lee, 17, and Lawrence, Jr., 14, who, incidentally, has the same birthday as his father, March 11.

In addition to leading the orchestra and playing the accordion, Lawrence arranges, directs, produces and MC's his show. He has always been doubtful about his slight German accent, but the fans assure him it only adds to his charming, relaxed manner. His encouragement to musicians has brought out extra talents for nearly all members of his band. Each member has added singing or another instrument to his credit. These specialty acts, along with good music and the personal Welk touch, have made the Lawrence Welk show one of the most popular on TV.
LAWRENCE WELK BAND

JERRY BURKE
Organist with Welk for 20 years and one of most important elements in Champagne Music organization...single, originally from Abbeville, South Dakota...is rated as one of nation's best dance music organists. Birthday July 24

ROCKY ROCKWELL
Trumpet player and vocalist...age 27, married and has a son and a daughter...hails from St. Joe, Missouri...singled out for his strange haircuts (including bangs). Birthday March 2

ORIE AMODEO
Plays alto and tenor sax, clarinet, flute, piccolo and also acts as band photographer...age 31...married, has one daughter for whom Lawrence Welk is godfather. Birthday March 9

JOHNNY KLEIN
Drummer...bears in Welk's hometown of Strasburg, North Dakota...is 35 years old, married and has 2 sons and a daughter...he drums have been his only vocational interest since childhood. Birthday June 4

PETER LOFTHOUSE
Bass trombone exclusively...one of the few men in the country playing this instrument in this type of orchestra. Played with Jack Smith, Raymond Scott and Ray Conniff...worked at Welk Disneyland and Universal Studios. Now playing for the Phil Harris-Alice Faye show. Married, has two daughters, ages 9 and 11. Birthday Jan. 27

GEORGE AUBRY
Plays tenor sax and clarinet...is noted for comedy routines and does excellent job of leading reed section...appears on many TV shows...comes from New Orleans...married, has one son, Allison Andy Aubry. Birthday May 1

MYRON FLOREN
Accordionist...judged by Welk himself an artist on the accordion...one of the most outstanding in country...composer-member of ASCAP...before joining band played in radio-Jealous Sally, St. Louis...age 34, native of South Dakota...married and has two girls. Birthday Nov. 2

DICK DALE
Plays lead alto sax and clarinet...does a fine job on vocals, sings solo...also with Octet and Sparklers...27 years old, married and originally from Algona, Iowa...played with many name bands in midwest. Birthday Sept. 14

ALADDIN
Violinist from New York City...has worked with Reddy Vallee, Leo Reisman, Don Besor, Nat Brendyvanze, Carmen Cavallaro, Xavier Cugat, Meyer Davis and Ray Noble...a red solo of Van Dyke, California, since 1945...has appeared in over 100 movies. Birthday Sept. 20
NORMAN L. BAILEY
Trumpet player since 1940... started out with Benny Goodman's band, played with Freddy Martin and served three years with U.S. Coast Guard before joining Welks... resides at present in Torrance, California, with wife and two daughters, Cynthia and Jance.
Birthday Feb. 6

CLARENCE WILLARD
Trumpet... has worked with such bands as Paul Whiteman, Claude Thornhill, Frankie Carle, Les Brown, Woody Herman, Arbuckle Meyer, Joe Davis... claims he is still 39 years old... favorite pastime—golf.
Birthday Feb. 7

LARRY HOOPER
Pianist... rated "heartthrob," with fans... his vocal on "Oh Happy Day" claimed national attention... is Missourian, likes golf, trout fishing... his wife, Beverly, and he are ardent California boosters.
Birthday July 23

GARTH ANDREWS
Featured vocalist, clarinet and saxophone player... starred musical career in Bingham Canyon, Utah, then when Glen Miller's brother, Herb, discovered him... 28 years old, married.
Birthday Oct. 26

DICK KESNER
Violinist born in Sheldon, Iowa... married and has three children... graduated from American Conservatory in Chicago... played with Frankie Mastro, Herbie Haleman, Freddy Martin, San Francisco Symphony... had his own gypsy ensemble in San Francisco.
Birthday Oct. 26

BILL PAGE
Plays saxophone... has worked with Boyd Bosburn, Marty Malneck, Del Courtney and Teddy Phillips... also appeared with Mickey Rooney and Judy Garland in the movies and with the musical comedy, Guys and Dolls... of Chicago, age 23... married this wife was one of first Russian war brides to come to this country, has one son, Scotty, age two.
Birthday Sept. 11

BOB PILOT
Bass player... now bass in solo work as well as with rhythm section... hails from Chicago and worked with such bands as Den Pedro, Lou Breslan, Jimmy Blake, Eddie Balantine, Stan Meyen, Harry Susnik, Gene Guler and for three and a half years with the star orchestra of NBC in Chicago... married to a California girl, Jance.
Birthday June 15

BOS LIDO
Violinist and vocalist... was stand-in for Perry Como on the Chesterfield program for three years, a regular vocalist on the Tuna Radio Show and MGM show and featured vocalist with Carmen Cavallaro for five years... born in Jersey City, New Jersey.
Birthday Sept. 21

BARNEY LIDDELL
Trombonist noted for solo performances... played with Glee Gray and Elliot Lawrence... a native of Gary, Indiana... 32 years old, married with two sons, Terry and Pat, and a daughter, Susan.
Birthday Aug. 13
PERSONALITIES

Liberace and George Liberace

With Stan Williams

with Spilie Jones

with Bill Williams

With Beverly Wilks (Joan Davis' Daughter) and Myron Flores

Harry Bobbit presents TV Award for Outstanding Performance

John Silvan, Director, KTLA, Spade Cooley and Lawrence Walk

Ben Alexander and Jack Webb (of the Dragnet TV Show) on TV with Lawrence Walk

with Rosemary Clooney
Alice Lon, Lawrence Welk's new "Champagne Lady," started her singing career in her home town of Kilgore, Texas. At the age of ten, she had her own sponsored radio show. In a junior college in Dallas, Alice majored in music and during her college days was a member of the rowdy famous "Rangerettes" choral group. She toured Texas with marching and show groups—playing theaters, veteran's hospitals, army camps and benefits until she was signed by Interstate Theaters in Dallas.

Her first big break came when she was hired as featured vocalist for Dan McNeil's popular "Breakfast Club" in Chicago, and subsequently, was seen extensively on Chicago television.

Alice had moved to California and was singing for a local radio station when Lawrence Welk conducted a national contest trying to find a new "Champagne Lady." Alice was given a tryout on his TV show. Her unique style made a tremendous impression, not only with Welk but with the public, as indicated by a flood of fan mail the week following the show. As Lawrence says, "Alice was the public's choice and I agree with the public."

She's also a very happily married housewife and the mother of three children—Larry, age three; Clint, four; and Bobby, five. Her husband, Bob Waterman, was a well-known Texas football player and an aspiring playwright—they met in high school.

Alice has very practical hobbies for a singer—she collects songs, loves to cook and is an expert when it comes to making chocolate cake.

Although she is kept busy with a weekly TV show, two coast-to-coast radio shows, recording sessions and performances five nights a week at the Aragon Ballroom, Alice is extremely happy with her career. She is convinced that today's modern woman can have a career and a happy home and family life as well.

Birthday Nov. 23

Dancing a Viennese Waltz with Alice
Gene Pursell, vocalist with the Lawrence Welk orchestra, is a relatively new member of the organization, having joined in 1951. He was born and reared on a farm near Portsmouth, Iowa, and although he has been singing as far back as he can remember, his first professional engagement was with the Welk band.

Gene has a fine musical heritage. His grandfather was a violinist and his father a singer and whistler, so it was only natural for him to follow in their footsteps along the musical road. In addition to being a very talented singer, Gene is also a very handsome one, with a great deal of charm—a plus for any singer. He seems to be unaware of his looks, however, and puts all his efforts into giving his admirers the fine singing they now look forward to from him.

Auditioning for the Lawrence Welk band at the Orpheum Theatre in Omaha, Nebraska, Gene was immediately engaged. Before he actually joined the band, however, Mr. Welk was informed that he and his attractive wife, Virginia, had four young daughters, Cheryl, Paul, Vickie and Constance, who ranged in age from three to eight years. The Champagne Mouser was reluctant to separate the father from such important family ties, and it was some time before Gene’s earnestness and eager desire to sing with his band made him change his mind.

The rest is history. Gene made good; the family is now reunited; and they all live very happily in California. Their happiness is best exemplified by Gene singing, “When Irish Eyes Are Smiling.”

Birthday: Nov. 23
RADIO AND T-V

Waiting for the doors to open at the Aragon

Lawrence Welk and Myron Floren playing Twin Accordion

Television Genius—Kiuss Landsberg, general manager of KTLA

On the Air A.B.C. Coast to Coast with the Sparkles—Rocky Rockwell, Dick Dale, Larry Reaper, Garth Andrews

Violin Section—Bob Ida, Dick Kesner and Alladin
RECORDING DATE

CORAL RECORDS
- Meet Mr. Callaghan
- Flirtation Waltz
- Twelfth Street Rag
- The Happy Waltz
- Oh Happy Day
- Your Mother and Mine
- I'm Gonna Ring the Bell Tonight
- She Looked Down from Her Window
- It's Love
- Ohio
- Rubbin' Over
- The La-Da-De-Da Song
- Town and Country Polka
- High Life Polka
- My Extraordinary Girl
- Irene
- Dolores
- Emmaline
- Annabelle
- Mary Lou
- Louise
- Sweet Eloise
- Christmas Medley Part I
- Christmas Medley Part II
- Bimbo
- Ain't She Sweet
- Darktown Strutters Ball
- In the Mood
- Minnie the Mermaid
- Say It Isn't So
- Canadian Capers
- Did I Remember
- Good Morning Mr. Zip Zip
- Just Once Again
- Peggy ONeil
- I'll See You in My Dreams
- Hallelujah Brother
- Bubbles in the Wine
- Josephine
- Cuddle Up a Little Closer
- Tell Me
- Gandy Dancers Ball
- Ivory Rag
- Moonlight Bay
- Smiles
- Too, Too
- I'm Forever Blowing Bubbles
- Shenandoah Waltz
- Metro Polka
- Sweetheart Waltz
- I Wanna Be Million
- Joey's Theme
- Coney Island
- I Love You
- I Stopped Lovin'
- Are My Ears on Straight
- The Angel on the Moos Tree
- Swinging Down the Lane
- Somebody Else's Sweetheart
- Small Talk
- Dream House
- Watermelon Weather
- Bustle
- Padam Padam
- Your Eyes Are So Lovely
- Coconut Grove
- Rustic Dance
- Every Little Movement
- Till We Meet Again

ALBUMS
- Moonlight Bay (Coral)
- Polkas (Decca)
- Polkas (Mercury)
- Extraordinary Gal (Coral) J.P.
- Lawrence Welk
- Souvenir Album
- Nimble Fingers Album
- Pick a Polka Album
**HARRY LEWIS**

Arranger

Born in Los Angeles, Calif. Married and has a daughter Sharon and son Harry. Has arranged for: Chuck Ponti; Joe Richman; Frankie Masters; Jan Garber; Henry King; Al Lyra; Record and TV arranging... Has been with Lawrence Welk for 2 years...

**BOB BALLARD**

Arranger from Nyack, New York... has worked with Phil Harris, Fred Perry, NBC Hollywood... is noted for hit-time arrangements of Rachmaninoff Piano Concerto, Bumble Boogie, many others. Married to college sweetheart... Betty... has two children, Leslie Ann, 13, and Bill, 11. Raises and trains quarter horses on ranch in Riverside County, California.

**LEW QUADLING**

Arranger

Born June 7, 1906 in Cedarville, New Jersey. From 1924 thru 1943 played piano and arranged for Johnny Hamp, George Hall, Ted Weems, Guy Lombardo, Dick Jurgens, Phil Harris and Bob Crosby. Staff arranger at WMBA, Chicago. In Los Angeles did Jack Benny, Carlin Arthur, Dave with Judy, and Old Gold shows. U.S. Army 1944-45... composing, scoring and conducting 60-piece Army orchestra for Signal Corps films. Member of ASCAP for 12 years, having written six hit parade songs, including CARELESS and SAD AND SONGS.

**GUS DONAHUE**

Arranger for Welk since 1946... responsible for the recording arrangements of "Josephine," "Coconut Grove" and "Minnie the Mermaid." Gus was born in Artesia, New Mexico... was a Civil Engineering major in college and a part-time player with Jimmy Barnett and Bill Barão... has also arranged for Gus Arban and Leigh Hunt. He lives in Burbank... is married and has two boys, Frank and Tommy.

**DAVY WALTERS**

Arranger

A native of Faribault, Minnesota... Davy played guitar, accordian and steel guitar on radio station WGO and WKBV-TV in Chicago before joining Welk in arranging capacity fourteen years ago... created the record arrangements of "Mama Berna," "Jack Home in Illinois," and "Canadian Capers." He lives in San Fernando with his wife and three children, Gary, Judy and Barbara.

**SAM LUTZ**

Music manager for Lawrence Welk, who is credited by the Champagne Nastros as being largely responsible for the success of his orchestra.

Lois Lamont, Welk's good right hand, secretary and paymistress. With the band for seven years and admired by all the boys in the band (especially on payday). Birthday May 10

**GEORGE CATES**

Music conductor of the band is George Cates... born Oct. 19, 1913. Also musical director of Carol Records' West Coast activities... was previously arranger for Bing Crosby, Danny Kaye, Russ Morgan and Benny Ross. In the Navy, Cates was bandmaster at Hunter College... recruiting Waves.

**CURT RAMSEY**

Arranger

From LaCrosse, Wisconsin. Married and has a son, Curt Jr. Has been with Lawrence Welk for 4 years. Formerly played trumpet and sang on the band. Lawrence liked Curt's Champagne Style arrangements so he replaced him so that he could spend more time arranging and make him band librarians. Curt occasionally appears on the TV show, singing with the Orchestra and the Quartet. The arrangement of the theme song "Bubble in the Wine" and "Josephine" that were recorded were made by Curt Ramsey...
WHAT I THINK ABOUT TELEVISION

by LAWRENCE WELK

TELEVISION IS CHALLENGING, and I Love It!

No entertainer can rest on his laurels, once he has been accepted in television. This medium of communication is an ever alert, constant challenge to the ingenuity and talent of those privileged to be within the view of its cameras. It is so exacting in its requirements that those who are televised cannot be forgiven for a single moment. Perhaps that is as it should be, as life’s drama unfolds before us. The challenge of life itself is for perfection; to give a good daily satisfactory performance; to live each new day in all its glory and to make the most of that which is within our grasp. Knowing a spotlight is focused upon us should make each of us live his life accordingly, righteously measured by the Golden Rule.

TELEVISION MEANS NEIGHBORLINES, and I Love It!

With television reaching out and into nearly every community, it is developing an amazing amount of neighborliness, and we, in our orchestra, sense this most keenly. Distance no longer separates us, nor do you have to move from your own comfortable chair to be pleasantly entertained. Television makes you our neighbor as we meet on the Aragon ballroom bandstand. There we present our Champagne Music with its lively bouncing rhythm before the eyes of two or three million people every Friday evening. We know you are nearby because you purchase the products offered by our sponsors who make possible this modern-day magic in close contact. We appreciate your interest in us, and we enjoy your letters and cards. We are thinking about you when we step before the cameras. We come before you with great humility for we realize that you, our good neighbor, have invited us into your home, and into your living room, to spend a short time with you and your family. This, to us, is an honor and a privilege to bring you our Champagne Music—our own particular musical style—and our vocals. We are truly impressed by your graciousness in allowing us to entertain you as best we can. We shall never let you down!

TELEVISION BRINGS HAPPINESS, and I Love It!

Television is doing a grand job in making many people happier. To be able to see as well as hear your favorites on the programs by TV is a modern-day revelation. Those responsible for your entertainment want it to bring you happiness. With our music, that also is our chief desire. We strive for programming that is light and gay. We are happier when we know our music makes you happy. We hope it may always be like that.

TELEVISION SPELLS PROGRESSIVENESS, and I Love It!

Twenty-five years ago my first musical group consisted of a pianist, a drummer, a saxophonist and myself with the accordion. We often traveled many miles to play for dances and other public events. To entertain more people, we had to be in more towns. It went that way, year after year. We were always moderately successful. Our orchestra added musicians as our popularity increased and our engagements became more important. Today, we have seventeen instrumentalists and vocalists, plus six arrangers and an executive staff. We are kept quite busy with our television shows, six radio programs, making records, appearing in musical concerts and playing Wednesdays through Sundays for dancers at the Aragon Ballroom in Ocean Park. Had we failed to move along, constantly striving to give our friends better music, the years would have passed us by! It would not have been our joy to privilege the past year to be invited by Mr. Klaus Landsberg, of KTLA-TV (Channel 5) in Hollywood, to grace the scenes surveyed by his TV cameras. For this recognition, we are most grateful. While television was being so expertly developed, we were progressing also. Today we are sincerely thankful that our modest success can be so delightfully attuned to, and be so closely associated with the tremendous success of all art and science—the magnificent happy and neighborly, challenging and progressive medium of Television. It's all so very wonderful, and I love it!
OLD TIME PICTURES

A real jazzy six-piece band, vintage 1928

First job on first accordion... for a wedding

The Nasty Tony Boys—1930

At the William Penn Hotel in Pittsburgh in 1938 where the fans first started calling it "Champagne Music"

The proud possessor with his first recording—1929

...with Julian Tracy, first member of the Lawrence Welk organization—a two-piece orchestra
AT HOME
WITH HIS
HOBBIES

Ye Olde Hawaiian

Playing Ping Pong with Lawrence Jr.

In Hunting Regalia with his Irish Setter

Lawrence, Mrs. Walk, Shirley Jean, Donna Lee, and Lawrence Jr.

Getting Ready for a Home Barbeque Feast