

# DUDE RANCH

## JAMBOREE



EDDIE ZACK JACKIE HERBERT

The name of Eddie Zack in New England is a household word. Starting around twelve years ago, Eddie has been plugging away, playing personal appearances, broadcasting on radio and TV and making records — devoting his whole heart and life to bringing Western and Hillbilly music into the homes of hundreds of thousands of people in the New England area.

The colorful career which Eddie Zack has painted for himself started back in his early teen-age years. His love for Western music induced his father to buy him a guitar — but not just a plain one. The guitar that Eddie held and still holds in his hands is over fifty years old and has been used by many musicians. The true history of the guitar is still a mystery to Eddie and his Dad, but regardless of its mystery, Eddie Zack has made magic with it.

Right now Eddie and his famous "Dude Ranch Jamboree" are on the NBC Radio Network, coast-to-coast every Saturday night, with a half-hour show that is rocking the country. NBC is very happy with the boys and has great plans in store for them. In addition to this show, Eddie is on television on Saturday nights, on Channel 10, which in the New England area is WJAR-TV, Providence, R.I. He has the highest rated show of this kind in New England and it is sponsored all the time.

For quite awhile, Eddie was on Decca Records and made several successful waxings, until Columbia came along and signed him up a year ago. His Columbia releases were well received, and just recently the boys got a renewal on their contract with the diskery. Eddie has another new release coming out very shortly.

At Jack Witschi's Sports Arena in North Attleboro, Mass., every Saturday night, you will find over two-thousand people coming from miles around to attend the "Dude Ranch Jamboree." From the stage, Eddie presents his NBC radio show, bringing in acts from all over New England; including, each week, Imperial Record-



PETE LANE BOBBY MARTIN

Webb Pierce, Carl Smith and Hank Snow, are scheduled to appear on the show in the near future as guest performers.

The star of all of Eddie's shows is his kid brother, "Cousin Richie," whose sweet, high, melodious voice reaches the hearts of several million listeners each week. "Cousin Richie" has had offers from several big name "pop" bands, but has turned them down, saying that either he and Eddie make the grade together or they don't make it at all. It looks as though they have made it, as their fan mail averages over 2000 letters weekly.

Eddie Zack's ten-piece band plays Western, Hillbilly, Pop, Polkas, and is famous for its amazing versatility. After their hour-and-a-half show on Saturday nights, the band plays for dancing until midnight, with every dance in the book being played. Both young and old enjoy dancing to Eddie Zack's band, as bunny-hops, waltzes, fox-trots and Mexican hat dances, too, make up one of the most enjoyable evenings anyone could ever ask for.

All this should illustrate why the name, Eddie Zack, signifies "the best" in New England in Country and Western music. And now, we can all understand what Eddie's personal manager, Jim Small, meant when he told us, "Watch this guy Zack; he's going places."



L to R: Jim Small, Eddie, Cousin Richie

ing star Pete Lane and Jackie Herbert of the "Country Boys," with Bobby Martin. In addition to these, he also brings in a big name for every show. (Just recently, Hawkshaw Hawkins broke all existing records). Previous to Hawkshaw, Slim Whitman turned them away by the hundreds, and so on. Other names, such as Kenny Roberts,



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