



Country Music Report

C&W Music Awards Winners: Clark Entertainer Of Year

HOLLYWOOD — Roy Clark was named Entertainer of the Year at the 8th Annual Academy of Country and Western Music Awards which was held on Monday, Feb. 26 at the John Wayne Theatre at Knotts Berry Farm. The Dot Records artist also won the award as TV Personality of the Year for his participation on the "Hee Haw" series.

In the Best Male Vocalist category, Merle Haggard, Capitol Records recording artist, was cited and in the Best Female Vocalist category, Donna Fargo, who records for Dot, was the winner. The award for the top vocal group went to Mercury Records' Statler Bros.

Johnny Rodriguez of Mercury was the winner of the Most Promising Male Vocalist and Tany Tucker, Columbia artist, was awarded Most Promising Female Vocalist.

"The Happiest Girl In The Whole U.S.A.," Donna Fargo's composition

and hit record, won three awards as Song of The Year (Composer), Single Record of The Year and Album of The Year.

Other awards presented were: Radio Station of The Year (KLAC, Los Angeles), Country Music Night Club of The Year (The Palomino Club, Los Angeles), Band of The Year-Non Touring (Tony Booth Band), Band of The Year-Touring (The Strangers-Capitol Records).

The winners of the Academy All Star Band were: Larry Garner (bass), Jerry Wiggins (drums), Billy Armstrong (fiddle), Al Bruno (lead guitar), Floyd Cramer (piano) and Buddy Emmons (steel guitar).

Lawrence Welk won the award as the Country Music Man of The Year and the Pioneer of Country and Western Music Award was shared by Gene Autry and Cliffie Stone. Thurston Moore was the recipient of the Jim Reeves Memorial Award.

Country Artist of the Week: FLOYD CRAMER



CRAMER STYLE—Few instrumentalists in popular music today have been able to approach the track and chart record of RCA's distinctive pianist Floyd Cramer. His original country sounds have long been integrated into the pop artists for RCA. His more than two dozen albums have all been chart items with his current LP release being "Best Of The Class of Floyd Cramer."

Floyd's self-penned first single "Last Date" sold almost a million copies. "Last Date" was shortly followed by his second hit on the rebound with current single being "Crystal Chandeliers."

Born in Shreveport, Louisiana Floyd began to show an interest in music at the age of five so his family bought him a piano. With this early training when he graduated from high school he was ready to join KWKH's "Louisiana Hayride" and started touring with several well-known stars such as Hank Williams and Elvis Presley. Then, at the suggestion of RCA's Chet Atkins, Floyd moved to Nashville and was invited to join the Grand Ole Opry. He rapidly became a very very busy studio musician and contributed much to the development of the "Nashville Sound."

The distinctive so-called "Cramer Style" of playing—the slurring, the bending, of notes—is actually a piano adaption of old country and religious music technique used for years by artists like Mother Maybelle Carter and Bud Isaacs, and Don Robertson. "Half tones are very common," Cramer explains. "The style I use mainly is a whole-tone slur which gives more of a lonesome, cowboy sound."

Current activities, in addition to his recording dates for RCA, include the popular Masters Festival tours with fellow artists Boots Randolph, Danny Davis and The Nashville Brass and special guest Jethro Burns. The Masters Festival is on the road throughout the year covering the U.S., Alaska, and Canada.

All recording is directed by RCA vice president Chet Atkins with exclusive management by X Cossé.

VTN To Present 'Nashville Sound'

NEW YORK — Video Tape Network has announced the acquisition of "The Nashville Sound" for distribution on video tape to its nationwide system of 227 college affiliates.

The special, ninety minute program featuring 38 country and western stars including Johnny Cash, Charley Pride, Roy Acuff, Lester Flatt and Earl Scruggs is suited for the 1½ million students throughout the country that make up the VTN audience. In presenting a panoramic, behind the scenes view of the people that create the music, their motivations and lifestyle, the feature presents country music in a manner that is particularly suited to the college student.

Video Tape Network services its affiliate colleges on a weekly basis with pre-recorded TV tape programming specifically chosen for their topical interest to college students. VTN shows schools how to use their closed circuit systems to create a campus-wide entertainment network or helps establish a mini-closed circuit system on those campuses that do not have the necessary equipment and wish to become affiliated with VTN.

Cinnamon Inks Hitchcock To Recording Pact

NASHVILLE — Johnny Morris, president of Cinnamon Records has announced the signing of Stan Hitchcock to a recording contract. Tommy Allsup will produce the Hitchcock sessions.

In addition to Hitchcock, Cinnamon has signed Narvel Felts, Ray Smith and Frankie Ford.

Cinnamon retains Cooper's Country Collage and Nationwide Sound Distributors to handle promotion and distribution respectively.

Butler Forms Jingle Company

NASHVILLE — Independent producer Larry Butler has formed a jingle company under the auspices of his Larry Butler Productions Inc. Butler has experience in the field of jingles and commercials including acting as musical director on the Johnny Cash American Oil Company commercials and involvement on such other spots as Utrabrite, Fab detergent and Prince Albert Tobacco.

The company, according to Butler, will produce jingles as well as television and radio commercials.

Kraft To Sponsor Country Music Awards Special

NASHVILLE — For the sixth consecutive year the Country Music Association's Annual Awards Show will be telecast on network television by Kraft Foods, according to Mr. Thornton B. Wierum, vice-president of the J. Walter Thompson Company, agents for Kraft. This will be the seventh year of the awards.

Unlike some of their peer shows, the CMA Awards constitute a full country showcase "special" in just one hour, with awards presented in ten categories of achievement. The event is highlighted with the announcement of the new member of the Country Music Hall of Fame, the highest honor awarded in the country music industry.

CMA's 1972 Award show brought a 34-plus rating for the Kraft presentation via the full CBS-TV network. Co-chairman of the Awards Show Committee for CMA are Irving Waugh and Jack Stapp. They also were instrumental in another network presentation, the "Country Music Hit Parade."

Country Music Catalogs Ready

NASHVILLE — The Country Music Foundation, Inc., has entered the educational publishing field with the republication of two historical musical instrument catalogs, it was announced. The 1921 Gibson Catalog and The 1940 Martin Catalog are both available from the Country Music Foundation Press, 700-16th Avenue, South, Nashville, Tennessee 37203.

The Country Music Foundation Press will initiate a second series of reprints in the fall of 1973. The Recording Technology Series will include reprints of early record-company catalogs and other materials related to the fledgling recording industry of the first three decades of this century.

The first two volumes issued in the Historical Instrument Series are now available, it was announced. The 1921 Gibson Catalog carries a price of \$4.50, and the 1940 Martin Catalog is available for \$1.50. Both reprints, as well as information on other Country Music Foundation Press publications, can be obtained directly from the Nashville offices of the Country Music Foundation, Inc.



STATLER BROS. PUBL. TO BMI—CMA award winners, The Statler Brothers, are all smiles after signing new exclusive writer agreements with BMI vice president, Frances Preston. Standing left to right are Don Reid, Lew DeWitt, Harold Reid, publisher Bill Hall, Mrs. Preston and Phil Balsey.