

Cash Box Country

COUNTRY ARTIST OF THE WEEK C.W. McCall



'Rubber Duck' — When multi-talented C.W. McCall was first pulled between his love of music and his love of drawing, his music took a back seat to a career in commercial art. After college he joined an Omaha television station designing sets, and within five years had his own TV show doing caricatures of famous people.

In the early sixties, C.W. was hired by Bozell & Jacobs, a nationally known advertising agency, as art director and soon began writing songs and putting these self-penned numbers with his art ideas. Several major awards for innovative campaigns, using music and art in combination, soon graced his trophy case and in 1968 he was named creative director of the agency, one of whose clients was the Metz Baking Company in Sioux City, Iowa.

Metz was searching for a new way to sell bread and C.W. was tapped to come up with the idea. That idea changed his life. His all-around creativity came to the fore as he created the character of C.W. McCall, a truck driver for Old Home Bread. Three commercials, thousands of fan letters and millions of loaves of bread later, C.W. McCall's idea won the most coveted award in advertising — the CLIO for the best television campaign in the United States. He also gained a new name. Until this creation, C.W. McCall had been Bill Fries, the name his parents gave him at birth in Audubon, Iowa. He used his own voice on the soundtracks of the commercials he created, and a new career unfolded — that of a recording artist.

His first single, entitled "The Old Home Filler-Up-An' Keep On Truckin' Cafe," became an overnight country hit in the upper midwest, and in June 1974 MGM Records signed C.W. McCall, alias Bill Fries, to a recording contract.

C.W.'s second MGM single was "Wolf Creek Pass," a country and pop "smash." The album of the same name featured the "walkin'-talkin'-singin'" C.W. style on eight additional original songs co-written with Chip Davis, and this album quickly hit #1.

Another song from the "Black Bear Road" album emerged not only as his biggest to date, but one of the most popular records in years — "Convoy." This gigantic hit shot to the number one chart position all over the world, achieving platinum status (over two million copies sold in the U.S. alone) and turning the "Black Bear Road" album into gold (over 500,000 units sold).

United Artists is now working on a major film entitled "Convoy," for which C.W. and Chip Davis will write the soundtrack. C.W.'s latest album "Wildernes," has given him two more hit singles, "There Won't Be No Country Music (There Won't Be No Rock 'N' Roll)" and "Crispy Critters."

Such network appearances as the *Tonight Show* with Johnny Carson, *American Bandstand*, *Midnight Special*, *Rock Concert*, *Dinah*, *Tomorrow*, *Rich Little*, *Mike Douglas*, *Gerardo Rivera*, *Hee Haw* and *The Grand Ole Opry* have further showcased the great talent of C.W. McCall.

C.W.'s just-released Polydor single is "Round The World With The Rubber Duck."



EXIT/IN FEATURES CBS TALENT — Epic recording artists Turley Richards and Charly McClain and Columbia recording group Shylo have all recently performed at Nashville's Exit/In. Pictured (l to r) are Dan Pinckard, product manager, CBS Records, Nashville; Mike Waggoner, promotion manager, Atlanta, Epic Records; Turley Richards; Ron Bledsoe, vice president, talent acquisition, CBS Records, Nashville; Roy Wunsch, director, sales and promotion, Epic country product; Danny Hogan of Shylo, Charly McClain; Ronnie Scaife and Perry York of Shylo; and Rick Blackburn, vice president, marketing, CBS Records, Nashville.

Outlaws Is Platinum

NEW YORK — "The Outlaws," an RCA album featuring Waylon Jennings, Willie Nelson, Jessi Colter, and Tompall Glaser, has been certified platinum by the RIAA.

Campbell Schedules More TV Tapings

LOS ANGELES — Capitol recording artist Glen Campbell has filmed several television shows including a special titled "Christmas in Disneyland," which aired Dec. 8.

Campbell tapes "The Carol Burnett Show" on Dec. 17 (he will sing new material from his forthcoming album), a John Denver special on Jan. 16 and "The Midnight Special" (as host) on Jan. 17 (with a probable airing date of Feb. 18).

Country Documentary Features Guy Clark

NEW YORK — RCA Records artist Guy Clark is a featured performer in a documentary film, "New Country," that was shot on location in Nashville, Dallas and Austin, Texas and focuses on the new sounds in country music.

Also appearing in the documentary are David Allan Coe, Steve Young, Larry Jon Wilson, Townes Van Zandt and the Charlie Daniels Band.

"New Country" was shown at the USA Film Festival in Dallas in April and is set to open in January in Austin, with national distribution still to be set. It is directed by Jim Szalapski and produced by Graham Leader.



JASMINE TO ADMINISTER GRIFF PUBLISHING — Ray Griff, president of Ray Griff Enterprises, has announced that effective Jan. 1, 1977, his three publishing companies Blue Echo Music, Blue Melody Music and Blue Band Music will be exclusively represented and administered by Jasmine Music (United States). Jasmine is located in Los Angeles with a Nashville office on Music Row. The Los Angeles operation is handled by Dude McLean and Rick Joseph, with the Nashville office headed up by Jerry Green. Pictured, l. to r., are: Green, Griff and McLean.

Berline & Sundance Change Personnel

NASHVILLE — Making their debut as permanent members of Byron Berline and Sundance Thanksgiving eve at the Troubadour in LA were lead vocalist and guitarist Vince Gill, drummer Marc Cohen, and bass guitarist Joe Valiagas. Gill replaces former Sundance lead singer Jack Skinner, who recently left the group to devote more time to his songwriting and his solo performing career. Gill is also featured on lead and acoustic guitar and mandolin.

Cohen and Valiagas replace Los Angeles studio musicians Dallas Taylor and Skip Conover who originally recorded on their first album.

Byron Berline and Sundance have been signed for exclusive worldwide booking representation by the Stone County Agency, 2104 Glenarm Place, Denver, Colorado.

Concert tours are currently being planned for Japan and Europe.

Don Light Talent Signs Dixie Echoes

NASHVILLE — Don Light Talent, Inc. of Nashville, Tennessee, has signed the Dixie Echoes Quartet to their gospel division. The Dixie Echoes are regular members of the "Gospel Singing Jubilee" TV syndication.

Don Light Talent, Inc., an all-gospel booking agency, started in October, 1965, also represents the Florida Boys, the Hinsons, The LeFevres, Cathedral Quartet, Wendy Bagwell & Sunliters, Lewis Family, Kenny Parker Trio, and Jimmie & Anna Davis.



MORRIS AGENCY PACTS WELLER — Dolores Smiley, Bob Neal and Sonny Neal of the William Morris Agency in Nashville look on as Columbia recording artist Freddy Weller signs a contract for representation by the agency.

Hat Band Music Formed by Daniels

NASHVILLE — Charlie Daniels and his personal manager Joseph E. Sullivan have formed Hat Band Music, whose musical foundation is songs written by Daniels and The Charlie Daniels Band. Daniels' catalog of unrecorded and previously unpublished songs will be placed with Hat Band Music.

Assisting Sullivan in the management of Hat Band Music will be Ms. Pat Halverson, executive administrator, and Ron Huntsman, professional manager.

Material should be submitted to either Huntsman or Halverson in care of Hat Band Music, 1719 West End Bldg., Suite 111, Nashville, Tenn. 37203.

Huguely Presents His CB Dictionary To Library Of Congress

NASHVILLE — Mercury recording artist Jay "Cledus Maggard" Huguely presented the Library of Congress with a recorded and a print copy of "Cledus Maggard's Unabridged Dictionary of CB Radio Lingo" on November 15. William J. Welsh, deputy librarian of Congress, and Frank Kurt Cylke, DBPH chief, accepted the gift for the library.

Huguely was asked by the South Carolina Regional Library to record his dictionary as a talking book on cassette. They undertook production of the original talking book in response to numerous requests from readers for material on the subject. Home-based CB radios are popular among blind and handicapped individuals.

The recorded CB dictionary is available to readers in other states through interlibrary loan.



HUGUELY PRESENTS RECORDING — Frank Kurt Cylke, chief, Division of the Blind and Physically Handicapped, Jay Huguely, and William J. Welsh, the deputy librarian of Congress.