

THE '60s



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MUSIC

Burl Ives



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In 1964, 23-year-old Ronnie Dove had a plan for breaking into the music business. "A friend of mine and I went to Nashville and hired Bill Justis, the man who had done *Raunchy*. We had him do demo acetates on four songs we had, including one called *Say You*. Then I went to New York with the acetates in hand and went around to every major label, and they all were very polite and said, 'We'll get in touch with you.' And I dropped some off at Diamond Records—they had just had a hit with Johnny Thunder's *Loop De Loop*. And by the time I took the train back to Baltimore, where I was living then, they had called my house and said, 'Come back and sign a contract.'"

After a couple of hits on the label, Ronnie had no trouble finding material—new songs were pouring in. He also became friends with Bobby Darin, who had started a publishing company called T.N. Music. "Bobby would call me whenever he found a song that was right for me," said Dove, "and I would fly out to the coast, listen to it, come back and record it.

"He had two writers, Arthur Resnick and Kenny Young, and one of them sounded just like me, and they cut a demo on this song called **One Kiss for Old Times' Sake**, and I heard it and said, that's for me. Resnick and Young went on to do several other hit songs for me. So we went to Nashville to record it, got Ray Stevens to arrange it and even play on it, and used both the Anita Kerr Singers and the Jordanaires to sing background." *One Kiss* went on to become Dove's best-remembered hit, one of some 20 he would have over a five-year period.

Ronnie Dove was only one of numerous new artists

who carried the classic pop traditions into the 1960s. Some of them, like Dove, produced repeated hits that jockeyed with the Beatles and the Motown sound for position in jukeboxes and on Top 40 radio. Others were not so lucky and left just one or two brilliant performances before drifting back into obscurity. Robin Ward's one hit, **Wonderful Summer**, warmed the hearts of young lovers across the country in 1963. A native of Nebraska, Robin (Jackie) Ward grew up in Los Angeles and delayed her singing career until she had married and started a family. A series of singles on a tiny independent label led to her signing with Dot, who saw her as their answer to Lesley Gore.

Other newcomers came from the growing international pop scene. Lolita Ditta, a children's nurse who grew up singing in her church choir, came from a hamlet near Vienna. After her radio debut, Lolita impressed so many promoters that she started working in clubs and on TV. Her recording of **Sailor** (the original German was "*Seemann*") attracted the attention of veteran U.S. producer Dave Kapp (who for decades had overseen Decca), and he decided to issue the German version in the U.S. rather than have Lolita re-record the song in English. The result was one of the best-selling foreign language songs ever to make it on the domestic hit parade.

South African Danny Williams had become a popular Johnny Mathis-style crooner in England three years before he released his U.S. version of **White on White** (1964). Discovered while he was touring England with an African show called "The Golden City Dixies," Williams had hits like *Moon River* and *We'll Never Be This Young*

Again in England before United Artists decided to release some of his sides in the States. Strangely, only *White on White* made much of an impression on American listeners.

Somewhat luckier were the Bachelors, the Irish trio who had a top-10 entry with **Diane** in 1964. They began as a harmonica band with more than a little appeal on Irish radio and TV before Irish singer Patrick O'Hagan persuaded them to add singing to their act. Like most of their hits on the London label, *Diane* was an old standard, in this case from 1927 and from a film called *Seventh Heaven*. The members of the Bachelors included Con Cluskey, Declan Cluskey and John Stokes.

Nashville also continued to be a fertile source for the new talent of the early 1960s. It was in Nashville that Johnny Tillotson got his break, by singing on a Pet Milk talent show. A man named Lee Rosenberg, who owned Southern Bell Music, heard him and got him an audition with Archie Bleyer, the legendary founder of Cadence Records, then flush from his success with Andy Williams and the Everly Brothers. **Without You** was Tillotson's ninth chart hit and one of his biggest.

Nashville native Jimmy Elledge was a musical prodigy who conducted a school orchestra in the second grade. Signed by RCA when he was 16, he made his only real mark with an aching rendition of **Funny How Time Slips Away** (1962). This song was one of the first penned by a man who would later become a dominant force in country music, Willie Nelson, and it provides a lyrical example of how Nashville studios were able to spin mainstream-sounding pop out of basic country songs.

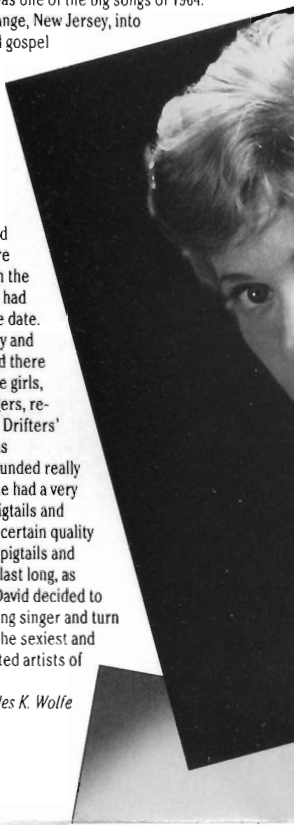
Among the musicians who did this best was pianist Floyd Cramer, whose "slip-note" style graces Elledge's record. One of Cramer's own hits was the lively *Walk-Don't Run* sound of **On the Rebound** (1961). By now, too, popular folk singer Burl Ives had begun recording in Nashville, and in 1962 he adapted country singer Hank Cochran's **Funny Way of Laughin'** to a more general

Walk On By, was one of the big songs of 1964.

Born in East Orange, New Jersey, into a family of noted gospel singers, Warwick had been doing background vocals in New York when she met Bacharach.

He recalled: "Jerry Leiber and Mike Stoller were doing a date with the Drifters, and we had two songs on the date. We came to Jerry and Mike's office and there were these three girls, background singers, rehearsing for the Drifters' session. One was Dionne...she sounded really great. But Dionne had a very unique look—pigtails and sneakers, just a certain quality about her." The pigtails and sneakers didn't last long, as Bacharach and David decided to produce the young singer and turn her into one of the sexiest and most sophisticated artists of the decade.

—Charles K. Wolfe



audience.

Like many other great songs, **Moon River**, recorded in 1961 by its composer, Henry Mancini, originated with a motion picture, in this case *Breakfast at Tiffany's*. As Mancini recalled: "There was a scene when Audrey Hepburn sings *Moon River* on the fire escape. The producers went to [director] Blake Edwards and said, 'This song is so New York. We'd like a New York songwriter in here,' and Blake called me. *Moon River* was one of the most difficult songs I've ever tried to write....And in the end it was so simple. It all happened on the white keys." In the film, the melody was played on an amplified harmonica to reflect the past of Holly Golightly, Hepburn's character, and was later given to wordsmith Johnny Mercer for the lyrics. "I call it Audrey's *Over the Rainbow*," concluded Mancini.

A different sort of anthem was **What's New Pussy-cat?**, the theme from the 1965 movie of the same name starring Peter Sellers, Peter O'Toole and a young Woody Allen. The singer was Tom Jones, born Thomas Jones Woodward, the son of a Welsh miner, who began his career by playing drums in local clubs. His break came on a 1962 BBC-TV show and with a subsequent bestseller called *It's Not Unusual*, which defined his style and spotlighted his strong, booming voice.

When offered the chance, he cut this unusual Burt Bacharach song, though, as he remembered, "I honestly thought it might have been a temporary end of the road for me on disc. It just didn't seem completely right for me at that stage of my career." With the odd structure, the weird hurdy-gurdy arrangement and the sound effects (created by Bacharach's studio production), the record was somehow right for the time, and it set up Tom Jones for a wildly successful U.S. tour—as well as a longtime relationship with Bacharach and his partner Hal David.

Another important David-Bacharach relationship was that with Dionne Warwick, whose second top-10 hit,



The McGuire Sisters



Bobbi Martin

DISCOGRAPHY

- 1. A Fool Never Learns** Andy Williams • *Music and lyrics by Sony Curtis. Columbia 42950 (1964). Under license from Sony Music Special Products, a Division of Sony Music Entertainment Inc.*
- 2. What's New Pussycat?** Tom Jones • *Music by Burt Bacharach, lyrics by Hal David. Parrot 9765 (1965). Under license from PolyGram Special Markets, a Division of PolyGram Group Distribution, Inc.*
- 3. Diane** The Bachelors • *Music and lyrics by Erno Rapee and Lew Pollack. London 9639 (1964). Under license from PolyGram Special Markets, a Division of PolyGram Group Distribution, Inc.*
- 4. Sailor (Your Home Is the Sea)** Lolita • *Music by Werner Scharfenberger, German lyrics by Fini Busch, English lyrics by W. Alan Holt. Kapp 349 (1960).*
- 5. The Shelter of Your Arms** Sammy Davis Jr. • *Music and lyrics by Jerry Samuels. Reprise 20216 (1964). Produced under license from Warner Bros. Records Inc.*
- 6. Not One Minute More** Della Reese • *Music and lyrics by Hal Blair, Donald Robertson and Ella Robertson. RCA Victor 7644 (1960). Courtesy of BMG Music/The RCA Records Label, under license from BMG Direct Marketing, Inc.*
- 7. So This Is Love** The Castells • *Music and lyrics by Herbert Neuman. Era 3073 (1962). Courtesy of K-Tel Entertainment, Inc., by arrangement with Celebrity Licensing Inc.*
- 8. Wonderful Summer** Robin Ward • *Music and lyrics by Gil Garfield and Perry Botkin Jr. Dot 16530 (1963).*
- 9. One Kiss for Old Times' Sake** Ronnie Dove • *Music and lyrics by Arthur Resnick and Kenny Young. Diamond 179 (1965). Courtesy of Ronnie Dove.*
- 10. As If I Didn't Know** Adam Wade • *Music and lyrics by Scott David and Larry Kusik. Coed 553 (1961). Under license from Sony Music Special Products, a Division of Sony Music Entertainment Inc.*
- 11. Without You** Johnny Tillotson • *Music and lyrics by Johnny Tillotson. Cadence 1404 (1961). Courtesy of Barnaby Records, Inc., by arrangement with Celebrity Licensing Inc.*
- 12. Walk On By** Dionne Warwick • *Music by Burt Bacharach, lyrics by Hal David. Scepter 1274 (1964). Produced under license from Warner Special Products.*



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- 13. You Can Have Her** Roy Hamilton • *Music and lyrics by Bill Cook. Epic 9434 (1961). Under license from Sony Music Special Products, a Division of Sony Music Entertainment Inc.*
- 14. Funny Way of Laughin'** Burl Ives • *Music and lyrics by Hank Cochran. Decca 31371 (1962).*
- 15. Just For Old Time's Sake** The McGuire Sisters • *Music and lyrics by Hank Hunter and Jack Keller. Coral 62249 (1961).*
- 16. White on White** Danny Williams • *Music by Lor Crane, lyrics by Bernice Ross. United Artists 685 (1964). Courtesy of EMI Records Group/EMI Records, under license from CEMA Special Markets.*
- 17. I Love You More and More Every Day** Al Martino • *Music and lyrics by Don Robertson. Capitol 5108 (1964). Courtesy of Capitol Records, Inc., under license from CEMA Special Markets.*
- 18. Moon River** Henry Mancini, His Orchestra and Chorus • *Music by Henry Mancini, lyrics by Johnny Mercer. RCA Victor 7916 (1961). Courtesy of BMG Music/The RCA Records Label, under license from BMG Direct Marketing, Inc.*
- 19. All Alone Am I** Brenda Lee • *Music by Manos Hadjidakis, lyrics by Arthur Altman. Decca 31424 (1962).*
- 20. Funny How Time Slips Away** Jimmy Elledge • *Music and lyrics by Willie Nelson. RCA Victor 7946 (1962). Courtesy of BMG Music/The RCA Records Label, under license from BMG Direct Marketing, Inc.*
- 21. On the Rebound** Floyd Cramer • *Music by Floyd Cramer. RCA Victor 7840 (1961). Courtesy of BMG Music/The RCA Records Label, under license from BMG Direct Marketing, Inc.*
- 22. My Love, Forgive Me (Amore, Scusami)** Robert Goulet • *Music by Gino Mescoli, English lyrics by Sydney Lee, Italian lyrics by Vito Pallavicini. Columbia 43131 (1964). Under license from Sony Music Special Products, a Division of Sony Music Entertainment Inc.*
- 23. Don't Forget I Still Love You** Bobbi Martin • *Music and lyrics by Guy Louis. Coral 62426 (1965).*
- 24. Lazy River** Bobby Darin • *Music and lyrics by Hoagy Carmichael and Sidney Arodin. Atco 6188 (1961). Produced under license from Atlantic Recording Corp.*

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2. **What's New Pussycat?** Tom Jones
3. **Diane** The Bachelors
4. **Sailor (Your Home Is the Sea)** Lolita
5. **The Shelter of Your Arms** Sammy Davis Jr.
6. **Not One Minute More** Della Reese
7. **So This Is Love** The Castells
8. **Wonderful Summer** Robin Ward
9. **One Kiss for Old Times' Sake** Ronnie Dove
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11. **Without You** Johnny Tillotson
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13. **You Can Have Her** Roy Hamilton
14. **Funny Way of Laughin'** Burl Ives
15. **Just For Old Time's Sake** The McGuire Sisters
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