

# Steve Clayton Sings Gladys Shelley & Steve Clayton

## ABOUT STEVE CLAYTON AND GLADYS SHELLEY

STEVE CLAYTON's identity has been hidden too long, especially since his voice is conceivably the most heard and probably the most familiar on radio and television commercials in America today. His is the "voice behind the scenes" of Rheingold, Schaeffer, and Ballantine Beers; Lincoln-Mercury, Dodge, and Ford Automobiles; Campbell Soups; Winston and Kool Cigarettes; Tasty-Kake Cakes and Pies; Halo Shampoo; Easterns and American Airlines; J. C. Penney Stores; and, of course, Palisades Amusement Park.

We hope to remedy all this with the release of his first solo album, STEVE CLAYTON Sings GLADYS SHELLEY and STEVE CLAYTON. Actually this is STEVE's second appearance for M.E. Records, since he was co-starred with Annette Sanders, the Jack Manno Singers, and the Rusty Dedrick Orchestra in our three-volume tribute to Irving Berlin on the occasion of his 80th Birthday.

STEVE began singing at the age of nine on Scranton and Wilkes-Barre stations not far from his hometown, Old Forge, Pennsylvania, and at seventeen he got his first big break when he was heard (at Bill Miller's Riviera) by none other than Frank Sinatra, who signed him on the spot for an appearance on his C.B.S. Show. After that STEVE was asked to appear on the Mike Douglas, Milton Berle, and Kate Smith programs and began to do his own daily radio shows on WINS and WNEW, New York. He also played the Hotel Roosevelt in New Orleans, the New Yorker in New York City, the Copa in Pittsburgh, and Cafe Society Uptown in New York, as well as the old Roxey Theatre. Among the critics to acclaim his work were Ed Sullivan, Walter Winchell, and all the major trade papers.

Then came GLADYS SHELLEY, who changed his professional life. A well-established song writer, she heard one of STEVE's singles on the air and immediately decided that this was the voice for the Palisades Amusement Park commercial which she was then in the process of writing. She contacted STEVE, he recorded it, and the rest is history, at least in the New York-New Jersey-Connecticut area. It not only won an Advertisers' Club award for both



the song and the singer, but continued as one of the longest running commercials in the history of the mass media.

MISS SHELLEY, an important member of ASCAP, has three gold records to her credit and has frequently hit the top ten with songs recorded by such artists as Frank Sinatra, Nat King Cole, Sarah Vaughan, Bing Crosby, and Connie Francis. Her best-known standard, "How Did He Look?", written with Abner Silver, has been recorded by practically every important artist in the business, has been translated into twenty-six languages, and has sold over 1,000,000 records to date. Some time ago she wrote the words to "Oliver Twist", which helped to launch Rod McKuen, and her songs, for many of which she also writes the music, are frequently heard via singers of the calibre of Peggy Lee, Ethel Ennis, Al Martino, Sergio Franchi, and Ed Ames. "Peace and Harmony", a favorite of Arthur Godfrey and Eddy Arnold, when recorded by Odette (who also recorded her standard, "Clown Town") won the Brotherhood Award and subsequently sold over 100,000 copies of sheet music. Anita Loos has called her lyrics "Brilliant...". The New York Times says... "Dorothy Parkerish wit..." To this we would like to add that her versatility is especially well displayed in the fourteen songs selected for inclusion in this album, and we hope it will help to draw attention to her catalogue, which is by now a considerable one. The meeting of STEVE and GLADYS was a case of instant mutual artistic admiration, and we are pleased to offer a liberal sampling of their collaboration. Included are eight songs written by MISS SHELLEY alone and six for which STEVE supplied the music. Most of these have not been recorded by anyone else, with the notable exception of "All I Want", a recent Peggy Lee success, and the aforementioned "Clown Town".

A final word about STEVE CLAYTON as a singer. We feel that in this collection he amply demonstrates his ability to project a great variety of songs with equal impact—ballads such as "He Will Call Again" and "Her Make-Up Kit"; the contemporary feel of "Another Broken Heart" and "The Answer Is" (on both of which he overdubs himself several times for a group effect), and the pop-country style of "Lovin' Eyes".

MES/7045  
STEREO

**CREDITS:**  
Producers: Bill Borden  
Arrangements: All by Ray Ellis except "The Answer Is", "Another Broken Heart", and "Lovin' Eyes", arranged by John Abbott.  
Art Direction & Cover Design: Appelbaum & Curtis, Inc.

SIDE ONE	
1 GIVE LOVE	2:26
2 ALL I WANT	2:52
3 HE WILL CALL AGAIN	2:35
4 ANOTHER BROKEN HEART	2:28
5 HER MAKE-UP KIT	2:14
6 THE ANSWER IS	2:50
7 RONA	2:50
SIDE TWO	
8 ARE YOU WILLING TO TAKE A CHANCE?	2:47
9 LOVING WITHOUT LOVE	2:19
10 LOVIN' EYES	2:51
11 MY NAME IS ON YOUR HEART	1:52
12 LOVE IN YOUR LIFE	2:32
13 THE FEMININE HEART	2:51
14 CLOWN TOWN	2:08

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