

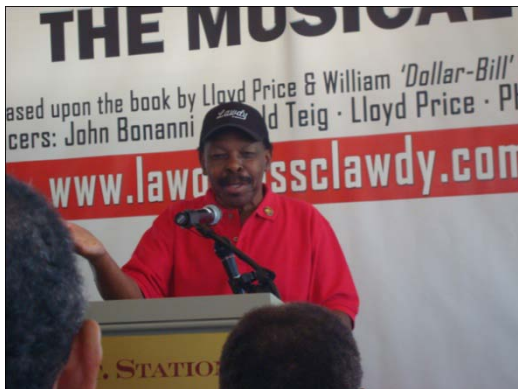


Lawdy Miss Clawdy returns Home to New Orleans to its Roots as a Broadway Stage Play...

The Lloyd Price Story.. Lawdy Miss Clawdy the Musical

**BASED ON THE BOOK: 'Lawdy Miss Clawdy...The True King of the 50's ...The Lloyd Price Story'.....
Written by Lloyd Price & William 'Dollar-Bill' Waller**

by: [Dean M Shapiro](#) in [Music Notes](#) on Aug 24, 2010



In the early 1950s, when a music-loving teenager from Kenner was tuning in to radio station WBOK and he heard the excitable deejay, Okey Dokey Smith exclaim over and over, "Lawdy Miss Clawdy!" he knew he was onto something.

The young man sat down with the three words and composed a song from them. One day as he was playing and singing the song in his mother's shop, an older man came in, listened to the song, and asked the young man to play it again. He did and the rest, as

they say, is musical history.

The older man was trumpeter, vocalist and musical arranger Dave Bartholomew. The young teenager was Lloyd Price. Today both of them are in the Rock & Roll Hall of Fame and Global Icons.

Music history came alive again in New Orleans nearly 60 years after Price wrote "Lawdy Miss Clawdy". This song that started rock n roll and r & b, Lawdy Miss Clawdy was named the SONG OF THE YEAR by Cashbox Magazine. 30,000 people showed up at the Hollywood Bowl to see Lloyd Price accept his award in Los Angeles in 1952.

At an August 18, 2010 press conference at Basin Street Station, Price and his team of backers announced that the oft-covered hit would be the name and basis of a new musical that would commence production and premiere in New Orleans in 2011.

Sitting in the front row, looking on proudly during the announcement and later coming up to speak was the man who discovered Lloyd Price, Mr. Dave Bartholomew.



Price, a youthful-looking, gregarious, perpetually smiling 77 year old musical pioneer, producer, songwriter, and artist, stood before a gathering of media people, friends and music lovers of all ages and ethnic backgrounds and related the story of how his

timeless song came together. A naïve young man in his late teens, he accepted Bartholomew's invitation to come to New Orleans to record his song at the legendary J&M Studio of Cosimo Matassa on North Rampart Street. Sitting down to accompany him on the piano was Fats Domino. At the start of the session, when asked what key the song was in, Price had no idea what they were talking about. "A house key?" he wondered.



"Sing the first few lines," Domino said. Price did and Domino concluded, "A flat." The session proceeded, the song was waxed on the Specialty label as a 78 RPM, and not long afterward it started getting airplay. Then, as its popularity took off, it started rising rapidly on the charts, and became # 1 for seven consecutive weeks on Cashbox Magazine Charts.

During this time, with segregation still the law of the land, songs by African American artists were generally not being played on white-dominated radio stations. Record labels were required to carry the caveat, "Not licensed for commercial airplay. For use on home phonographs only." "Lawdy Miss Clawdy" was one of the first records to break down the racial barriers that then existed and it became one of the top-selling records on the music charts for the year it was released, 1952. That same year Price became the first teenager black or white to ever sell a million copies of a record



Just as Price's career started taking off, however, he was drafted into the army and sent to Korea. During the 23.5 months he spent in the service, monumental changes had swept over the American musical scene. Despite the stubborn opposition of segregation proponents, they couldn't stop the music from bringing young people of different racial backgrounds together. Black records – formerly known as "race records" -- were not only being played on what were predominantly White radio stations, they were taking

over many of the top spots on the charts. White teenagers were not only dancing to Black music, black and white teenagers were dancing together. White deejays like New York's Alan Freed were fueling this musical revolution with Rock & Roll shows that starred equal numbers of Black and White performers. Price would soon be rejoining that cast.

Following his honorable discharge from the army, Price didn't miss a beat. Picking up where he left off, he hit the charts with "Just Because" in 1957 and a long string of hits followed over the next three years. "Stagger Lee" went on to become one of the top hits of 1958, followed by "Where Were You on Our Wedding Day," "Personality," "I'm Gonna Get Married," "Lady Luck" and several others that broke into the national charts. By the early 1960s, when his biggest hit-making days were behind him, he moved into other areas. Forming one of the first African American-owned record labels, Double L, he helped launch the career of Wilson Pickett.

Today, as a prominent entrepreneur with a line of “Lawdy Miss Clawdy” healthy food products, a line of his Branded personalized bowling balls, a Lloyd Price Book publishing company and other successful business ventures, Price can reflect on a storied career. “Lawdy Miss Clawdy” has been covered by other artists 169 times, including Elvis Presley, Little Richard, Joe Cocker and many others. “Stagger Lee” has it beat by a hundred times. “Personality” has been re-recorded 152 times. The astute Price retained the rights to all of his songs and reaps royalties each time one of them is waxed by another artist.

As his wealth has grown, so has his generosity. Over the years the philanthropic Price has been a generous benefactor to many causes, charities, educational institutions and foundations, including his own, which helps needy musicians.

Now living in the suburbs of New York City, Price still finds time to visit his old stomping grounds fairly regularly. During his most recent visit, the night before his press conference, he and his longtime friend, business partner and biographer, William “Dollar Bill” Waller were walking up Bourbon Street when they heard “Lawdy Miss Clawdy” being performed in one of the clubs. At Waller’s insistence, they went inside and Waller announced that the originator of the song was in the house.

“Naaah. Can’t be. He’s dead,” the cover singer replied.

After convincing the band that Price was not only alive, but right there with him, Price walked up to the band stand and shook the hand of the band leader and the crowd yelled to see the real Lloyd Price at 1 am on Bourbon Street. “It was a nice feeling to know your songs are still being sung out there,” he told those gathered for his press conference.



All of these elements of Price’s storied career and the success of the song “Lawdy Miss Clawdy” will be incorporated into the musical of the same name. Casting for the musical will be done in early 2011, with the finished product expected later in the year. A casting announcement is expected to go out around February 2011, according to Waller, and the production

expects to hire mostly local New Orleans actors and actresses.

Topping off the day’s announcements, the production is expected to premiere in New Orleans in a venue to be announced later.

On the dais with Price were some of his chief backers on the musical project, including veteran Broadway theatrical producer John Bonanni, videographer B. Jeffrey Madoff and music historian Dr. Donald Teig, along with Waller, who emceed the event, and Mike Shepherd, President and CEO of the Louisiana Music Hall of Fame. Price was inducted into the LMHOF in March of this year on his 77th birthday.

Not able to be present was another one of the principals in the upcoming production, multi-Grammy Award-winning producer Phil Ramone.

Also present at the press conference was local singer/pianist Al “Carnival Time” Johnson whom Price was meeting face to face for the first time. Both men had not only recorded at J&M Studios – albeit at different times – they had used some of the same backup musicians. Johnson presented Price with a copy of his biggest hit, “Carnival Time” and the two of them posed for pictures. Johnson later played a nearby piano and sang a few bars of Price’s hits as well as his own.



Bartholomew, who is close to 90 years old, had his trumpet with him and played a few short songs to the delight of those gathered.

Local fans of Lloyd Price will have a chance to see and hear him perform locally in a few months. Bill Johnston, Entertainment Director for Harrah’s New Orleans Casino, announced that Price will be appearing in the Harrah’s Theater for two shows, Friday, October 22 and Saturday, October 23 at 8 p.m. Tickets are now on sale through Ticketmaster, 1-800-745-3000 or through www.ticketmaster.com and www.harrahneworleans.com.

For more information and updates on the “Lawdy Miss Clawdy” musical visit their website, www.LawdyMissClawdy.com.



PRODUCTION TEAM OMAR CHILDRESS, DOLLAR-BILL, DR. TEIG, GLOBAL ICON LLOYD PRICE, JOHN BONANNI, AND LLOYD THE NEPHEW PRICE WERE ALL ON HAND AT PRESS CONFERENCE

(l-r) MIKE SHEPHERD (Director of Louisiana Music Hall of Fame) and Bill Johnston (Director of Entertainment at Harrah's Casino) were on hand at the Press Conference May 18, 2010.



DON BARTHOLOMEW (son of Icon Dave Bartholomew) and Dollar-Bill Waller at the Press Conference

Lawdy MISS Clawdy

The Musical[®]

RETURNS HOME TO ITS ROOTS...
LAWDY MISS CLAWDY WAS CREATED IN
NEW ORLEANS AND CHANGED THE
MUSIC INDUSTRY BY BEING THE FIRST
RECORD TO SELL ONE MILLION COPIES
BY A TEENAGER NAMED LLOYD PRICE.
... NOW BACK TO ITS ROOTS AS A
MUSICAL THAT WILL OPEN IN NEW
ORLEANS, LOUISIANA LATE 2011/2012



ICON LLOYD PRICE, MUSIC HISTORIAN AL HARRIS, ICON DAVE BARTHOLOMEW AND BILL WALLER AT THE PRESS CONFERENCE



(l-r) President of the Zulu Members Social Club, Arleeta Terrell (from Mayor's Office in Kenner, LA), Icon Lloyd Price, and Al 'Carnival Time' Johnson were all smiles after the Press Conference

THE BEAUTIFUL BACKDROP AT AUG 18, 2010 PRESS CONFERENCE DESIGNED BY LLOYD PRICE COMPANY CHIEF ART DIRECTOR MICHAEL JUMARA



THE 1-2 PUNCH OF MARKETING TEAM BRENDA THORNTON AND DOLLAR-BILL WAS A WINNING KNOCK-OUT IN PRODUCING THE PRESS CONFERENCE AUG 18 2010 IN NEW ORLEANS