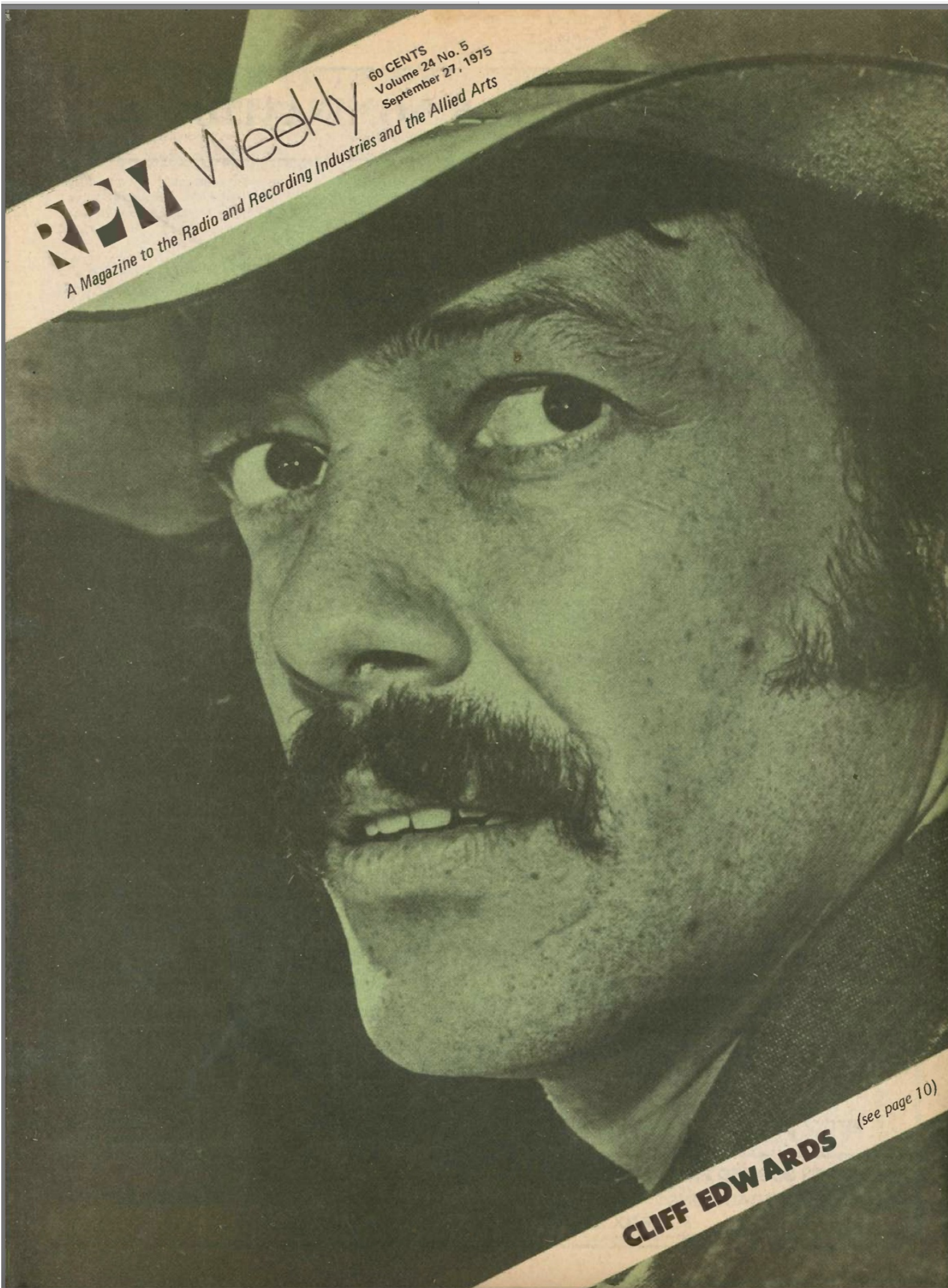


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CLIFF EDWARDS (see page 10)

"It takes years to learn to be an entertainer and to learn to be in front of people and do it well and be natural." - Cliff Edwards

by David Sheehy

Cliff Edwards has been involved with the music business for ten years and is known as a recording artist, a producer and a television personality. Formerly a lead vocalist and producer with The Bells, Cliff was featured on "Fly Little White Dove Fly" and the million selling "Stay Awhile." His syndicated television series, "The Cliff Edwards Show" led the way to an hour long music special on CBC TV.

Edwards recently signed with A&M Records, which was followed by his debut single for the label "Singer Of Songs."

What prompted you to leave The Bells?

After 6 years in the band, in 1972 I felt it was time to make a change and try and do something on my own. That really was the only reason. A minor reason was that I was the only member in the band who had a family and I wanted to spend more time at home. The pressure of the single people in the band to work all the time kind of effected me.

You have a new record just released?

Yes, this is the result of my signing with A&M Records. The single is entitled "Singer Of Songs". I will have an album coming out probably in the fall.

Any plans to tour?

Yes, we have a seven piece act rehearsing now. This is a new band with 5 guys and 2 girls. We are doing nightclubs in western Canada. We start the tour the week of the 24th in Peterborough for a week at The 401 Inn. From there we drive to Thunder Bay, then we get to Calgary and we're there for 3 weeks. We then go on to Kelowna for a week, Penticton for a week, Red Deer for a week, Saskatoon for a week, Winnipeg for a week, and Ottawa for 2 weeks.

Will your wife perform with the group?

My wife is expecting our third child at the moment. I have two children, a son 5 and a daughter 3. My wife will be singing again as soon as this one arrives. We have been singing together on and off for the last couple of years.

Do you prefer country rock music to the ballad type sound of The Bells?

The country rock sound is probably closer to me. I think what The Bells did suited the group at that time. When I left The Bells, I thought that I would search out my own thing and country rock is probably closer to what I'm into now. It hasn't been anything that has been done purposely. I started singing at seventeen in a country band. I then went through the Elvis Presley and Bill Haley and the Comets rock and roll era. I became a singer in a rock and roll band. I then formed The Bells and became a nightclub type singer. Now all those things that I have done are coming together and I just sing a combination of them. It just seems

to be naturally what I do. I'm not specifically aimed at this or that, I'm just a singer. There are country leanings because I started there, there are rock leanings because I went through that period, there are pop leanings because The Bells were that. The combination of everything is what I am.

Are you still active as a producer?

Yes, I'm getting more active. I produced The Bells. The last major thing I did was a film sound track for a Canadian movie that's

yet to be released, called "Lions for Breakfast". Nick Whitehead wrote most of the music with a couple of other fellows. I produced a single that's out now called "Bright Side of Tomorrow" which was recorded by a group called Black Creek. I'm co-producing Tom Gallant at the moment. I'm getting back into producing, but not heavily. I'm concentrating on doing one thing at a time and trying to do one well.

EDWARDS continued on page 31

EDWARDS continued from page 10

My most natural thing is being an entertainer.

Do you think you will produce your own group?

No, I think I'm going to cool that, too. We have been talking to some American producers. We want a big name. We have a couple of people who are interested and I think that is my next step. It's tough to be objective about yourself. Producing myself is a tougher job than I thought it would be.

Other people can be more objective.

How did you like working in T.V.?

Tough grind. It takes years to learn to be an entertainer and to learn to be in front of people and do it well and be natural. It takes just as long to learn that in television.

It's a whole different ball of wax. It would be a learning process and I'm not so sure I want to do that. I did it for a couple of years and I think it's the security of a T.V. show that one thinks about. I stayed with it for a couple of seasons because I had a family and I didn't have to travel. Unless you have the big bucks and are getting national exposure, it's a tough grind. I don't think it helps your record sales at all.

I've been approached to do a couple of specials and that's interesting. It shows the public that you can do television, but they can't turn you on every Wednesday night at 7:30. I don't want them to see me every Wednesday night at 7:30, I want them to pay money to come and see me in a club and to pay money to go out and buy my records. They won't do that if they see you every week. They won't do that unless you're a huge name and even then your records can suffer.