



THE LOWERY GROUP
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COVER BIOGRAPHY

BILL LOWERY

Produced:
RAY STEVENS
SONNY JAMES
BILLY JOE ROYAL
TOMMY ROE
JOE SOUTH
AND OTHERS

At age 21, Bill Lowery was the youngest radio station manager in the country at WBEJ in Tennessee. From there he moved to Atlanta and a successful career of sports broadcasting on radio and T.V. Bill then learned that he had leg cancer and, as a result, was unable to obtain insurance. The music publishing business, where he could possibly build up annuities for his family, was his next business venture.

His first publishing success was "I Have But One Goal," a gospel music classic written by "Cotton" Carrier and recorded by Lowery and the Smith Brothers on Capitol Records in 1952. Other country music successes followed until 1956 when Bill decided to cross over into Rock with what was to become his first million seller - "Be-Bop-A-Lula," recorded by Gene Vincent. Shortly thereafter, Sonny James recorded "Young Love" which became one of the biggest hit records ever recorded.

As the hits began to grow, Bill set up his own label, National Recording Company. However, as a result of underfinancing and difficulty in collecting funds from distributors, in 1960 the label went under.

The label went under, but not Bill. He kept producing hits with artists like Brenda Lee and Tommy Roe. By 1970 Bill Lowery was honored as the number one music publisher in the nation, receiving seven awards at the BMI Awards Banquet in Los Angeles.

Included among the more than 4,000 titles in The Lowery Group catalogs are "Traces," "Dizzy," "Ahab the Arab," "Down In The Boondocks," "(I Never Promised You A) Rose Garden," "Spooky," "Stormy," "Walk On By," "What Kind of Fool Do You Think I Am," "Sheila," "Games People Play" and many others.

Bill has served as President of the National Academy of Recording Arts and Sciences (NARAS) for two years; he is on the Board of Directors of the Country Music Foundation and the National Music Publishers Association; he has personally produced hits by Ray Stevens, Sonny James, Billy Joe Royal, Tommy Roe, The Tams, Friend and Lover, and Joe South; his companies have recorded hits for B.J. Thomas, Dennis Yost, The Classics IV, The Atlanta Rhythm Section, Lloyd Price, Starbuck and numerous others.

It's hard to imagine that all this has already been accomplished by a man who is now 52 years young and still producing hits. Congratulations to Bill Lowery on this his 25th anniversary as a music publisher and producer!