




BEAR FAMILY RECORDS

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SHIPPING DATE: MAY 29, 2007 (estimated)

STREET DATE: JUNE 11, 2007

ARTIST	MACK SELF
TITLE	Easy To Love
	The Sun Years, plus
LABEL	Bear Family Records
CATALOG #	BCD 16519
PRICE-CODE	AH
EAN-CODE	 4 000127 165190
ISBN-CODE	978-3-89916-319-3
FORMAT	CD with 32-page booklet
GENRE	Rock 'n' Roll / Country
TRACKS	31
PLAYING TIME	71:09



KEY SELLING POINTS

- The most in-depth collection of Mack Self's early music ever released.
- Includes every title recorded at Sun along with previously unissued alternate takes.
- Contains full bio with new interview material and previously unpublished photographs.
- Also contains eight post-Sun recordings (1960-1972) including 19 previously unissued sides.

SALES NOTES

Sam Phillips had a chance to work with two natives of Helena, Arkansas: Conway Twitty (a/k/a Harold Jenkins) and Mack Self. Phillips chose Mack Self. Although his choice was never rewarded financially with a hit record, this collection of Mack's early work shows that Phillips' judgement was as sound as ever.

Half of the titles Mack recorded at Sun were released on two 45s during the 1950s. The remaining material had to wait almost 30 years for Sun archaeologists to discover. It was worth the wait.

Tracks like *Going Crazy* and *Lovin' Memories* revealed that Mack Self could turn his hand to rockabilly with the best of them. But back then, Sam Phillips was more interested in Mack's pure country soul. It was a brave decision that went against Sun's growing reputation for unleashing the music of southern wild men. At the least, Mack's two releases on Sun and Phillips International reveal how deeply Sam Phillips was impressed by the charms of Mack's pure country style.

Easy To Love remains one of the most beautiful country songs of its era, and here we present it in three versions, showing that it didn't always sound like the version on Sun 273. *Everyday* and *Mad At You* (also presented in previously unreleased alternate versions) retain their power as well. These are timeless recordings, beautifully written and cleanly performed. Mack worked with the best of Sun sidemen like Stan Kesler, Bill Cantrell, Billy Riley, Johnny Bernero, Roland Janes, Jimmy Van Eaton, W. S. Holland and Martin Willis. Their contributions are all on record here.

This collection brings together every title recorded by Mack Self at 706 Union Avenue between 1955 – 1959. Along with

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previously unissued alternate takes and false starts, we now have the fullest picture yet of Mack Self's days at Sun. Previously unpublished photos and new interview material by Sun historian Hank Davis offer further depth to our coverage. In addition, we include eight post-Sun tracks recorded by Mack in Memphis between 1960 – 1972. The collection concludes with a few reminiscences about these historic times spoken in Mack's own words. Finally there is a priceless moment here available nowhere else: an impromptu acoustic performance of Mack's musical tribute to his days at the Sun label during its Golden Era.

TRACK LISTING

1. Goin' Crazy
2. Everyday
3. Vibrate
4. Easy To Love
5. Lovin' Memories (false start)
6. Lovin' Memories
7. Mad At You
8. Willie Brown
9. Little One (false start)
10. Little One
11. Goin' Crazy
12. Everyday
13. Vibrate
14. Easy To Love
15. Lovin' Memories (false start)
16. Lovin' Memories
17. Mad At You
18. Willie Brown
19. Goin' Crazy
20. Everyday
21. Easy To Love
22. Got You On My Mind
23. Lovin' Memories
24. Jody McClain
25. Folsom Prison Blues
26. Yesterday's Gone
27. That Mexican Limbo
28. Breaking New Ground
29. You Put Those Tears In My Eyes
30. Bridges
31. Interview