

BEAR FAMILY RECORDS



PRODUCT INFO (Vinyl) August 17, 2018

Artist **Lennie LaCour (Big Rocker)**
Title **Rock 'n' Roll Romance / Rockin' Rosalie**
Label Bear Family Productions
Catalog no. BLE012 Preiscode: BFSP
EAN 5397102000126
Format 7" Single 45 RPM in picture sleeve
numbered edition, limited to 500 copies
Genre Rock 'n' Roll
No. of tracks 2 5:28 mns.
Release date August 17, 2018



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BEAR FAMILY
PRODUCTIONS



INFO:

- Lennie LaCour's one-sided cardboard seven-inch 78 rpm pressing of *Rock-N-Roll Romance*.
- Originally released in 1956, powerful Rock 'n' Roll from the Chicago area.
- Originally attached to six-packs of Orange Crush soda pop.
- This original version of *Rock-N-Roll Romance* was never pressed on shellac or vinyl!
- Extremely rare original! Collectors will pay more than \$1,000 for an original copy.
- Carefully transferred from cardboard.
- Mastering was a challenge! Compared to the raw material, the result sounds surprisingly good.
- First time on vinyl! Limited to 500 copies worldwide.

Only one '50s rocker made his debut single as a tie-in with Orange Crush soda pop. Lennie LaCour's one-sided cardboard seven-inch 78 rpm pressing of *Rock-N-Roll Romance* came attached to six-packs of the carbonated beverage in 1956, causing quite a sensation around Chicago and surrounding regions. LaCour waxed another jackhammer blazer, *Rockin' Rosalie*, as a separate platter on Chicago's Academy imprint.

The super-rare original *Rock-N-Roll Romance* from that long-ago soda pop freebie 78 graces one side of this delightful single, backed with Lennie's Academy release *Rockin' Rosalie*—rendering it a virtual greatest hits 45. So pop open a cold Orange Crush and prepare to hit the dance floor—Lennie LaCour's rocking the house!

Artist's biography

Born outside of Natchitoches, Louisiana and largely of French Creole descent, LaCour developed into a multi-faceted entity: singer, songwriter, and eventually producer and label owner. Lennie migrated up to Chicago and sang with Al Peterson's orchestra before winning a contest to sing a rock and roll jingle for Orange Crush, and he was off and running.

After his Academy stint was over, LaCour was advised by Leonard Chess to launch his own label, so he formed the Lucky Four logo, issuing *No Privacy* under his own name and then as The Big Rocker in 1961. Relocating to Milwaukee, Wisconsin, Lennie established another imprint, Magic Touch, that released seminal soul singles by Harvey Scales & The 7 Sounds led by their killer '67 two-sider *Get Down b/w Love Itis*. The maverick producer continued to record right into the 21st Century.

--Bill Dahl

TRACK LISTING:

Single:

Rock 'n' Roll Romance • Rockin' Rosalie