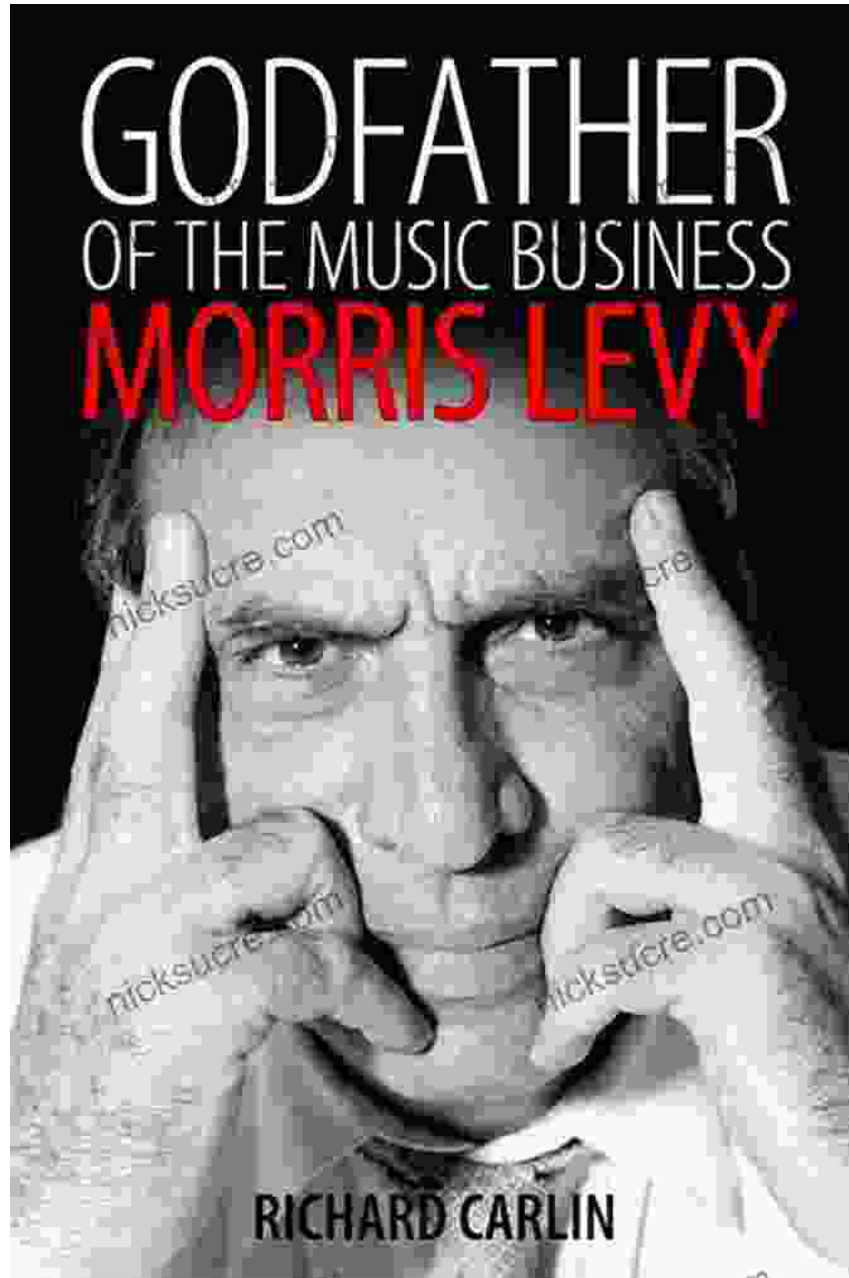


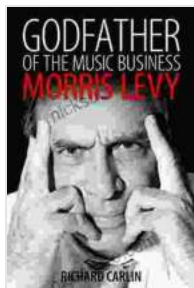
Morris Levy: The American Made Music Machine



: The Life and Legacy of Morris Levy

Morris Levy, a larger-than-life character in the American music industry, made his mark not as a musician but as a shrewd businessman and

ruthless behind-the-scenes player. Born in Brooklyn, New York, in 1918, Levy's early brush with music came as a manager of a small jazz club. However, it was his foray into music publishing and record distribution that would make him a legend.



Godfather of the Music Business: Morris Levy (American Made Music Series) by Richard Carlin

★ ★ ★ ★ ☆ 4.7 out of 5

Language : English
File size : 4731 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 307 pages



Building a Music Empire: Roulette Records and Beyond

In 1951, Levy co-founded Roulette Records, which quickly became a major force in the burgeoning rock and roll scene. Roulette boasted a roster of talented artists, including Frankie Lymon, Bill Haley & His Comets, Joey Dee, and Bobby Rydell. Levy's keen ear for potential hits and his aggressive promotional tactics paid off, propelling Roulette to the forefront of the industry.

Branching out from Roulette, Levy acquired other record labels, including AMPM, Blue Cat, Old Town, and Fono-Graf. This vast network gave him unprecedented control over the production and distribution of music.

The Controversial American Made Music Series: A Power Play in the Industry

At the height of his power, Levy launched the American Made Music Series, an ambitious project that aimed to promote American music abroad. The series consisted of lavishly produced shows featuring top artists of the era, such as The Platters, Paul Anka, and The Everly Brothers. These performances were filmed and recorded, creating a valuable catalog that Levy would use to further his business interests.

However, the American Made Music Series was not without controversy. Critics accused Levy of using the concerts to manipulate charts and boost record sales. The series also drew attention to Levy's alleged ties to organized crime, which would eventually lead to his downfall.

The Rise and Fall of a Music Mogul: Legal Troubles and Industry Backlash

In the late 1960s, Levy's empire began to crumble. Federal investigations into his business practices and alleged criminal connections resulted in a prison sentence for tax evasion. The music industry, once dominated by Levy, turned against him as his reputation tarnished.

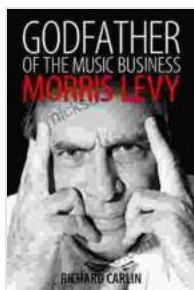
Released from prison in 1977, Levy attempted to rebuild his business, but his influence had waned. He died in 1990, leaving behind a legacy that remains both controversial and fascinating.

Assessing Morris Levy's Impact on American Music

Despite his checkered past, Morris Levy played a significant role in shaping the American music landscape of the 1950s and 1960s. His business acumen and promotional prowess helped launch the careers of numerous

artists. The American Made Music Series, though tainted by controversy, created a valuable archive of performances that document a pivotal era in music history.

Levy's tactics may have been questionable, but his impact cannot be denied. He was a shrewd businessman who understood the power of music and the importance of promotion. His legacy serves as a reminder of the complex relationships between art, commerce, and the influence of individuals in shaping cultural trends.



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