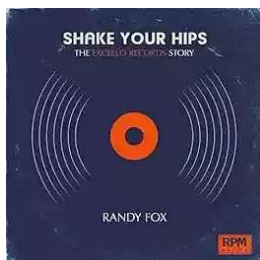


The Excello Records Story RPM Series: A Deep Dive into the Legacy of a Legendary Record Label

In the vibrant world of blues, R&B, and rock and roll, few record labels have left a mark as profound and lasting as Excello Records. Founded in 1952 by Ernie Young and Jay Miller, Excello Records became a pioneering force in American music, launching the careers of countless legendary artists and revolutionizing the sound of the South.

With its iconic logo and distinctive roster, Excello Records became synonymous with raw, soulful music that touched hearts and inspired generations. From timeless blues classics to electrifying rockabilly hits, the Excello Records catalog continues to captivate listeners and transport them to a bygone era.

This RPM Series article takes you on a journey through the captivating history and untold stories of Excello Records, shining a spotlight on the label's impact on music and culture. From its humble beginnings to its enduring legacy, every chapter of the Excello Records story is filled with intrigue, talent, and resilience.



Shake Your Hips: The Excello Records Story (RPM Series) by Ace Collins(Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English

File size : 2840 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 201 pages

Lending : Enabled



The Birth of Excello Records: A Musical Revolution Begins

Excello Records emerged during a pivotal period in American music history. With rock and roll gaining momentum and blues and R&B capturing the hearts of millions, the time was ripe for a label like Excello to redefine the sonic landscape.

Established in Nashville, Tennessee, Excello Records became a breeding ground for unique, boundary-pushing sounds. The label's focus on raw talent and authentic performances attracted musicians from all walks of life, creating a vibrant community of artists who pushed the boundaries of what blues and R&B could be.

The Excello Records Roster: Legends in the Making

Excello Records' roster reads like a who's who of blues and R&B history. From iconic names like Slim Harpo and Lazy Lester to unsung heroes like Lightnin' Slim and Lonesome Sundown, the label gave a voice to talented artists who would shape the future of music.

Each artist on the Excello Records roster possessed a unique style and sound, contributing to the label's diverse and influential discography. From swamp blues to rhythm and blues, the label's commitment to capturing the essence of Southern music resulted in timeless recordings that still resonate today.

The Excello Records Sound: Defining a Genre

One cannot discuss Excello Records without mentioning its signature sound. Built on a foundation of gritty blues and amplified by the energy of rock and roll,

Excello's recordings pushed the boundaries of what was considered mainstream music at the time.

With the help of legendary producer Jay Miller, the label perfected a raw, unfiltered sound that captivated listeners. The recordings emanated an authenticity that became the hallmark of Excello Records, setting it apart from other labels of its time.

The Enduring Legacy of Excello Records

Although Excello Records ceased operations in the late 1970s, its impact on music and culture continues to resonate. The label's pioneering spirit and commitment to artistic excellence laid the groundwork for future generations of musicians and record labels.

Today, Excello Records remains a touchstone for artists and fans alike, with its recordings regularly reissued and celebrated. The label's influence can be heard in the music of contemporary blues and rock artists, a testament to its enduring legacy.

The RPM Series: A Deep Dive into Music History

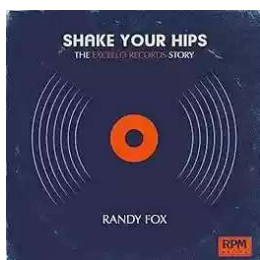
The Excello Records story is just one fascinating chapter in the RPM Series, a collection of articles that explores the stories behind iconic record labels, artists, and albums.

Dive into the rich history of music and embark on a journey through the RPM Series, where you'll discover the untold tales of influential figures, hidden treasures from the vaults, and the stories that shaped the sounds we love.

Excello Records was more than just a record label; it was a beacon of inspiration and creativity that forever changed the landscape of music. From its humble

beginnings to its enduring legacy, Excello Records cemented its place in history as a powerhouse of soulful sounds and extraordinary talent.

Join us on this journey through the Excello Records story, and experience the magic and sheer brilliance that continues to captivate generations. Prepare to be transported to a world where the blues reign supreme, and the power of music knows no bounds.



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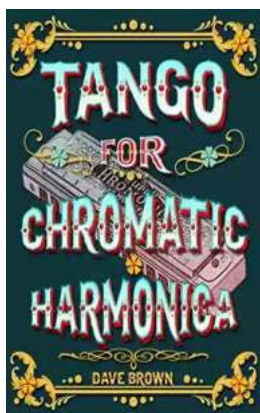
The electrifying sounds of groovin' jump blues, Southern-fried rock 'n' roll, fervent black gospel, and the simmering sounds of the Louisiana swamp came bursting out of Nashville, Tennessee in the early 1950s courtesy of Excello Records and its sister Nashboro label.

Operating out of Ernie's Record Mart ("the Record Center of the South!"), Excello forged a partnership with 50,000-watt clear-channel radio station WLAC. The influential station's dusk-to-dawn broadcasts of rhythm & blues boomed through the stratosphere, captivating millions of teenagers and crossing racial boundary

lines. The unusual partnership paid huge dividends as Ernie Young transformed his shop into one of the largest mail-order record retailers in the world.

With his built-in distribution network, Ernie's own label releases by Slim Harpo, Arthur Gunter, Lightnin' Slim, Lazy Lester, and more landed in record collections across the US. By the early 1960s, Excello releases were reaching the shores of the UK, where they inspired young Brits such as Mick Jagger, Keith Richards, and Eric Clapton to launch their own R&B combos. Through extensive research and interviews, *Shake Your Hips: The Excello Records Story* chronicles the tale of one of the most unusual labels to emerge from the 1950s.

Shedding new light on Nashville's rich history as much more than a country music town, author Randy Fox takes readers deep behind the scenes of the rise and fall of an inimitable label whose contributions to blues and R&B continue to reverberate today.



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