

Dalton's songs help sell cars and pop

(Continued from page 2C)

group that couldn't make it on the first one," Dalton explained.

He continued to write for Robbins, but the recording failures ended his musical relationship with Montgomery. Unlike his partner, Dalton still wanted to write hit songs.

"I was always up for the challenge," he said.

THAT YEAR self-doubt set in. He was a vagabond.

"I'd lived in a different city every year since 1960," Dalton said. "So I came back to Detroit and started a whole life again — a couple of shirts, a banjo and me. I was really questioning what I would end up as."

In 1970, he auditioned for Artie Fields (a respected Detroit name in commercial music) and met producer Jeff Parsons.

Dalton didn't get the job, but two weeks later he and Parsons met for lunch. Out of their discussion "The Road Company" emerged.

The partners were young and planned to take the world by storm. Their first year's profits totaled a mere \$4.05, but important contracts followed.

One of their hottest 1978 promotions was "My Detroit," a 30-minute program commissioned by the Detroit Chamber of Commerce. Hal Youngblood of WJR produced the show and contacted "The Road Company" to write the music.

"I guess it was his belief we would do the job better than anyone else in town," Dalton said.

Designed to promote the city, "My Detroit" toured the area for one year. Positive response prompted "The Road Company" to consider similar contracts with other cities.

SUCH ACCOUNTS have stabilized Dalton. His vagabond days are over.

"I no longer have the desire to run from family and home," the Novi resident said. "Music people are creative and crazy, but I'm as stable as one can be in that form."

Writing commercial music pays the bills. But for Dalton that isn't enough. Breaking into the national recording market with a hit song remains his goal.

His most recent recording, "I Hear One More Song About California," is a nationally released country tune. It was played locally on stations like CKLW, WCXJ, WJRH and WMJC.

"Everybody in the studio was playing the thing," Dalton said.

The song, he said, was written by his brother, Jerry. It was released on the Scotti Brothers label.

"The (Scotti Brothers) people are in touch with everyone in the world," Dalton said. "They're real fuzzy who they pick up and it looks like they want to take another shot at me."

Dalton said the Los Angeles based Scotti Brothers produces records for artists such as Foreigner and Olivia Newton-John.

"And I'm thrilled they still have faith in me as an artist," he said, adding that Scotti Brothers is considering several of his newest tunes for national release.

Dalton also enjoyed moderate success with three disco tunes. He wrote them in conjunction with his "Road Company" partners Parsons and Jeff Steinberg.

"Ain't Love Grand," "I Took His Money" and "If All We're Going To Do Is Dance" were all recorded on one album by the group Hot City. The songs were also released as singles.

According to Dalton they received considerable air play on local stations.

Dalton's disco releases interested several major record labels on the West Coast.

"They were interested in his writing," explained Parsons, returning from a California promotional trip.

According to Parsons, writers and singers can be rated on a scale of one to 10. The best in the business get 10s.

"Jack writes nines in everything he does. He hears everything completed in his head — singers and entire orchestra," Parsons said.

UNTIL A SONG breaks, Dalton will

'If nothing ever happens I'm fine doing what I'm doing anyway. I like singing and writing and playing.'

— Jack Dalton

continue to write and perform at Little Caesars Family Restaurant on Highland Road in White Lake.

When a song is released, he dismisses it. "And if something happens — it happens," Dalton said.

The personal pressure of "I have to make it this year or I'm out of the game" is over. Every year is new.

"If nothing ever happens I'm fine doing what I'm doing anyway. I like singing and writing and playing," Dalton explained.

Local fans like it too. They call his performances moving.

"He can sing happy songs and sad songs and make you feel it," said Sandy

Williams, 28, of Rochester, Mich. "I could picture him as a recording artist."

Dalton has the same vision. So he writes regularly, hoping Lady Luck is with him. Breaking a hit song, he said, "depends on the roll of the dice."

"The talent has to be there. The writing, the singing — that's all a given. That is to be expected. Whether people like it is all in the fate. When you get down to brass tacks, the roll of the dice is everything," Dalton said.

Dalton plays the odds. He likes the challenge of "the carrot in front of your face where you could make a million dollars."

Schools meet at Cranbrook

The fourth annual midwest admissions conference will be held Nov. 26 and 27 at Cranbrook School.

Attending will be 26 representatives from 15 midwest boarding schools, including Culver Military Academy, Howe Military School, Western Reserve Academy and Lake Forest Academy.

Speakers will be Thomas Wilcox, president of the Boarding Schools Association, and Lloyd Paradiso of the Independent Educational Consultant Agency.

The conference will be an information-sharing session among boarding school admissions representatives," said Cranbrook Schools director of admissions Michael Spence. "Discussed will be admission goals and procedures, including recruitment policies."

Cranbrook is a day and boarding school in Bloomfield Hills for students in grades seven through 12.

Esch-Bierwirth

Lt. Col. and Mrs. Victor E. Esch of Fairfax Station, Va. announce the engagement of their daughter Michele K. to Lt. Roy Charles Bierwirth, son of Mr. and Mrs. William R. Bierwirth of Farmington Hills.

The bride-to-be is a senior at Michigan State University and expects to graduate next June with a bachelor of arts degree. She is a cadet in the

Army's ROTC program and will be commissioned upon graduation as a 2nd Lt. in the Army.

Her fiancé is a graduate of Harrison High School in Farmington Hills. He received his bachelor of arts degree in business administration in 1978 from Michigan State University. He is stationed at Fort Knox, Ky.

A June wedding is planned in Fort Belvoir, Va.

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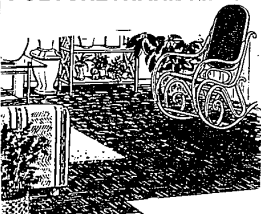
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