

# MUSCLE SHOALS MUSIC

**HIT RECORDING  
CAPITAL OF  
THE WORLD!**



FAME Recording Studios • Muscle Shoals Sound Studio  
Cypress Moon Studios • Alabama Music Hall of Fame



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MUSCLE SHOALS • SHEFFIELD • TUSCUMBIA

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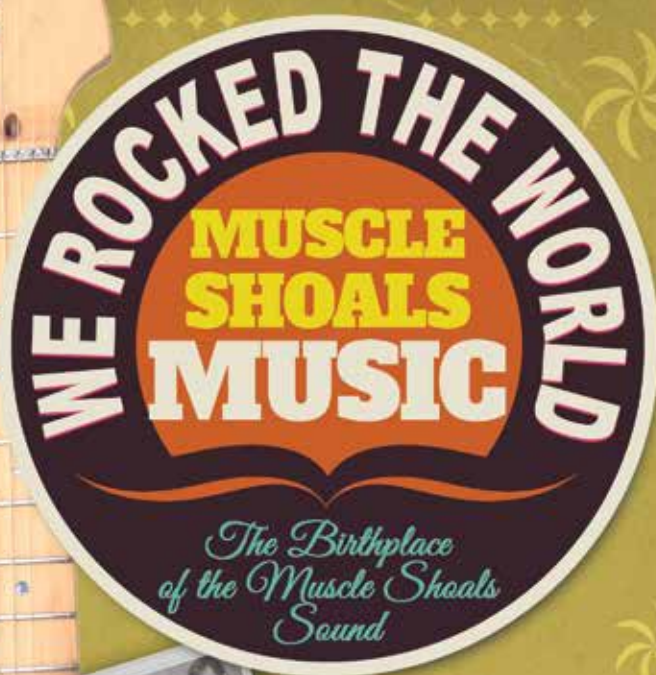
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**EXPERIENCE  
THE  
LEGENDARY  
HITS OF  
ROCK, R & B,  
BLUES, JAZZ,  
COUNTRY,  
& GOSPEL.**

- MUSCLE SHOALS -  
- SHEFFIELD -  
- TUSCUMBIA, AL -



• MUSCLE SHOALS •

# • A SMALL TOWN WITH A BIG SOUND!

THE ROLLING STONES • BOB SEGER • SHENANDOAH • LYNRYD  
SKYNYRD • THE STAPLE SINGERS • GEORGE JONES • DUANE ALLMAN  
• WILSON PICKETT • PERCY SLEDGE • ARETHA FRANKLIN • ARTHUR  
ALEXANDER • THE OSMONDS • BOB DYLAN • PAUL SIMON •  
CLARENCE CARTER • MAC DAVIS • THE OAK RIDGE BOYS •  
THE COMMODORES • LITTLE RICHARD • ETTA JAMES • CHER

• a roll-call of musical excellence •

# MUSCLE SHOALS MUSIC



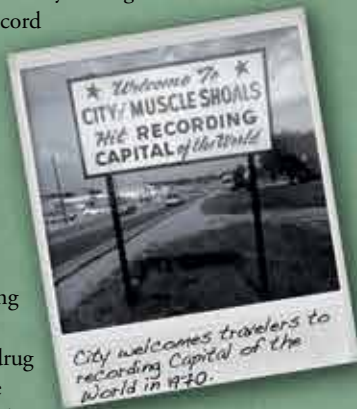
"THE SWAMPERS" STUDIO BAND CIRCA 1970 IN FRONT OF MUSCLE SHOALS SOUND STUDIO WITH THE GOLD RECORDS THEY AMASSED WHILE PLAYING FOR THE LEGENDARY ARTISTS OF THE TIME.

## The Birth of the "Hit Recording Capital of the World"

Muscle Shoals, Alabama struck musical gold with Leighton native Percy Sledge's 1966 hit, "When A Man Loves A Woman", produced by Quin Ivy at NORALA/QUINVY Recording Studio in Sheffield. Named as one of the top 100 songs of all time by *Rolling Stone* magazine, the song earned the first gold record from Muscle Shoals.

Visitors from around the world travel to Muscle Shoals to experience the birthplace of the iconic Muscle Shoals Sound. This "sound" allowed artists to find a groove like they had never experienced elsewhere. The success of the studios during the 1960's and 70's established the Shoals as the "Hit Recording Capital of the World".

The Muscle Shoals story began above a drug store in Florence, Alabama. Rick Hall broke with Spar Music partners Billy Sherrill and Tom Stafford to open FAME (Florence Alabama Music Enterprises) in an old tobacco warehouse in Muscle Shoals. In 1961 Hall produced Muscle Shoals' first hit record, Sheffield native Arthur Alexander's "You Better Move On", which was later covered by the Rolling Stones. Hall used the profits from his hit to move FAME to its current location in Muscle Shoals.



The hits kept coming at the new studio with artists including Aretha Franklin with "Do Right Woman, Do Right Man," Wilson Pickett's "Mustang Sally," Etta James' "Tell Mama," Clarence Carter's "Patches" and The Osmonds' "One Bad Apple," to name just a few. In 1972, thanks to his success with The Osmonds, Hall was named Billboard Producer of the Year, the year after having been nominated for a GRAMMY in the same category. At the 2014 GRAMMY Awards, Hall received the prestigious Trustees Award.

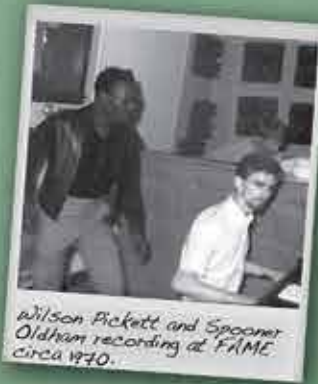
In 1969 former FAME studio musicians Jimmy Johnson, David Hood, Roger Hawkins and Barry Beckett founded Muscle Shoals Sound Studio at 3614 Jackson Highway in Sheffield. They began cranking out hits with the Rolling Stones' "Brown Sugar," Paul Simon's "Kodachrome" and the Staple Singers' "I'll Take You There" along with many others. The rhythm section was eventually immortalized as the "Swampers" by Lynyrd Skynyrd in the lyrics to "Sweet Home Alabama".

In 1978 the "Swampers" moved their studio to the banks of the Tennessee River on Alabama Avenue in Sheffield. Major artists continued to record there such as Bob Dylan, Bob Seger, Glenn Frey of The Eagles and The Oakridge Boys to name a few.

In addition to FAME Recording Studios and Muscle Shoals Sound Studios an abundance of other recording studios sprang up in the Shoals. These studios worked with artists such as Roy Orbison recording at Wishbone; Hank Williams Jr. at East Avalon Studios; and Clarence Carter at Broadway Sound Studios. The tradition continues with the opening in recent years of the NuttHouse Studio, Single-Lock Records and others.



RICK HALL, FAME STUDIOS FOUNDER & HALL OF FAME INDUCTEE



Wilson Pickett and Spooner Oldham recording at FAME circa 1970.



## STUDIO TOURS

### FAME Recording Studios



603 East Avalon Ave., Muscle Shoals: FAME, established in 1959, was the first successful, professional recording studio in Alabama. Arthur Alexander's 1961 hit, "You Better Move On," cut here, launched the famous Muscle Shoals Sound. The internationally acclaimed documentary, "Muscle Shoals" released in 2013, told the story of FAME and its founder, Rick Hall. Releases from FAME have sold over 350 million copies worldwide. (256) 381-0801. [www.fame2.com](http://www.fame2.com). Open for two tours each day, Mon-Fri, 9 a.m. and 4 p.m. Open Sat. 10 am-2 pm for tours.

### Muscle Shoals Sound Studio

3614 Jackson Highway, Sheffield: Established in 1969 by a group of former FAME session musicians, this was the location where the Rolling Stones, Cher, Bob Seger, Rod Stewart, Paul Simon, The Staple Singers, Lynyrd Skynyrd and many others created some of the most popular hits of the 1970's. (256) 978-5151. [www.MuscleShoalsSoundStudio.org](http://www.MuscleShoalsSoundStudio.org). Open for tours Mon.-Sat. 10am-4pm.



### Cypress Moon Studios

1000 Alabama Avenue, Sheffield: Muscle Shoals Sound Studio moved to this location in 1978. For over 25 years, the "Swampers" continued to record hits after moving from their Jackson Highway location. Recording artists included Bob Seger, Bob Dylan, John Prine, Julian Lennon, Glenn Frey of The Eagles, Jimmy Buffett and countless others. In 2005, this complex was purchased by Tonya S. Holly and was renamed Cypress Moon Studios. (256) 335-6961. [www.facebook.com/Cypress-Moon-Studios](http://www.facebook.com/Cypress-Moon-Studios). Open for Tours Mon.-Fri. 10am-3pm, Sat. 11am-3pm.



## Alabama Music Hall of Fame

617 U.S. Highway 72 West, Tuscumbia

The outstanding accomplishments of music achievers from throughout the state of Alabama are presented in this museum. "Father of the Blues" W.C. Handy, "Father of Rock and Roll" Sam Phillips, "Father of Country Music" Jimmy Rogers, "Father of Muscle Shoals Music" Rick Hall, "Queen of the Blues" Dinah Washington, "Queen of Gospel Music" Vestal Goodman, "Legend of Country Music" Hank Williams and "First Lady of Country Music" Tammy Wynette, are among the prestigious inductees. You'll experience the story of the state's contribution to our music heritage through artifacts, photographs and text panels while listening to the varied sounds of Alabama's music.

The museum presents exhibits on more than 1,000 stars, representing all styles of America's music. (256) 381-4417. [www.alamhof.org](http://www.alamhof.org). Open Tues. - Sat. 9am-5pm.

Nearby:

**W.C. Handy Home & Museum:** Birthplace of the Father of the Blues. 620 W. College St., Florence. (256) 760-6434. Open for groups by appt.



## MUSIC SITES

### Historical Markers:

- Percy Sledge/Producer Quin Ivy Norala & Quinvy Studios: 2nd St., Sheffield
- Mississippi Blues Trail: 617 U.S. Hwy. 72 W., Tuscumbia
- The Rolling Stones in the Shoals in 1969/Sticky Fingers Album, 505 S. Court St., Florence
- Original Site of FAME Recording Studios: Intersection of Tennessee St. & Seminary St., Florence
- The Father of Rock 'N' Roll/Sam Phillips in Florence, Hightower Place, Florence

### Singing River Sculptures:

- Corner of Alabama Ave. & Montgomery Ave., Sheffield
- 1918 Avalon Ave., Muscle Shoals



RECORDING IN THE SHOALS: ARETHA FRANKLIN



PERCY SLEDGE



BOB SEGER



CLARENCE CARTER



KEITH RICHARDS



WILSON PICKETT



PAUL SIMON



THE OSMONDS

