

= David Lucas (composer) =

David Lucas (born David Helfman April 21 , 1937) is an American rock and roll composer , singer , and music producer . He has written a number of well @-@ known commercial jingles , such as AT & T 's " Reach Out and Touch Someone . " In 1981 , he received a Clio Award for composing the music to Pepsi 's " Catch That Pepsi Spirit . " As a record producer , he worked with many new artists such as Blue Öyster Cult . On the 1976 Blue Öyster Cult song " Don 't Fear the Reaper " which he co @-@ produced , Lucas sang backup vocals and came up with the idea for using a cowbell , which became a catchphrase in 2000 when it was parodied by Christopher Walken in the " More cowbell " skit on Saturday Night Live . In June 2011 , Lucas was inducted into Buffalo 's Music Hall of Fame .

= = Biography = =

= = = Early years (1940s ? 1960s) = = =

Lucas was born David Helfman on April 21 , 1937 in Buffalo , New York . By the age of four , he was singing with his parents in the Buffalo area , both at venues and on local radio . He briefly attended Bennett High School in Buffalo , where he sang in the choir , and then in 1951 transferred to Miami Beach Senior High School , graduating in 1955 .

At the age of nineteen , Lucas started promoting records , choosing artists such as the young Paul Anka , Frankie Avalon , Sam Cooke , and The Everly Brothers , and encouraging local DJs to play their music . He continued with record promotion until he was drafted into the United States Army , after which he moved to Miami Beach , where he was a social director and performer at the Attache Hotel . He made ends meet by selling vacuum cleaners during the day , and attending night school to learn about mutual funds . While in Miami , he met jazz drummer and bandleader Buddy Rich , and joined him for a world tour , after which Lucas moved to Los Angeles , where he worked as a songwriter and producer . In Las Vegas , he sang at the Sahara Hotel , where he was noticed by popular singer Doris Day , who was impressed , and signed Lucas to her record label , Arwin Records . Lucas then recorded " So Until I See You " , a song by composer Al Lerner which became the closing theme for Jack Paar 's The Tonight Show .

Lucas then moved to New York City where he took various odd jobs , including becoming a sound engineer for his cousin , jazz musician and writer Don Elliott . He worked with artists such as Laura Nyro , Ravi Shankar (produced by Timothy Leary) , Tim Rose , Cass Elliot , Janis Ian , Jimmy Smith , Bill Evans , Mel Tormé , and Terry Gibbs . In 1964 he joined a quintet formed by Dave Lambert , " Lambert and Co . " This quintet , though it never recorded any albums , was notable because it became the subject of a 15 @-@ minute documentary by D. A. Pennebaker (later famous for working with Bob Dylan) , called Audition at RCA . The scenes in the documentary were some of the last images recorded of Lambert , who , in 1966 , was killed in an auto accident .

= = = Jingle writer (1960s ? 1990s) = = =

In the late 1960s , Lucas began writing his own commercial jingle melodies , such as Macleans Toothpaste . He eventually passed off his engineer job to Jay Messina , and opened his own company , David Lucas Associates , to write jingles full @-@ time . In 1969 , Quincy Jones introduced Lucas to Cy Coleman , who signed him to Coleman 's Notable Music Publishing Company .

Along with writing jingles , Lucas continued with other projects as well . He was hired by Ahmet Ertegun as musical director for the first rock and roll musical , Tom Sankey 's The Golden Screw , which played at the Provincetown Playhouse and won the 1967 Obie Award for Sankey 's concept , writing , and performing . Lucas used a young tape dubber from Gotham Studios named Walter Carlos who had an early Moog synthesizer to compose music for William Claxton 's film Basic Black

, a work that is credited as the first " fashion video " and is in the collection of the Museum of Modern Art in New York . He produced the first recordings of the blues band Raven , enabling them to secure a contract with Columbia Records . He composed the songs " Tell Me a Story " and " Blood " for The Magic Garden of Stanley Sweetheart (the first movie by actor Don Johnson) and also composed the theme music for the 1970s children 's series , Jabberwocky , a show which remained in syndication for decades .

In 1973 , Lucas formed a new partnership with Tom McFaul , and they took an unusual step for jingle writers , founding their own studio . Situated in an old spice warehouse , they called it the Warehouse Recording Studio , and it hosted such artists as Paul McCartney and Charlie Brown . They employed a dozen people , and Lucas composed and produced thousands of jingles for many national brands , and McFaul created the " Meow " theme for Meow Mix . Notable jingles Lucas wrote included AT & T 's " Reach Out and Touch Someone " ; Pepsi 's " Catch That Pepsi Spirit " and " Pepsi 's got your taste for life " ; " You look like you just heard from Dean Witter " ; Maxwell House " Coffee Made Your Way " ; Coca Cola 's " You Can 't Beat The Feeling " (co @-@ written with Jayne Critelli) ; " Give Your Cold To Contac " ; " G.E. We Bring Good Things To Life , " ; " Lipton puts Summer on Ice " ; and a jingle for Mercury Cougar . In 1979 , New York Magazine referred to Lucas and McFaul as " Jingle Giants " , two out of a handful of jingle writers , saying , " Two out of three major commercial jingles are written by the elite group . "

= = = Blue Öyster Cult (1970s) = = =

In 1971 , Lucas produced a four @-@ song demo for the band Stalk @-@ Forrest , which led to them being signed by Columbia 's Clive Davis as Blue Öyster Cult . Lucas produced their first album at his Warehouse studio , and later as music producer for their 1976 album Agents of Fortune , including the song , " Don 't Fear the Reaper " . " Reaper " became a huge hit , and is listed at number 405 on Rolling Stone 's list of the top 500 songs of all time . In it , Lucas sang background vocals and came up with the idea and played the cowbell . This choice became legendary when it was parodied by Christopher Walken in a Saturday Night Live " More cowbell " comedy sketch on April 8 , 2000 . In 1977 Lucas produced Spectres which included the hit Godzilla .

= = = Current projects (1990s ? present) = = =

In 1998 , Lucas sold The Warehouse , which was subsequently sold to Wyclef Jean . Lucas moved back to Miami where he built a studio and is continuing to write songs and jingles .

In 2010 , Lucas wrote the song " Inside my Heart " , which was sung by actress Kyra Sedgwick for The Miracle Project of Hollywood to benefit autism .

Also an avid sailor , Lucas once had a yacht built by David Macfarlane , Alden Yachts , now the president of reliantyachts.com , Sisu was used in the company 's advertisements . In 1985 , Lucas refined a recipe of his grandfather 's and developed a brand of cocktail mix , " Bob 's No Problem , Bloody Mary maker " . The brand launched nationally in 2010 .

Lucas has four grown children . Lisa Lucas , a well @-@ known and award @-@ nominated child actress in the 1970s , played " Addie Mills " in several CBS holiday specials , and became a journalist as an adult . Jason Lucas is a composer and producer in Nashville , Cristopher Lucas is a composer and performer in Idaho , and David Lucas 's youngest daughter Lindsay Lucas is a singer and performer in Boston , who attended Berklee College of Music . He is also working on a musical with co @-@ writer Jayne Critelli , a writer / singer from Lucas / McFaul in the 1980s .

According to his website , Lucas spends a great deal of time in Portland Jamaica , sailing and working on environmental projects , such as trying to save Winnifred Beach for the local people. winnifredbeach.com He operated the legendary Frenchman 's Cove resort for several years in the ' 90 's . He also joined his friend , Frank Clark , in sustaining the beauty of the glorious " Reach Falls " and continues to support the revival of Portland Parrish .

= = Awards = =

Lucas has won Clio awards for his composing music for commercials for AT & T (1980 , Best Television / Cinema) , Pepsi Cola 's " Catch that Pepsi Spirit " (1981 , U.S. Radio , Clio Winner) , and Coca @-@ Cola 's " Masquerade on Skis " (Television / Cinema , Special Citation , 1969) . In 2010 , Lucas was recognized at the 35th annual Friends of Old Time Radio Convention , with an award for his contributions to the Golden Age of Radio . In June 2011 , Lucas was inducted into the Buffalo , New York Music Hall of Fame .