

= Linda November =

Linda Ellen November ( born October 16 , 1944 ) is an American singer who has sung tens of thousands of commercial jingles . She was the voice of the singing cat in the Meow Mix commercials , sang the jingle " Galaxy Glue " in the 1981 film The Incredible Shrinking Woman , the " Coke and a Smile " jingle in the classic Mean Joe Greene Super Bowl commercial , and has won many Clio Awards for her work on television and radio . Her voice can also be heard on many pop songs , as she was a regular backup singer for artists such as Frankie Valli , Burt Bacharach , Engelbert Humperdinck , and Neil Diamond . In the 1970s , she was one of the main singers in the disco group Wing and a Prayer Fife and Drum Corps , which charted with the Top 40 hit " Baby Face " in 1976 . In the 1980s and 1990s she was a regular performer in Atlantic City at The Grand and Harrah 's , with her husband , composer and arranger Artie Schroeck . As of 2011 , she works as a piano accompanist in Las Vegas , Nevada .

= = Biography = =

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

November was born in Brooklyn , the older of two children to Eleanore and Julius November . Her father was an attorney to clients such as boxer Floyd Patterson , and her younger brother Philip became an attorney as well . She started her career in music as a concert pianist , playing piano from the age of five . However , she lost interest in the piano as a teenager and turned to singing instead , helped by the fact that she learned she had perfect pitch . She attended Thomas Jefferson High School , then The High School of Music & Art , and then from the age of 15 began studying voice with Beverly Johnson at Juilliard . She developed a strong soprano voice , described by The Dallas Morning News as " high , strong , and unwontedly pure " .

At the age of 16 , she got a lucky break because of a visit to a podiatrist . The doctor had an office at Broadway and 42nd Street , in what had been a fashionable Knickerbocker Hotel suite in the early 1900s , the New York residence of opera singer Enrico Caruso ( 1873 ? 1921 ) . So the doctor would often entertain visitors who were there to see the Caruso memorabilia . While she herself was at the office , November met another patient who had contacts in the music industry , and she sang an impromptu audition . The patient was impressed , and put her in touch with one of his contacts , manager Gus Schirmer ( of the Schirmer Music publishing family ) , who was looking for " pretty sopranos " for his summer musicals . Schirmer introduced her to Broadway composer Richard Rodgers , who became her mentor , and through Schirmer , November also auditioned for other producers such as Lawrence Kasha . She obtained work as a performer in the 1963 summer musical season in Dallas , Texas , but despite many auditions , could never land a job in Broadway theatre ( according to November , this was because she never had the exact look that a particular show was looking for ) . Then Schirmer got her a job singing at an industrial musical for Ford Motor Company , where she met many other successful musicians , singers , and composers such as Ray Charles . He began incorporating her into sessions with the Ray Charles Singers , a group of performers with a rotating membership that would sing in close harmonies , often on productions with singer and television personality Perry Como , or as backup singers for other recordings . This launched November 's career as a studio singer , as she worked on a contract basis for many different productions . From 1962 to 1967 November would rotate in and out as part of the Ray Charles Singers , sometimes seen on Perry Como 's Kraft Music Hall variety program . She can also be heard as a backup singer on some Frank Sinatra recordings , such as the soprano voice in the background of the 1967 song , " The World We Knew " .

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

Over the course of her 32 years as a jingle singer , November sang approximately 22 @,@ 000

jingles which were played on the television and radio . In the 1970s , it was estimated that 75 % of the jingles that could be heard on the airways were sung by no more than 30 people , and November was known as the " Jingle Queen " . In several unusual jingles , she had to sing with different voices . She once sang as a person underwater , and for Chicken of the Sea , a brand of tuna , she sang like a chicken underwater . Her most notable commercial was in an ad campaign for Meow Mix , where she was the voice ( " Meow meow meow meow ... " ) of a singing cat . The idea came from Ron Travisano at the advertising agency of Della Femina Travisano and Partners , who had the account with Ralston Purina in 1976 . Travisano put together film footage with editor Jay Gold , looping images of a cat to make it look like it was singing . Working from the film , Tom McFaul of the jingle house Lucas / McFaul composed music to fit , and Linda November sang the meowing melody . The campaign was a major success , spawned 81 other different commercials , and hundreds of thousands of dollars in residuals . Linda November was also one of the singers for Coca @-@ Cola 's " Have a Coke and a Smile " campaign , heard most famously on the 1979 Mean Joe Greene commercial , considered one of the top Super Bowl commercials of all time .

= = = Other projects ( 1970s ? present ) = = =

In the 1970s , along with providing her voice for commercials , November also recorded pop songs on the radio . She , Tony Orlando , and Toni Wine sang " Candida " , in a group surreptitiously entitled " Dawn " . Tony Orlando was a recording industry executive at the time , for a competing label , April @-@ Blackwood . So to avoid a conflict , the group was entitled " Dawn " without Orlando 's name . However , the song became a major hit , along with its followup " Knock Three Times " ( also featuring backup by November and Toni Wine ) . To go on tour , Orlando then asked two other session singers , Telma Hopkins and Joyce Vincent Wilson , to become the official backup singers , in their own " Dawn " group , so they could tour as Tony Orlando and Dawn , though the voices on the songs of the original album were still of November and Toni Wine , not Hopkins and Vincent . A few years later , November was again on the charts as part of the group Wing and a Prayer Fife and Drum Corps , an assemblage of studio musicians put together by Harold Wheeler . They released two albums , with their biggest hit being a disco version of the 1926 song " Baby Face " . It reached # 14 on the U.S. Billboard Hot 100 in late 1976 , and # 12 in the UK .

In the 1980s and 1990s , November could often be found singing in Atlantic City , such as at Gatsby 's at The Grand , and then starting in 1990 , at the Harrah 's Atrium Lounge , with Artie Schroeck . They had met in the 1960s while working on Frankie Valli recordings , but had both been married to other people at the time . In 1988 they became a couple , and on January 17 , 1997 , they married . Linda November then retired from her career as a jingle singer , and she and Schroeck directed a production saluting quirky band leader Spike Jones , " The New City Slickers Present a Tribute to Spike Jones " .

In 2001 , November and her husband moved to Las Vegas . As of 2011 , she continues to work there as a piano and keyboard accompanist , performing the occasional show with Schroeck .

= = Awards = =

1972 , " Most Valuable Studio Player " , NARAS , New York Chapter

1974 , Taystee Bread ( Best Radio , Clio Award , 1974 )

1976 , Lady Long Legs ( Best Radio , Clio Award , 1976 )

1978 , United States Army ( Best Television / Cinema , Clio Award , 1978 )

1979 , " Mean Joe Greene " commercial for Coca @-@ Cola ( Best Television / Cinema , Clio Award , 1980 )

= = Notable works = =

Linda November has sung tens of thousands of jingles , with her most notable one being the Meow Mix Theme ( " Meow meow meow meow . . . . " ) in 1976 for Meow Mix cat food . She has also

worked in many other parts of the industry as a backup singer , and contributed many solo efforts , such as singing the lullaby in the 1971 animated film , The World of Hans Christian Andersen , the main theme " I 'm Comin ' Home " in the 1973 film The Devil in Miss Jones , and the " Galaxy Glue " jingle in the 1981 film The Incredible Shrinking Woman .

= = = Jingles = = =

#### Drinks

Coca @-@ Cola , 1979 , " Coke and a smile " ( see also Mean Joe Greene ad )

Coca @-@ Cola , " I ? d like to teach the world to sing "

Diet Coke " Just for the joy of it "

Diet Pepsi , " Now you see it , now you don 't , Diet Pepsi , 1 small calorie , now you see it , now you don 't "

Miller beer , " You 've got the time , we 've got the beer "

Budweiser , " When you say Bud , you 've said it all "

#### Foods

Burger King , " Have It Your Way "

Chef Boyardee , " Boy oh Boyardee , boy oh boyardee "

Chicken of the Sea

Doublemint , " Single most favorite double in the world is double good doublemint gum "

Kraft Foods , " America spells cheese K @-@ R @-@ A @-@ F @-@ T "

" M & M is a world of fun , a world of chocolate joy "

McDonald 's , " You Deserve a Break Today " , " Two all @-@ beef patties , special sauce , lettuce , cheese ... "

" Nabisco "

Hellmann 's and Best Foods , " Bring out the Hellmann 's , bring out the best "

" Snickers , Satisfies you "

" Wrigley 's Spearmint Gum gum gum "

#### Transportation

Buick , " Wouldn 't you really rather have a Buick ? "

Chevrolet , " The heartbeat of America "

Ford Motor Company , " Have you driven a Ford lately ? "

Greyhound Lines , " Go Greyhound , and leave the driving to us "

#### Other products

AT & T , " Reach out and touch someone "

Exxon , " Running smooth and silent "

General Electric , ? We bring good things to life ?

Prudential Financial , " Get a piece of the rock "

Windex , " Shine Windex Shine , Windex lets you bring all the sun in "

= = = Notable songs as backup singer = = =

1964 , with The Ray Charles Singers , " Love Me with All Your Heart "

1967 , with Frank Sinatra , " The World We Knew "

1968 , with Valerie Simpson and Dionne Warwick , " Do You Know the Way to San Jose "

1969 , with B. J. Thomas , " Raindrops Keep Fallin ' on My Head "

1970 , with Tony Orlando , ( " Candida " , " Knock Three Times " )

1971 ( uncredited ) , with Barbra Streisand , " Stoney End "

1975 , with Jimi Hendrix ( posthumously ) ( Crash Landing )

1976 , with Gloria Gaynor , ( " I 've Got You Under My Skin " ) , on the I 've Got You album ( arranged by Meco Monardo )

1976 , with Engelbert Humperdinck ( " After the Lovin ' " )

1976 , as part of the Wing and a Prayer Fife and Drum Corps , " Baby Face "

