

Soul Sauce



**BEST NEW RECORD
OF THE WEEK:**
**"IT'S ALL
UP TO YOU"**
**DELLS
(Cadet)**

By ED OCHS

SOUL SLICES: Atlantic will not sit back on '71, the company's greatest year ever, as the inertia of Jerry Greenberg's song and dance has sent him spinning into '72, a whirling dervish for J.P. Robinson's version of Dylan's "George Jackson," a Greenberg-Mark Meyerson piece of merchandising. Along with disks by the Pointer Sisters, Dobyne & Jones, Percy Sledge, Barbara Lynn, Little Sister, Pickett, Persuaders & Flack—Atlantic is already deep into the new year with a mighty LP release in the countdown stages. . . . Al Green has been held over at the Apollo Theatre, though the Staple Singers prevailed. . . . Isaac Hayes stops twice in Britain during his 17-day European tour, Jan. 27 & 28 at London's Rainbow Theatre. Curtis Mayfield plays the Rainbow, Wednesday (23), if you're in town. . . . Now it's "Love Uprising" for Brunswick and the Chi-Lites with "I Want to Pay You Back" lingering. . . . Next Millie Jackson on Spring, "Ask Me What You Want." . . . The Persuasions have arrived on Capitol, so their brand new "Street Corner Symphony" LP should really deliver the capella behind "Buffalo Soldier." Through Invictus, Capitol is counting on a side from the Glass House with "Playing Games" currently on top, plus hit action on the 8th Day, Chairmen and Holland-Dozier. . . . Speaking of LP cuts, Laura Lee's "Since I Fell For You" slice has been charted on WWRL here in New York, making it only the third track after the Chi-Lites and Ike Hayes to be so treated. Miss Lee played a guest spot on Broadway this past weekend in Melvin Van Peeble's "A Slave Ain't Supposed to Die A Natural Death," while Cecil Holmes is back at Buddah flushing out the hits from among the Monitors' "Fence Around My Heart," disks by the MVP's, Silent Majority, Stairsteps, Eddie Senay's flip to "Hot Thangs," first stirrings from Eddie Holland, Jr.'s Music Makers label and Curtis' "We Gotta Have Peace" single. The next wave features Bill Withers. . . . New York welcomes jazz great Gene Ammons, who joins Charles Mingus in concert at Philharmonic Hall, Feb. 4. Columbia will record the event. . . . Westbound is chartbound behind a tight, tidy release of LP's by Denise LaSalle, Detroit Emeralds, Ohio Players, Fabulous Counts and Bill Moss & the Celestials. . . . New Krystal Generation on Mr. Chand, "Please Stop Don't Walk Out the Door."

SOUL SAUCE Picks & Plays: Aretha Franklin, "Oh Me Oh My" (Atlantic); Johnnie Taylor, "Standing In For Jody" (Stax); Donnie Elbert, "Sweet Baby" (All Platinum); Supremes, "Floy Joy" (Motown); Denise LaSalle, "Now Run and Tell That" (Westbound); Freddie North, "You And Me Together Forever" (Mankind); Dells, "It's All Up to You" (Cadet); Four Tops, "A Simple Game" (Motown); Percy Sledge, "Rainbow Road" (Atlantic); Little Milton, "That's What Love Will Make You Do" (Stax); Bobby Bland, "Do What You Set Out to Do" (Duke); War, "Slippin' Into Darkness" (UA); Joe Tex, "A Mother's Prayer" (Dial); Chakachas, "Jungle Fever" (Polydor); Nite-Lites, "Pull Together" (RCA); Maxine Brown, "Make Love to Me" (Avco); Roberta Flack, "Go Up Moses" (Atlantic); Manhattans, "A Million to One" (Deluxe); Naturals, "I Can't Share You" (Calla); Freda Payne, "The Road We Didn't Take" (Invictus); Virgil Henry, "Can't Believe You're Really Leaving" (Tamlam); Otis Spann, "Hungry Country Girl" (Blue Horizon); Clarence Reid, "Good Old Days" (Alston); JB's, "Gimme Some More" (People); Laura Lee, "Since I Fell For You" (Hot Wax); Sequins, "Anyone Can See" (Fantasy); Martha Reeves, "In and Out of My Life" (Gordy); Funkadelic, "Hit It and Quit It" (Westbound); Lee Eldred, "You Saved Me Baby" (Chess); Earth, Wind & Fire, "Think About Loving You" (Warner Bros.); Jackie Wilson, "You Got Me Walking" (Brunswick); P.J., "TLC" (Tamlam); Fantastic, "Love the Life I Lead" (Bell); Three Degrees, "Trade Winds" (Route); Black Ivory, "Don't Turn Around" (Today). . . . Betty Wright, co-hostess of ABC-TV's "Now Explosion" in Miami, Saturday nights, is new to gold as the "Clean Up Woman" on Alston. . . . Ike Tina's band, Family Vibes, debuts on UA, while Ike Tina produced the Ikettes' "Got What It Takes," also on United Artists. Warner Bros. who likewise have Allen Toussaint and his Meters, will move into soul this year. . . . "Jazz A La Montreux" plays the N.E.T. TV network, Monday (17), starring Mongo Santamaria, King Curtis, Gary Burton, Larry Coryell, Oliver Nelson and Chico Hamilton. . . . Acceptance is at hand for the King-distributed Mpingo label, cooking with the "law firm" of Hodges, James, Smith & Crawford's "Nobody." . . . And nobody wants to put-foot-in-mouth at Stax, but Deanie Parker does tell Soul Sauce that nothing will inhibit Mr. B's return to the studio and LPs from the Staple Singers, Emotions, Soul Children and Bar-Kays to join Luther Ingram's bid and the Dramatics' getaway. And that is the week in Soul.

Billboard SPECIAL SURVEY For Week Ending 1/22/72

BEST SELLING Soul Singles

★ STAR Performer—LP's registering greatest proportionate upward progress this week.

This Week	Last Week	TITLE—Artist, Label & Number (Dist. Label) (Publisher, Licensee)	Weeks on Chart	This Week	Last Week	TITLE—Artist, Label & Number (Dist. Label) (Publisher, Licensee)	Weeks on Chart
1	1	LET'S STAY TOGETHER Al Green, Hi 2022 (London) (Jec, BMI)	8	25	38	STANDING IN FOR JODY Johnnie Taylor, Stax 0114 (Groovesville, BMI)	2
2	2	CLEAN UP WOMAN Betty Wright, Alston 4601 (Atlantic) (Sherlyn, BMI)	10	26	29	AT LAST Jesse James, Zay 30,002 (Feist, ASCAP)	8
3	4	SUGAR DADDY Jackson 5, Motown 1194 (Jobete, BMI)	6	27	35	JUNGLE FEVER Chakachas, Polydor 15030 (Sabam, BMI)	3
4	3	DROWNING IN THE SEA OF LOVE Joe Simon, Spring 120 (Polydor) (Assorted, BMI)	10	28	30	IF I COULD SEE THE LIGHT 8th Day, Invictus 9107 (Capitol) (Gold Forever, BMI)	4
5	5	ONE MONKEY DON'T STOP NO SHOW Honey Cone, Hot Wax 7110 (Buddah) (Gold Forever, BMI)	9	29	26	I'M A GREEDY MAN (Part 1) James Brown, Polydor 2-14100 (Dynatone/Belinda, BMI)	11
6	6	THAT'S THE WAY I FEEL ABOUT 'CHA Bobby Womack, United Artists 50847 (Unart/Tracebob, BMI)	8	30	31	SEE WHAT YOU DONE DONE Delia Gantrell, Right On 109 (Captain/Chaca, BMI)	5
7	19	FIRE AND WATER Wilson Pickett, Atlantic 2850 (Irving, BMI)	4	31	32	WAY BACK HOME Jr. Walker & the All Stars, Soul 35090 (Motown) (Four Knights, BMI)	8
8	7	FAMILY AFFAIR Sly & the Family Stone, Epic 5-10808 (CBS) (Stone Flower, BMI)	11	32	37	SWEET BABY Donnie Elbert, All Platinum 220 (Multimood, BMI)	2
9	8	OH ME OH MY/ROCK STEADY Aretha Franklin, Atlantic 2838 (Rootrac, ASCAP/Pundit, BMI)	12	33	48	FLOY JOY Supremes, Motown 1195 (Jobete, BMI)	2
10	11	YOU ARE EVERYTHING Stylists, Avco 4581 (Bellboy/Assorted, BMI)	13	34	34	WHY DIDN'T I THINK OF THAT Brenda & the Tabulations, Top & Bottom 411 (Jamie/Guyden) (McCoy/One Eye Soul, BMI)	5
11	14	AIN'T UNDERSTANDING MELLOW Jerry Butler & Brenda Lee Eager, Mercury 73255 (Butler, ASCAP)	7	35	28	AIN'T NOBODY HOME B.B. King, ABC 11316 (Rittenhouse, BMI)	9
12	12	SON OF SHAFT Bar-Kays, Volt 4066 (East/Memphis, BMI)	5	36	36	PAIN Ohio Players, Westbound 188 (Chess/Janus) (Bridgeport, BMI)	8
13	13	SHOW ME HOW Emotions, Volt 4066 (East/Memphis, BMI)	15	37	27	(We've Got to) PULL TOGETHER Rite-Lites, RCA 74-0591 (Rutri, BMI)	4
14	15	MAKE ME THE WOMAN THAT YOU COME HOME TO Gladys Knight & the Pips, Soul 35091 (Motown) (Jobete, BMI)	6	38	50	SLIPPIN' IN DARKNESS War, United Artists 50867 (Far Out, ASCAP)	2
15	22	YOU WANT IT YOU GOT IT Detroit Emeralds, Westbound 192 (Chess/Janus) (Bridgeport, BMI)	4	39	41	TOGETHER LET'S FIND LOVE Fifth Dimension, Bell 45-170 (Fifth Star, BMI)	2
16	10	RESPECT YOURSELF Staple Singers, Stax 0104 (East/Memphis/Klondike, BMI)	16	40	40	HEY BIG BROTHER Rare Earth, Rare Earth 5038 (Motown) (Jobete, BMI)	6
17	17	LOVE GONNA PACK UP Persuaders, Win or Lose 220 (Arco) (Cotillion/Win or Lose, BMI)	6	41	—	A MOTHER'S PRAYER/I GOTCHA Joe Tex, Dial 1010 (Mercury) (Tree, BMI/Tree, BMI)	1
18	21	DO THE FUNKY PENGUIN (Part 1) Rufus Thomas, Stax 0112 (Stripe/East/Memphis, BMI)	5	42	42	AFTER ALL THIS TIME Merry Clayton, Ode 66018 (A&M) (Screen Gems-Columbia, BMI)	5
19	18	SCORPIO Dennis Coffey and the Detroit Guitar Band, Sussex 226 (Buddah) (Interior, BMI)	13	43	43	THE LOVE YOU LEFT BEHIND Syl Johnson, Hi 2208 (London) (Jec, BMI)	3
20	16	GET UP & GET DOWN Dramatics, Volt 4071 (Groovesville, BMI)	6	44	44	BOUND Ponderosa Twins + One, Horoscope 102 (All Platinum) (Higuera, BMI)	4
21	20	GOT TO BE THERE Michael Jackson, Motown 1191 (Stein & Van Stock/Glenwood, ASCAP)	12	45	45	I LOVE YOU—STOP Stairsteps, Buddah 277 (Kama Sutra, BMI)	2
22	9	EVERYBODY KNOWS ABOUT MY GOOD THING (Part 1) Little Johnny Taylor, Ronn 55 (Jewel) (Respect, BMI)	10	46	46	CAN'T HELP BUT LOVE YOU Whispers, Janus 174 (Ensign, BMI)	3
23	23	LOVE AND LIBERTY Laura Lee, Hot Wax 7111 (Buddah) (Gold Forever, BMI)	5	47	—	GOOD OLD DAYS Clarence Reid, Alston 4603 (Atlantic) (Sherlyn, BMI)	1
24	24	YOU MAKE YOUR OWN HEAVEN AND HELL RIGHT HERE ON EARTH Undisputed Truth, Gordy 7112 (Motown) (Jobete, BMI)	6	48	39	KEEP ON KEEPIN' ON N.F. Porter, Lizard 1010 (Vulture, ASCAP)	7
				49	49	CRY IF YOU WANT TO/ A MILLION TO ONE Manhattans, De-Luxe 8459 (Starday/King) (Arnel/Make Music, ASCAP/Razzle Dazzle, BMI)	2
				50	—	DO WHAT YOU SET OUT TO DO Bobby Bland, Duke 472 (Don, BMI)	1

Spill Widens Promotion Note

CHICAGO—The soul music spillover into pop now accelerating, will cause the r&b promotion man to not only enlarge his scope of activities to include Top 40 and MOR stations, he must enlarge his total involvement in product, even into a&r areas. Or so believes Andre Montell, new r&b national promotion chief at Mercury Records here.

Montell, who sees spillover in both directions (the instances where a Rare Earth, Carole King, Blood, Sweat & Tears or Crosby, Stills & Nash will be heard on a soul station, for example), believes that the future r&b promotion man must be exceptionally well-prepared for his role.

As an officer in the early days of the Fraternity of Record Executives (FORE), he hopes that organi-

zation and others can help the r&b promotion man prepare himself.

Fortunate enough to have been trained by people such as Dave Clark of Duke-Peacock, Larry Maxwell and Joe Medlin, Montell has more advantages than some of the newer people entering promotion. He also won a music scholarship to the American Academy of Dramatic Arts, was a producer and professional singer.

Montell, 39, is enlarging his activities here to include a&r scouting. "The promotion man must be able to judge which project is worth presenting to the public, which product is worth developing."

As for the blending going on between Top 40-MOR stations and soul outlets, he said he is not

worried that the basically same kind of disk will be heard on a WLS and a WVON (a local soul station). This was in response to a quotation of Lucky Cordell, WVON and the executive director of the National Association of Radio and Television Announcers (NATRA). Cordell said at the last NATRA convention that he didn't wish to lock horns with a 50,000 watt giant like WLS.

Montell views as inevitable that the music business is opening up for soul artists. But he said: "It will be better for the whole industry. Although it will make competition tougher, it will mean better quality music too."

"There will still be differences between radio stations. Each music director will decide if any given

(Continued on page 48)