

Entertainment



ARTIST OF THE WEEK

By Lady Essence

The members of Chocolate Milk have consistently ensured that the music of New Orleans continues to reverberate around the world since their first album from RCA Records in 1974.

The group began back in 1972 as the outgrowth of a four-piece jazz group, the members of which had all attended St. Augustine High School during the late sixties. Joe Foxx III, Amadee Castenell Jr. and Dwight Richards remain the original members of Chocolate Milk dating back to the group's inception then they gained an enviable reputation for their burgeoning talent with performances in New Orleans' famous French Quarter.

In 1973, the team merged with Frank Richard, Mario Tio and Robert Dabon and the nucleus of Chocolate Milk was formed. Looking at the need to expand their audience, the group embarked on a course in search of new musical horizons incorporating within their music the influences of many of New Orleans' great figures: Fats Domino, Lee Dorsey, Professor Longhair and a group that is acknowledged as forerunners of the New Orleans' funk sound, The Meters.

It was directly due to their success in playing locally in New Orleans that the group became aware that in order to really make their mark, it was necessary to put some of that special Chocolate Milk mixture down on tape. So in 1974, the group contacted Allen Toussaint and Marshall Sehorn whose contributions to New Orleans' musical heritage during the last few decades has been enormous. The group's reputation had already preceded them and both gentlemen readily agreed to have the group expanded to seven with Kenneth Williams on percussion, (who left the team in 1979) cut demos at their renowned Sea-Saint studios. When Toussaint sent the result of the sessions to RCA, a recording contract followed and Chocolate Milk cut their first album for the company.

In 1978, the group persuaded producer Allen Toussaint to contribute some of his writing and keyboard skills to their fourth album, "We're All In This Together." The result: another chart record in "Girl Callin'" which created considerable sales and



CHOCOLATE MILK

RCA
Records and Tapes

air play for the group on the West Coast giving Chocolate Milk the opportunity to add enthusiastic audiences in Los Angeles, San Francisco and Seattle to an already-growing list of cities (Chicago, Atlanta, Dallas, Houston, Washington, D.C. etc.) in which they'd performed.

Touring with Larry Graham & Central Station in 1979, the group decided at his suggestion to record outside of New Orleans for the first time. The result was "Milky Way," cut in Los Angeles, featuring all Milk compositions including the hits "Say Wont'cha" and "Groove City" which opened up East Coast markets for the group. 1979 also marked Chocolate Milk's first overseas experience when they played to audiences throughout Germany who quickly recognized the group's dynamic fusion of funk, jazz, rock and R&B.

Now, in the 80s, the six members of Chocolate Milk truly represent the new generation of New Orleans' musical talent. With an album produced under the helm of George Tobin, the group reached new audiences everywhere, converting newly-

exposed listeners to their unique sound. With five songs from members of the group ("Hey Lover," "I Can't Believe It's Over," "Dawn," "Showdown" and "Would It Be Alright") together with four songs from Tobin's stable of writers (including "I'm Your Radio" and the title cut, "Hipnotism"). Chocolate Milk moved to a new level of acceptance. "Hipnotism" incorporated a spectrum of music: the diversity indicated that Chocolate Milk's aim for universal acceptance was close to fulfillment.

That condition was realized with Chocolate Milk's proudest achievement, an album titled BLUE JEANS. Produced by Allen Jones, (who masterminded the Barkays hits), the package instantly gave forth a hit when a single, bearing the album's name, scored a winner with radio and sales across the country.

The members of Chocolate Milk have consistently ensured that the music of New Orleans continues to reverberate around the world. Chocolate Milk had made its point, at last.

OUTSTANDING NURSE SOUGHT

Las Vegas marks the site for presentation of the 1983 Nurse of the year award in October. A search is now underway for an outstanding nurse in the field of maternal/infant health care.

The \$250 award will be presented to the winner at the annual Nevada Nurses' Association convention to be held at the Hacienda Hotel, October 14th and 15th.

1983 marks the eighth

year that the Nevada Nurses' Association and the March of Dimes of Nevada have joined together seeking an outstanding nurse in maternal/infant health care. The winner of the award will be selected on the basis of the candidate's involvement in maternal/infant health nursing, the contributions that the candidate has made in the nursing care given to mothers and children through application of the Maternal/Child Nursing Standards of Practice, and the evidence of involvement in continuing education.

Persons who would like to nominate a nurse for the award are en-

couraged to contact the Nevada Nurses' Association at 3660 Baker Lane, Reno, NV 89509, or call (702) 825-3555. Deadline for receipt of applications is September 15, 1983.

LEO—July 22-August 20

A nice surprise may come your way on either Wednesday or Thursday. And from the planetary viewpoint, things get better as the week wears on. Love, intrigue and yes, money is strongly indicated—just like in the movies. Have fun! USE the 2 in your plans. LEO BORN: Woody Strode, famous athlete and actor.

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