

entertainment scene

Patrice Rushen Talks About "Posh"



Posh is the title of Patrice Rushen's latest album, her third for Electra and the sixth of her career. The album was produced by Rushen and Charles Mims, Jr. at Conway Recording Studios in Hollywood.

Rushen composed or co-wrote all the music herself, in occasional collaboration with Charles Mims, Jr., bassist Freddie Washington, and her sister Angela Rushen Ehigiator, and singers Sheree Brown and Lynn Davis. Aside from handling lead and background vocals, keyboards and some bass playing, she also arranged the compositions.

About the title, Rushen comments, "We're not trying to project the elitist aura, which is what 'posh' has come to mean; one can have holes in one's shoes and exude style, and that's what we're talking about here. *Posh* is a particular state of mind."

Regarding following up a hit like "Haven't You Heard" she says, "I've seen so many artists try to follow up their hits by creating the same sound. What they forget is that when they wrote that first hit, it just happened, so it's best to do it that way again—just let creativity happen. That's what we did, and had fun doing it."

Patrice talks about the individual cuts on *Posh*:

"NEVER GONNA GIVE YOU UP" (Patrice Rushen, Freddie Washington)—"The album's opener is kinda up-tempo, funky, with guitarist Wali Ali singing eight bars in the bridge. Guitarists David T. Walker and Paul Jackson are on the track with drum-

mer James Gadson and percussionist Eddie "Bongo" Brown. It's a groove, simple as that. When you hear it, you must dance or tap your foot. Vocally, I sound a little different than, say, 'Haven't You Heard.' The track calls for a different attitude."

"DON'T BLAME ME" (Patrice Rushen, Angela Rushen Ehigiator, Clarence Bell)—"Here, I do all the vocals—lead and the three background vocal parts—and take a piano solo."

"LOOK UP" (Patrice Rushen, Charles Mims, Jr., Sheree Brown)—"A light-hearted tune. I'm playing bass on the track, and unlike the other times I've played other instruments in the studio, instead of overdubbing my part, I'm in the room, playing right along with the rhythm section—Leon 'Ndugu' Chanler on drums, Marlo Henderson on guitar and Charles Mims, Jr. on piano. I'm singing lead and the background vocals are by Lynn Davis, Wanda Vaughn and myself. I enjoyed it!"

"I NEED YOUR LOVE" (Charles Mims, Jr., Patrice Rushen, Angela Rushen Ehigiator)—"A ballad. Ray Brown plays a nice lyrical flugelhorn solo."

"TIME WILL TELL" (Patrice Rushen, Angela Rushen Ehigiator)—"This one starts off with an almost rock 'n' roll-like guitar and the groove sticks. It's a different kind of track."

"THE DREAM" (Patrice Rushen, Sheree Brown, Freddie Washington)—"Here's my 'stretchin' out' tune. It's a complex composition that puts you in a melancholy and contemplative mood. It begins with just strings and I wrote some haunting horn parts that are reminiscent of the work the late Charles Stepney used to do with Earth, Wind & Fire. It's colorfully emotional."

"THE FUNK WON'T LET YOU DOWN" (Patrice Rushen)—"Speaks for itself. It's a fun kind of group vocal that borders on being an instrumental."

"THIS IS ALL I REALLY KNOW" (Patrice Rushen, Lynn Davis)—"The album closes with a spiritual tinge to it. The lyrics acknowledge a force that is keeping everything together."

Liquor Ad Gives Model Prominence

Up to her shoulders in blue water, Karen Jacobs' green eyes and half smile transmit a mysterious message.

This already familiar photograph, for Smirnoff Vodka's "Main Squeeze" advertisement, is seen daily by hundreds of thousands of subway and bus commuters in cities across the country.

And it has made Karen Jacobs, who has been modeling since she was eight years old, instantly recognizable in her native New York City.

"I'll be coming down the street, and people will yell at me, 'Hey! My Main Squeeze!' It shocked me, because I don't walk around with wet hair," she laughed.

To photograph the ad, she posed for three hours, water dripping from her hair and face, in the water off a beach in the Bahamas. The shoot began at six in the morning.

"I was freezing in the water. I never got out. I knew that if I got out, I wasn't getting back in," she recalled.

Thousands of the ads for the "Main Squeeze"—which, incidentally, is Smirnoff Vodka and grapefruit juice—appear as bus and subway posters and billboards in the top 15 cities in the country.

So Miss Jacobs is now on the verge of becoming as well-known as her older brother, Lawrence Hilton Jacobs, of the television "Welcome Back, Kotter."

Both came from a family of nine children that grew up in New York City's Frederick Douglass project.

"My mother was a dressmaker, and she was forever trying clothes on me," Miss Jacobs said.

Her mother helped her begin modeling for the American Agency in New York when she was eight, but gradually was unable to find enough time to raise nine children and take Karen to the necessary "go-sees."



THE 'MAIN SQUEEZE'—New York model Karen Jacobs became everyone's "Main Squeeze" when thousands of bus and subway posters and billboards showed her in the "Main Squeeze" advertisement for Smirnoff Vodka.

continued on page 12