

**Leinenkugel Stage
Friday 8:05 p.m.**

Sam Moore



As far as soul music in the 1960s goes, perhaps none was as infectious as the harmonious sounds of Sam & Dave. Rock & Roll Hall of Fame inductees Sam Moore and Dave Prater utilized the call and response holler, a technique that is as old as the origins of black music in America, to blend soul with their shared roots of gospel. Samuel Moore's story starts in the South, where he enjoyed singing in church as a child. After performing in many R&B and soul clubs during the '50s, Mr. Moore would meet Dave Prater in 1961 while hosting an amateur night at the King of Hearts club in Miami. After performing successfully as a team in and around the Miami-area clubs, Sam & Dave were signed to Atlantic Records in 1965 by the celebrated producer Jerry Wexler. Wexler would eventually move the duo to Atlantic's Memphis sub-

siary, Stax Records. It was here that the magic began. Teaming with the legendary Stax Records writing duo of Isaac Hayes and David Porter, Sam and Dave belted out hits such as "Soul Man," "Hold On! I'm Comin'," and "I Thank You." Some forty years later, these songs still sound as fresh and natural as they did in the '60s, and they will forever symbolize the best that Southern soul music has - or will ever - have to offer. The marriage of Stax and Atlantic would dissolve in the late '60s, and Sam & Dave (actually Atlantic recording artists) were forced to forge on not only without the hot Stax house band of Booker T. & the MG's, but also without the creative genius of Hayes and Porter. The duo once known as "Double Dynamite" because of their explosive on-stage chemistry, shared an equally volatile relationship when the curtains fell. The pressure was too much for either musician to deal with, and they disbanded in 1970. After a failed reunion in 1980 and Prater's tragic death in 1988, Moore continued to perform. He appeared on albums with Bruce Springsteen and Conway Twitty. Years after laying his personal demons to rest, Mr. Moore has a new lease on life; this national music treasure is back on stage delivering his brand of sweet Southern soul music to adoring fans nationwide.