



entertainment

Lloyd Price is one smart cookie

Eat up Rock and Roll Hall of Famer's tales and a 3-course meal

BY JOAN REMINICK

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Rock and roll pioneer Lloyd Price will appear tomorrow night at LL Dent in Carle Place. No, not to sing, but, rather, to reminisce and tell tales from his self-published autobiography, "The True King of the Fifties: The Lloyd Price Story." Digest it all, along with a three course dinner, for \$21.95 a person.

Back in 1952, Price's "Lawdy Miss Clawdy" was one of the first rock and roll songs to get nationwide radio play. If you don't remember the song (covered by the likes of Elvis, The Beatles and Tom Jones), then perhaps such hits as "Stagger Lee" and "I'm Gonna Get Married" will set you singing. And then there's "Personality,"

the 1959 song Price credits with being the most widely played of all his hits.

Inducted into the Rock and Roll Hall of Fame in 1998, Price, now 78, has personality to spare. In a recent interview, he came across as a genial modern-day renaissance man.

SHOW BIZ

Price is currently working on a Broadway musical called "Lawdy Miss Clawdy," in conjunction with a team that includes music producer Phil Ramone. "The show is all about how rock and roll started from the big beat of New Orleans in the early Fifties," Price said. "Lawdy Miss Clawdy" was the flag-bearer, the first rock

and roll song ever to sell a million copies." It also broke racial barriers. "Once teenagers heard that infectious

beat," Price said, "they just forgot about segregation."

BIG BIZ

Ask this savvy businessman what it takes to make one smart cookie and he'll say "sweet potatoes." Price's "Lawdy Miss Clawdy" sweet potato cookies are being sold at select Walmart and 7-Eleven stores. "And we're about to expand into energy bars and energy drinks," he said.

In addition to the food industry, Price has been involved in a slew of other enterprises. Back in the 1970s, he had a Manhattan restaurant-nightclub called Turntable at 52nd Street and Broadway. When he gave that up, he joined boxing promoter Don King in

WHAT Talk with Lloyd Price

WHEN | WHERE Tomorrow, 6:30 p.m.; LL Dent, 221 Old Country Rd., Carle Place

HOW MUCH \$21.95, includes three-course dinner
INFO 516-742-0940, llldent.com

promoting such fights as Muhammad Ali's "Rumble in the Jungle." Afterward, Price became a builder, erecting 42 town houses in the Bronx.

THE FIFTIES LIVE ON

Price resides in Westchester's Pound Ridge with his wife and "four wonderful dogs." He continues to sing and maintains ties with other artists from the '50s, among them Fats Domino, Little Richard, Chuck Berry, Jerry Butler and Ben E. King.

Oh, to hear that group in concert.

For more, check out Lloyd Price's website, lawdymissclawdy.com

Rock pioneer Lloyd Price, whose "Lawdy Miss Clawdy" sold millions

LOYD PRICE MUSIC PHOTO

