

The Labels of Joe and Sylvia Robinson

The All-Platinum Label was formed by Joe and Sylvia Robinson, husband and wife in New Jersey in 1969. Sylvia Robinson was one-half of the duo Mickey and Sylvia of "Love is Strange" fame. George Kerr and the Robinson's were responsible for A&R. Joe Robinson had parlayed a music publishing company that he established years before in New York into the All-Platinum, Stang, and Turbo record labels. Artists included his wife Sylvia, The Moments, Brother to Brother, Shirley and Company, Linda Jones, Jack McDuff and Chuck Jackson

The labels were All-Platinum, Stang, Turbo and Vibration. All-Platinum distributed Charisma (US) which released Malcolm X recordings, More which released Eldridge Cleaver recordings and Maple which released R&B and Psychedelic. In the late 70's All-Platinum went bankrupt.

The Robinson's then formed Sugar Hill Records in 1979 with Milton Malden and financial funding of Morris Levy, the owner of Roulette Records and pioneered Rap Music The Sugar Hill label's first record was "Rapper's Delight" (1979) by The Sugarhill Gang, which was also the first Top 40 hip hop single. Afterwards Grandmaster Flash, The Sequence, Funky Four Plus One, Crash Crew, Kool Moe Dee, The West Street Mob, and Melle Mel joined the label. Sugar Hill's in-house producer and arranger was Clifton "Jiggs" Chase. The in-house recording engineer was Steve Jerome. Al Goodman, leader of The Moments, ran the show and George Kerr was a major producer. Joe and Sylvia's sons Joey and Leland were also active in the business.

Whether because of poor distribution or lack of promotion, many of the albums on All-Platinum, Turbo, Stang and Maple are very rare.

The All-Platinum and associated Label discography was compiled using our record collections, Schwann Catalogs from 1969 to 1982, Tracks are listed in order they appear on the albums, when known. The double slash (//) is indication of the separation between sides. Titles listed without a double slash (//) are listed as printed in the Schwann catalogs, and the separation between side one and side two is unknown.

All-Platinum Label Album Discography

AP 3001 - The Other Side of George Kerr - George Kerr [1970] Three Minutes to Hey Girl/Tweedly-Dum-Dum/The Masquerade is Over//My Way/My Memories of Maria/I'm So Glad You Stayed/Telling the Truth

AP 3002 - New Jersey's Greatest Hits – Various Artists [1971] Love On A Two-Way Street - Moments/Three Minutes To Hey Girl - George Kerr/Funky 8 Corners - Willie & Magnificents/I Do - Moments/ Make Me Your Slave - Willie & Magnificents/Message From A Black Man - The Whatnaunts/Not On The Outside - The Moments/Sunday - Moments/Give Me A Damn - The Internationalist/Dear John - Dixie Drifter

AP 3003 – Willie & Magnificents With Skip Sonny and Pace Brothers On "Scene 70" - Willie & Magnificents [1971] Funky 1 Corners (Vocal)/Funky 1 Corners (Instrumental)/I Know the Score/The Hurt's on You Baby/Say It Again//Funky 8 Corners/Toe Jam/others

AP 3004 - If This World Were Mine - George Kerr [1971] Love is a Hurting Thing/Love is God Almighty/How Can I Get Away/If This World Was Mine

AP 3005 - Heartstoppers – Heartstoppers (Betty Baker, Tina Lee and Sisters Joyce and Geraldine Curry) [1971] Lost/Miss Lonely Heart/When The Hurt Comes Back/The Ice Is Melting/Just What The Doctor Ordered//Stop Boy/Where Does The Love Go/More Of You/A Few Moments Of Pleasure/Brainwashed By Love

AP 3006 - Soft, Sexy, Soul - Susan Phillips [1971] Answer To A Prayer /Goodbye My Love /He Knows My Key Will Always Be In The Mailbox /He's Gone /Just How Long /Just How Long (part two) /Please Don't Keep Me Lonely /Soft, Sexy, Soul /That's What I'll Do /This I'll Guarantee /Where Do I Go From Here

AP 3007 - Where Did Our Love Go? - Donnie Elbert [1971] Can't Get Over Losing You/If I Can't Have You/Will You Ever Be Mine/Little Piece of Leather/One Thousand Nine Hundred Seventy Years//Where Did Our Love Go?/What Can I Do/Get Myself Together/Sweet Baby/That's If You Love Me

AP 3008 - Very Soulful - Willie and the Mighty Magnificents [1972] Come On Back/Get Away From Me Girl/I Never Knew/I Surrender/Forever More//Think Funky/Annie Had a Baby/Sunday/Psycho/My Thang

AP 3009 – The Monks and Nuns – The Monks and Nuns [1972] Blue Magic/others

AP 3010 – Machine – Machine [1972] Machine is Donald McCoy (Drums), Curtis McTeer (Bass), Michael Watson (Lead Guitars, & Vocals).Background vocals are by the Whatnauts. Time Is Running Out/Only People Can Save The World/Why Can't People/Headhunter/World/Trails/Lock Your Door/Boots In The Snow

AP 3011 - Soul Vibration - Dave “Baby” Cortez [1972] Unaddressed Letter/Pretty Eyes/To the Bone/P's and Q's/Funky Robot Part I//Funky Robot Part II/Funk Shack East/Born Funky/Tag/Tongue Kissing

3012

3013

AP 3014 - Needing You, Wanting You - Chuck Jackson [1976] I'm Needing You, Wanting You/Cover Up Or Get Ready/I've Got The Need/Love Child/Beautiful Woman/Shine, Shine, Shine/Love Lights/Piece Of The Rock/Might As Well Take My Time

AP 3015 - This Is Brook Benton - Brook Benton [1976] Can't Take My Eyes Off Of You/It Started All Over Again/Weekend With Feathers/All In Love Is Fair/Now Is The Time/My Funny Valentine/You Were Gone/Nightingale In Berkeley Square/I Had To Learn

AP 3016 - All-Platinum Gold - Various Artists [1976] - Where Did Our Love Go? - Donnie Elbert/(Sending Out an) S.O.S. - Retta Young/Pillow Talk - Sylvia/Sweet Stuff - Sylvia/Hey Girl - George Kerr/Look At Me - The Moments/More Shame - Seldon Powell/Hey There Sexy Lady - Hank Ballard/I'm Needing You, Wanting You - Chuck Jackson/I'll Erase Away Your Pain - The Whatnauts/Sexy Lady - The Moments/In the Bottle - Brother To Brother/Your Precious Love - Linda Jones/Shame, Shame, Shame - Shirley & Company/Beautiful Woman - Derek Martin/7-6-5-4-3-2-1 (Blow Your Whistle) - The Rimshots

AP 3017 – Young and Restless – Retta Young [1977] Really, Really/Now or Never/Just Look into His Eyes/We're So in Love/I Love My Jim//My Love is on His Way/That's How Some Men Are/Our Way of Loving/Let's Make Up For Lost Time

AP 3018 - Going First Class - First Class [1977] This Is It/Filled With Desire/Me and My Gemini//Lady of the Evening/I've Got You-No Room for Another/Foxy Lady/Let's Make Love

AP 3019 - Dancing the Night Away - Donnie Elbert [1977] Free/A Love of My Own/Love So Right/You Make Me Feel Like Dancing/Don't Take Away the Music/You Don't Have to be a Star/Goin' Up in Smoke/You Should Be Dancing/Don't Leave Me This Way/Boogie Fever

AP 3020 - Cutting the Chord - Mother Freedom Band [1977] Love Will Stay in Your Corner/Flick of the Wrist/Gotta Get It Back/Mr. Brother/Beautiful Summer//(Assistant's Rag) When You're Hot/We Like to Boogie/Come on Home/Touch Me/Sweet Love

3021

AP 3022 – They Call This Group First Class They Are! – First Class [1977] Goin' Out of My Head/Nothing You Can Do/others

AP – 30?? – Mr. Bartender – Brook Benton [1976] Released in the UK as All-Platinum 9109 303, US catalog number is unknown. Mr. Bartender/Can't Take My Eyes Off of You/It Started all Over Again/Weekend With Feathers/All in Love is Fair/Now is the Time//My Funny Valentine/You Were Gone/Taxi/A Nightingale Sang in Berkeley/Square/I Had To Learn (The Hard Way)