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In the 1970s, the self-contained black band, made up of both singers and players, became as commonplace as the typical unit of star vocalist with backup members. KC and the Sunshine Band and Earth. Wind and Fire

were arguably the two most successful black groups of 1975, although they didn't have much in common.

KC and the Sunshine Band were considered more disco than funk, but their partydown sound set them apart from both camps. The nine-piece group was led by its two white members, singer-keyboardist H.W. Casey and bassist Richard Finch. They m

bassist Richard Finch. They met when Casey began working at T.K. Productions in Miami where Finch, a former sessions bassist, was an engineer. Influenced by a mix of American and Caribbean sensibilities prevailing at the Florida company (their most direct inspiration was the Bahamian junkanoo band that played T.K. artist Clarence Reid's wedding), the two began writing and producing records in their spare time.

Thanks to tracks such as

Queen of Clubs, they soon
became something of
an underground sen-

sation in England's
Northern soul scene,
and took a pickup
band overseas to
tour the regional
clubs. While in
England, Casey

wrote **Get Down To- night** in honor of the dance circuit that was making them stars.
When the record subse-

quently went to No. 1 on the American charts, Casey and Finch formed a permanent group that was responsible for a string of infectious

disco hits in the same mold.

The all-black, nine-member Earth,

Wind and Fire was the vehicle for forme

Wind and Fire was the vehicle for former Chess Records sessions drummer Mau-

rice White. White began developing a spiritual streak while touring the Middle East with jazz pianist Ramsey Lewis. Upon returning to the States, he formed the first incarnation of Earth. Wind and Fire, which he named by juggling elements of his astrological sign. Like White. most of the musicians were vegetarians. and they frequently meditated together. The group's breakthrough came after it jumped to Columbia Records in 1973, taking a brassy sound in a more dance-oriented direction. Their mix of Eastern mysticism, lively dancing and upward mobility touched key bases of urban black culture in the mid-'70s. Shining Star was the theme from That's the Way of the World, an enjoyable exploitation-film exposé of music business corruption. The band appeared in the movie, and the song's central conceitthat everyone is a star in his own wavcouldn't have been more in tune with the disco aestalt.

The Isley Brothers and War were also self-contained black bands, War (which included a white harmonica player, Lee Oskar) came from Long Beach, California, and backed ex-Animal Eric Burdon

until 1971 on songs like Spill the Wine.

Low Rider was typical of War's sparse, funky sound. The Isleys had been around for nearly two decades when they began enjoying a career resurgence on the strength of tightly wound, danceable material such as Fight the Power.

In 1975, Al Green was recovering from a trauma brought on by an ex-girlfriend who had put him in the hospital by pouring boiling grits on him while he was in the bathtub. She had then killed herself. Soon after this, Green would move into recording only religious music. But in 1975 he was still carrying the torch for sexy Southern soul with efforts like L-O-V-E (Love).

More typical of the black music trends that year were You're the First, the Last, My Everything, Barry White's slice of symphonic disco, and They Just Can't Stop It the (Games People Play), the Spinner's Philly-rooted dance sound. Disco's most left-field hit, and one of the greatest singles the genre ever produced, was Shirley and Company's Shame, Shame, Shirley was Shirley Goodman, the female half of the 1950s New Orleans R & B duo Shirley

and Lee (Let the Good Times Roll). Now working as a switchboard operator at Playboy Records in Los Angeles, she often took advantage of the 800-lines to gossip cross-country with Sylvia Robinson. Robinson had a similar background-she'd been the female half of the 1950s R & B team Mickey and Sylvia (Love is Strange)—and now ran a record company in New Jersey. Sylvia talked Shirley into coming East to cut a scorching dance track she had written. When R & B legend Hank Ballard couldn't make the session, the male part went to Cuban exile Jesus Alvarez. a jack-of-all-trades around Robinson's studios.

The Average White Band, a Scottish unit living the tax-exile life in Los Angeles, was one of the catchiest white soul groups of the era, thanks to hits like Cut the Cake. The Dooble Brothers' Take Me in Your Arms (Rock Me) suggested the direction the band would take behind new member Michael McDonald. One of the first inklings of the baby-boomer nostalgia era to come, the song had been a searing Motown hit in 1965 for Kim Weston, although the Doobies based

their interpretation on the 1968 version (also via Motown) by the Isley Brothers.

The rest of rock in the mid-'70s indicated either eclecticism or lack of direction, depending on your point of view. The audience was dividing into factions as never before. Oklahoman Dwight Twilley—with his partner Phil Seymour, the Dwight Twilley Band-was a critics' darling for the way he merged Elvis rockabilly with Beatles pop on I'm on Fire, but he wouldn't see the charts again until 1984. Alice Cooper, on his first solo album after leaving the prototypical metal band that bore his name. abandoned the shock-rock life with Only Women, which today would be classified as a "power ballad." Taken from Welcome to My Nightmare, his most theatrical effort to date (it even won him a network-TV special), the single reinforced Cooper's new self-image as a mainstream show-biz kind of a guy. and was covered by several female artists. Tammy Wynette, for whom Cooper claimed to have written the song, was not one of them, however.

Bachman-Turner Overdrive's Roll on Down the Highway signaled the beginning of the Canadian hard-rock group's descent off the charts. Ready to take their place was Bad Company, a British supergroup built around vocalist Paul Rodgers of Free, guitarist Mick Ralphs of Mott the Hoople, and bassist Boz Burrell of King Crimson. Movin' On was their second hit, but even with the Led Zeppelin sound-alike business behind them. the band wound up not lasting much longer than BTO had. Among British artrockers, Electric Light Orchestra, led by Jeff Lynne, were among the most extravagant in such hits as Can't Get It Out of My Head, which utilized a 30piece string section. The tune became

10cc, made up of British veterans responsible for a number of hits under different names, created art-rock on the pop side with the ballad I'm Not in Love. The real pop hit-machine, though, turned out to be Abba, made up of two Swedish couples (one married, one about to be) who parlayed a win in the 1974 Eurovision Song Festival into international stardom. SOS typified their polished approach, which proved so lucrative that soon the quartet was de-

ELO's first American top-10 hit.

manding to be paid in oil wells and other goods instead of money so they could minimize personal taxes. Somehow, that seemed quite appropriate in 1975.

—John Morthland

## DISCOGRAPHY

"Indicates highest Billboard chart position

- 1. When Will I Be Loved Linda Ronstadt Music and lyrics by Phil Everly, Acuff-Rose Music Inc. BMI. Capitol 4050. @ 1974 Capitol Records, Inc. Courtesy of Normal Music and Capitol Records. Inc. No. 2\*
- 2. Bad Time Grand Funk Music and lyrics by Mark Farner. Cram-Renraft Co. BMI. Capitol 4046. @ 1974 Capitol Records. Inc. Courtesy of Capitol Records, Inc.. under license from CEMA Special Markets. No. 4\*
- 3. Roll On Down the Highway Bachman-Turner Overdrive • Music and lyrics by Charles Turner and Randy Bachman. Careers Music, Inc.,/Top Soil Music. BMI. Mercury 73656. © 1974 PolyGram Records. Inc. Courtesy of PolyGram Special Products, a Division of PolyGram Records, Inc. No. 14\*

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- 9. Get Down Tonight KC and the Sunshine Band Music and lyrics by Harry Casey. Longitude Music Co. BMI. T.K. 1009. @ 1975 T.K. Records. Under license from Rhino Records, Inc., by arrangement with Butterfly Entertainment Corp. No. 1\*
- I'm On Fire Dwight Twilley Band Music and lyrics by Dwight Twilley. Tarka Music Company.

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- 15. Low Rider War Music and lyrics by Sylvester Allen. Haroid Ray Brown, Morris Dickerson, Gerald Goldstein, Leroy "Lonnie" Jordan, Lee Oskar Levifin, Charles Miller and Howard Scott. Far Out Music Inc. ASCAP U.A, 708. @ 1975 Far Out Productions. Used by permission of Avenue Records. No. 7\*

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- 18. Only Women Alice Cooper Music and lyrics by Alice Cooper and Dick Wagner. EMI-Blackwood Music Inc. /Early Frost Music Corp. /Ezra Music Corp. BMI. Atlantic 3254. @ 1975 Atlantic Recordina Corp. Produced under license from Atlantic Recording Corp. No. 12\*
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- 20. Poetry Man Phoebe Snow Music and lyrics by Phoebe Snow Laub. Almo Music Corp. ASCAP. Shelter 40353. @ 1974 DCC Compact Classics. Inc. Courtesy of DCC Compact Classics, Inc. No. 5\*
- 21. I'm Not In Love 10cc Music and lyrics by Graham Gouldman and Eric Stewart. Man-Ken Music Ltd. BMI. Mercury 73678. @ 1975 PolyGram. Records, Inc. Courtesy of PolyGram Special Products, a Division of PolyGram Records, Inc. No. 2\*



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1975: Take Two was produced by Time-Life Music in cooperation with Warner Special Products. Digitally remastered at MCA Recording Studio, North Hollywood, Calif.

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Time-Life wishes to thank William L. Schurk of the Music Library and Sound Recordings Archives, Bowling Green State University. Rowling Green. Ohio, for providing valuable reference material

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