

SOUNDS OF THE SEVENTIES • SEVENTIES TOP FORTY

- 1. I'll Be Around The Spinners
- 2. Thin Line between Love and Hate
 The Persuaders
- 3. Groove Me King Floyd
- 4. Starting All Over Again Mel and Tim
- 5. Band of Gold Freda Payne
- 6. Didn't I (Blow Your Mind This Time)
 The Delfonics
- 7. Fire The Ohio Players
- 8. I'd Love to Change the World Ten Years After
- 9. I Need You America
- 10. I Wanna Be with You The Raspberries
- 11. Devil Woman Cliff Richard

- 12. My Best Friend's Girl The Cars
 - 13. Yellow River Christie
 - 14. No More Mr. Nice Guy Alice Cooper
 - 15. Footstompin' Music Grand Funk Railroad
 - 16. That's the Way I've Always Heard It Should Be Carly Simon
 - 17. Sylvia's Mother
 Dr. Hook and the Medicine Show
 - 18. I Gotcha Joe Tex
 - 19. Spiders and Snakes Jim Stafford
 - 20. There Goes Another Love Song The Outlaws
 - 21. Highway Song Blackfoot

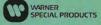
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SEVENTIES

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In the wake of psychedelic late-'60s rock, three important styles emerged to shope pop music in the '70s: the singer-songwriter, arena-rock and funk (derived from the split-open rhythms of Siy and the Family Stone). The first

style was a reaction to the loud rock that had closed out the '60s. With her folk singer background and pedigree (her father was a co-founder of Simon & Schuster, the publishing giant), Carly Simon was one of the quintessential singer-songwitters. She sang in a short-lived folk duet with her sister

Lucy, before Albert Grossman, Bob Dylan's manager, took over Carly's solo career in an attempt to sell her as a female Dylan. When Simon parted ways with Grossman over artistic control, her career was sidetracked.

While working in the Berkshires at Indian Hill Camp in Stockbridge, Massachu-

setts, and composing music for a proposed television special called *Who Killed Lake Erie?*, she came up with the melody for That's the Way I've Always Heard It Should Be. The TV sound track project did not pan out, but two

years later, when Simon finally got a solo recording deal, she revived her melody.

Simon asked her friend, film critic Jacob Brackman, to write the lytics. The disillusioned, ironic song from this collaboration was Simon's debut single, and instantly made her a star. Grand Funk Railroad and Alice Cooper helped establish grena-rock, the

term reflecting the huge size

of the audiences. Arena-rockers tended to attract kids too young to have experienced the sounds of the psychedelic ballroom as well as those who were openly contemptuous of the genteel singer-songwriters. Volume meant everything to this audience, beyond the fact that the colossal size of the venues meant that the music had

to reach unprecedented levels of loudness just to be heard. With a large working-class population, Detroit became the hard rock capital of the time, and both bands had strong ties to the Motor City, especially Grand Funk Railroad.

Grand Funk emerged from Flint in 1969 as a loud, crude, unruly "people's band," whose manager Terry Knight brilliantly manipulated the media and fans alike. Through constant touring, the group set numerous records for both album and ticket sales. Footstompin' Music was written as a tribute to the fans who forked over the cash, but by the time the record came out, the band and Knight had parted ways, a flurry of lawsuits was reaching the courts, and Grand Funk Railroad had lost its momentum.

Alice Cooper was launched in Phoenix by preacher's son Vincent Furnier, who soon adopted the band's moniker for himself as well. The group moved to L.A. in 1968 and billed themselves more or less as a freak show. Frank Zappa's Straight label released their debut album, which flopped. The band was dead in the water until they moved to Detroit and hooked up with Canadlan

producer Bob Ezrin. Ezrin's nationality qualified the bond for air play on Canadian radio, where by law a percentage of all programming must be devoted to homegrown talent. Alice Cooper's bone-crushing hard rock was then broadcast back across the border into Detroit. The band broke out from there, developing a macabre, mockrebellious "shock rock" act built around elaborate props and costumes. No More Mr. Nice Guy grew from a tongue-in-cheek slang phrase.

Ten Years After, featuring the flying fingers of lead auitarist Alvin Lee, were stars of the Woodstock festival and one of the few bands from the counterculture era to successfully make the transition, however briefly, into arena-rock. I'd Love to Change the World came from A Space in Time, the band's first album to augment guitars with electronics. The Outlaws, the first group Clive Davis signed to his new Arista label, merged the multi-guitar drive of Southern rock with the soaring harmonies of country-rock to create yet another variation on the arena-rock formula with hits such as There Goes Another Love Song.

Dr. Hook and the Medicine Show were slogging it out on the New Jersey bar circuit when producer Rom Haffkine tapped the band to perform some Shel Silverstein songs in the Dustin Hoffman movie Who Is Harry Kellerman and Why Is He Saying All Those Terrible Things about Me? Haffkine and Silverstein (who intended Sylvia's Mother as a send-up of country music, though the audience obviously heard it differently) provided the sound and songs for the band's debut album, which quickly sold three and a half million copies worldwide.

Formed in 1959 in Dayton, Ohio, the Ohio Players were one of the most popular funk bands of the '70s. The group was known for its razor sharp rhythms as well as the S&M themes on its album covers. The LP named after Fire, the group's first No. 1 crossover, featured a model, nude except for a fireman's hat, fondling a fire hose.

R&B music wasn't all funk, however, Eddie Holland talked jazz singer Freda Payne into singing pop for the label (Invictus) that he, his brother Brian, and their writing-producing partner Lamont Dozier, launched after splitting off from Motown. Band of Gold made the switch sound easy. The Deltonics' elegant Didn't I (Blow Your Mind This Time) shows producer Thom Bell in the early stages of putting his imprint on the Philly International Sound, while the Spinners' I'll Be Around defines Bell's work two years down the line. I'll Be Around, the first of several hits from Bell's first LP with the group, was originally a B side before D.Is gave it extensive air play.

Like Southern rock, Southern soul was popular in the early '70s. Joe Tex's leering I Gotcha, released just as he was turning his attention to the Muslim faith and changing his name to Joseph X. was Tex's final hit for the Dial label. Kina Floyd's Groove Me, which demonstrated the affinity between reggoe and New Orleans R&B, hit just as the journevman singer was giving up the musiclan's life for lob security in the post office. Cousins Mel Hardin and Tim McPherson, who were St. Louis bus drivers when their music careers took off, had extricated themselves from a bad record deal and were indeed starting over when they went into the studio at Muscle Shoals to record Starting All Over Again. Mel and Tim leased

the record to Stax, but its title didn't prove prophetic, as this was their last hit.

Great pop, of course, was all over the map throughout the '70s. Englishman Jeff Christie wrote Yellow River for the Tremeloes, a British Invasion group from the '60s. When they passed on the sona, Christie formed his own group, Christie, to record it, and sold three million copies of the single while it went to the top of the charts in 26 countries. I Wanna Be with You was Beatles-inspired pop fashioned by Eric Carmen for his Cleveland band, the Raspberries. I Need You was slated to be the debut single by America-two airforce brats and an Englishman who met in London. But Horse with No Name, written in the studio by Dewey Bunnell, became an eleventh-hour replacement and shot to No. 1. I Need You was the followup, and it too crept into the top 10.

Spiders and Snakes (co-written with another Florida country star, David Bellamy of the Bellamy Brothers) led to a television variety show for Jim Stafford in the summer of 1975. Cliff Richard, who first gained popularity in the '50s as the English Elvis Presiey, strolled through more than 75 hits in Great Britain before he signed with Elton John's Rocket label and

had his first U.S. top 10 with **Devil Woman** in 1976. The Cars represented the most commercial end of New Wave music with **My Best Friend's Girl.**In fact, the Cars did so well that they enjoyed a brief taste of the new arenarock life themselves, an achievement few other New Wave bands could claim.

—John Morthland

DISCOGRAPHY

*Indicates highest Billipoard chart position

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