

70s

DANCE PARTY

1976-1977

SOUNDS OF THE SEVENTIES • '70s DANCE PARTY 1976-1977

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By 1976, Miaml-based KC and the Sunshine Band had firmly established their brand of disco, which was heavily influenced by Caribbean junkanoo music. That sound, with its steel drums, whistles and cowbells over an infectious beat, created a party atmosphere that KC had no trouble reshaping for the ears of dancing Americans. (Shake, Shake,

Shake) Shake Your Booty confirms the extent to which the band was feeling its acts.
Though the lyric is ostensibly a simple command to dance, leader Harry Casey claimed that it was also meant to apply to living large off the dance floor—it was his way of saying "strut your stuff, be yourself."

More than a few disco groups picked up the cry—though few tried to argue that they were talking about anything more than the dance life. By now, in fact, disco songs that celebrated dancing had become commonplace (and contrasted sharply with previous generations of pop dance songs,

which usually merely described the steps). Silver Convention, the Munich studio group, said it with Get Up and Boogie (That's Right), which used different singers than the previous year's Fly. Robin. Fly debut. But this trio—Penny McLean. Ramona Wolf and Linda Thompson—was the one that stuck, and even toured

together. Few singers expressed the ethos with more flair and raw

energy than Vicki Sue
Robinson. The daughter
of a black actor father
and a white folkie
mother. Robinson was
only 16 when she
joined the original
Broadway cast of Halir.
From there she moved

into other rock musicals.

some movie work and the

original Broadway production of Jesus Christ Superstar. At 21 she had her first record, though the exuberant **Turn the Beat Around** furned out to be her only foray into the top 10.

Johnnie Taylor came out of the soul era, sticking with Stax Records until the legendary label bankrupted in 1975. When he switched to Columbia, his producer had a sona ready for him. Don. Davis had recently rewritten his own Disco Baby as Disco Lady-inspired by a combination of Curtis Mayfield's Gypsy Woman and an African dancer he had seen while vacationing in Spain. Taylor, an old-line soul man, was leery of disco and reluctant to cut it. But the red-hot funk of Disco Lady, which was about disco without aping the form, became the first-ever record to go platinum (the category, signifying sales of two million copies, had just been created because gold records were becoming so commonplace). The wily Joe Tex, whose humorous yet moralistic sermonettes had made him one of the most memorable stars of the soul era, found his way back onto the charts for the first time in five years with the hilarious Ain't Gonna Bump No More (With No Big Fat Woman). Tex promoted the song by staging bump dance contests with

Like Taylor, Englishman Leo Sayer, who had made his name as a fragile singer-

large women at his shows.

songwriter who performed in clown makeup, rode high up the charts with a syncopated sona that was about dancing without using the disco beat. You Make Me Feel Like Dancing was largely the work of his Los Angeles poprock producer, Richard Perry, Andy Gibb. "the fourth Bee Gee" (the first three Brothers Gibb made up the actual aroup), was brought to the States from Australia by Bee Gees manager Robert Stigwood due to his success down under, Brother Barry wrote him I Just Want to Be Your Everything, and Andy soared to the top of the charts with his very first American release.

Disco created its share of unlikely stars and unlikely records. Walter Murphy was a Madison Avenue Jingle writer who had also arranged for Doc Severinsen and The Tonight Show Orchestra. The conservatory-trained Murphy decided that what disco really needed in order to establish its legitimacy was an infusion of classical music, so he began experimenting with various pieces, finally settling on Beethoven's Symphony Number 5 in C Minor. Though billed as Walter Murphy

and the Big Apple Band, he played nearly every instrument on **A Fifth of Beethoven**, as he called his new synthesis, and the chart-topping single eventually made it onto the *Saturday Night Fever* sound track.

Medo wasn't far behind. Trombonist Meco Monardo was a veteran of the West Point Cadet Band who, though he claimed to loathe pop music, played. produced and arranged it for some nine years (Gloria Gaynor's Never Can Say Goodbye, which he co-produced in 1974, was his first success). Enthralled by Star Wars-he saw it 11 times-he worked up a 15-minute disco treatment of several pieces of music from the film. On the strength of the movie's record-breaking box office receipts. Meco sold Casablanca president Neil Bogart on the idea without playing him one second of the music, and went into the studio with a 75-piece orchestra (himself on trombone and keyboards) to record Star Wars Theme/Cantina Band. The original movie theme, by John Williams and the London Symphony Orchestra, was just hitting the top 10

when Meco's single was released and shot past the LSO version in no time.

But Casablanca's biggest success story would continue to be Donna Summer, who grew up singing in Boston churches and joined the Munich cast of Hair in 1967, when she was just 18. She made a big splash with her 1975 debut, Love to Love You Baby, but her next four singles failed to dent the top 10. I Feel Love changed all that by climbing to No. 6, and its synth-pop sound made it

one of the most influential

singles of the year.
Rose Royce's **Car Wash**,
written and produced by
Norman Whitfield, was
the theme of an upbeat,
influential movie of the same name.
Whitfield, formerly of Motown, had originally put Rose Royce together in the
early 1970s to back the Temptations,
one of the groups he was producing,
on tour. Thelma Houston had come into
the music business in 1969, with popmeister Jimmy Webb writing and producing her debut album. But her aospel-

laced pop voice did not get the proper treatment until 1976, when Hal Davis produced her Any Way You Like It LP for Motown. He had just heard the Harold Melvin and the Blue Notes album track Don't Leave Me This Way at a party, and felt the right remake could be a hit; Houston's explosive vocals turned him into a prophet. The Commodores, who had signed with Motown in 1971 (though they didn't record until 1974), were coming into their own

with tracks like **Brick House**, but did not become dominant until they moved into soft ballads the next year with *Three Times a Lady*.

Brick, whose disco-jazz fusion featured Jimmy Brown on vocals, sax and flute, grew out of Wednesday afternoon jam

sessions at Southside Sound studios in the Atlanta suburb of College Park. They were prized most highly for their session work, though **Dazz** charted Impressively as a debut single. The Sylvers were 10 brothers and sisters from Memphis, and though they entered the disco era impressively with the No. 1 Boogle Fever in 1976, the next year's

Hot Line proved their last top-10 single, Tavares were five brothers of Cape Verdean descent from New Bedford, Massachusetts. Guided by former Motown producer Freddie Perren, they hit the pop top 10 for the only time in 1975 (with It Only Takes a Minute), but Heaven Must Be Missing an Angel (Parl 1) came close to repeating the trick.

Then there was the English contingent. Maxine Nightingale arrived in the States in the early 1970s, after appearing in British productions of Hair, Jesus Christ Superstar and Godspell, Right Back Where We Started From was her first, and biggest. American release. Hot Chocolate, an interracial rock and soul group from London that was produced by pop whiz Mickie Most, enjoyed a longer chart run stateside. They had been around since 1970, when they remade John Lennon's Give Peace a Chance as pop-reggae for the Beatles' Apple label, but their sound gelled in the mid-'70s with tracks like You Sexy Thing. That song was not exactly disco, but when it came over the speakers people had a hard time staying off the dance floor.

-John Morthland

DISCOGRAPHY

*Indicates highest Billboard chart position

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