

# TOP 50 R&B ALBUMS

	Weeks On 9/18 Chart		Weeks On 9/18 Chart
<b>1 HOT ON THE TRACKS</b> COMMODORES (Motown M6-867S1)	1 14	<b>28 THREE</b> BOB JAMES (CTI 6063)	24 14
<b>2 WILD CHERRY</b> (Epic/Sweet City 34195)	2 10	<b>29 MIRROR</b> GRAHAM CENTRAL STATION (WB BS 2937)	19 13
<b>3 SOUL SEARCHING</b> AVERAGE WHITE BAND (Atlantic SD 18179)	3 10	<b>30 AIN'T NOTHIN' STOPPIN' US NOW</b> TOWER OF POWER (Columbia PC 34302)	38 2
<b>4 ALL THINGS IN TIME</b> LOU RAWLS (Phila. Int'l./ Epic PZ 33957)	4 17	<b>31 CHAMELEON</b> LABELLE (Epic PE 34189)	41 2
<b>5 YOU ARE MY STARSHIP</b> NORMAN CONNORS (Buddah BDS 5655)	6 10	<b>32 STRETCHING OUT IN BOOTSY'S RUBBER BAND</b> BOOTSY'S RUBBER BAND (WB BS 2920)	22 16
<b>6 BREEZIN'</b> GEORGE BENSON (WB 2919)	5 25	<b>33 GIVE, GET, TAKE AND HAVE</b> CURTIS MAYFIELD (Curtom/WB CU 5007)	32 13
<b>7 HARVEST FOR THE WORLD</b> ISLEY BROTHERS (Epic PZ 33809)	8 17	<b>34 TOGETHER AGAIN . . . LIVE</b> BOBBY BLAND & B.B. KING (ABC ASD 9317)	31 11
<b>8 HAPPINESS IS BEING WITH THE SPINNERS</b> SPINNERS (Atlantic SD 18181)	10 9	<b>35 WINDJAMMER</b> FREDDIE HUBBARD (Columbia PC 34166)	40 2
<b>9 CONTRADICTION</b> OHIO PLAYERS (Mercury SRM 1-1088)	7 16	<b>36 MESSAGE IN THE MUSIC</b> O'JAYS (Phila. Int'l. PZ 34245)	— 1
<b>10 AIN'T THAT A BITCH</b> JOHNNY GUITAR WATSON (Amherst DJM/Amherst DJLPA-3)	11 9	<b>37 PASS IT ON</b> STAPLE SINGERS (BS 2945)	— 1
<b>11 LOOK OUT FOR #1</b> BROTHERS JOHNSON (A&M 4567)	9 13	<b>38 A FIFTH OF BEETHOVEN</b> WALTER MURPHY (Private Stock PS 2015)	— 1
<b>12 ARABIAN KNIGHTS</b> RITCHIE FAMILY (Marlin/TK 2201)	12 8	<b>39 GLOW</b> AL JARREAU (WB BS 2248)	39 4
<b>13 DIANA ROSS' GREATEST HITS</b> (Motown M6-869S1)	13 7	<b>40 GET UP OFFA THAT THING</b> JAMES BROWN (Polydor PD 1-6071)	33 7
<b>14 FLOWERS</b> EMOTIONS (Columbia PC 34163)	17 10	<b>41 SCHOOL DAYS</b> STANLEY CLARKE (Nemperor/Atlantic NE 439)	— 1
<b>15 EVERYBODY LOVES THE SUNSHINE</b> ROY AYERS UBIQUITY (Polydor PD 1-6070)	14 7	<b>42 LOVE AND TOUCH</b> TYRONE DAVIS (Columbia PC 34268)	— 1
<b>16 SKY HIGH</b> TAVARES (Capitol ST 11533)	15 15	<b>43 NIGHT FEVER</b> FATBACK BAND (Spring/Polydor SP 1-6711)	34 6
<b>17 NATALIE</b> NATALIE COLE (Capitol ST 11517)	20 18	<b>44 MOTHERSHIP CONNECTION</b> PARLIAMENT (Casablanca NBLP 7022)	35 35
<b>18 LIFE ON MARS</b> DEXTER WANSEL (Phila. Int'l./Epic PZ 34079)	21 6	<b>45 MY NAME IS JERMAINE</b> JERMAINE JACKSON (Motown 6-842S-1)	— 1
<b>19 WAR GREATEST HITS</b> (UA LA 648G)	25 4	<b>46 THIS IS NIECY</b> DENISE WILLIAMS (Columbia PC 34242)	— 1
<b>20 LOVE TO THE WORLD</b> LTD (A&M 4589)	23 7	<b>47 HARD WORK</b> JOHN HANDY (ABC/Impulse ASD 9314)	43 16
<b>21 SECRETS</b> HERBIE HANCOCK (Columbia PC 34280)	29 3	<b>48 SOLID</b> MICHAEL HENDERSON (Buddah BDS 5662)	— 1
<b>22 THE TEMPTATIONS DO THE TEMPTATIONS</b> (Gordy/Motown G6-975S1)	30 3	<b>49 ON LOVE</b> DAVID T. WALKER (Ode/A&M SP 77035)	49 3
<b>23 FEVER</b> RONNIE LAWS (Blue Note/UA BNLA 628G)	26 17	<b>50 WHERE THE HAPPY PEOPLE GO</b> TRAMMPS (Atlantic SD 18172)	44 18
<b>24 SPARKLE</b> ARETHA FRANKLIN (Atlantic SD 18176)	16 15		
<b>25 SILK DEGREES</b> BOZ SCAGGS (Columbia PC 33920)	28 10		
<b>26 LOVE POTION</b> NEW BIRTH (WB BS 2953)	18 10		
<b>27 DR. BUZZARD'S ORIGINAL SAVANNAH BAND</b> THE SAVANNAH BAND (RCA APL 1-1504)	27 5		

## Reflections 'N Black

The Opportunities Industrialization Centers of America recently honored **Donald Byrd** as a leader in Afro-American musical traditions and heritage. Byrd simultaneously received an award from the state of Pennsylvania for his contributions to education and music, a replica of the Liberty Bell was presented to him by a representative of the governor of the state.

P-Funk Earth Tour, 1976-77 will be unveiled October 2 in Providence, Rhode Island, as part of a 75-plus city tour, according to representatives of the show. The show will star **Parliament/Funkadelic**, supported by **Bootsy Collins** and **Hugh Masakela**. The show is being designed by **Jules Fisher**, who has done shows for the **Rolling Stones**, **Elton John** and **Kiss**.

### Radio:

**Don Mack**, morning man for **KDAY** in Los Angeles, has resigned, and plans to do mornings at **KGFJ** in Los Angeles.

**Jay DuBard** has left **KATZ** in St. Louis, and replacing him will be **Lee Michaels** handling the five-nine p.m. airshift. Michaels most recently did weekends at **KDIA** in Oakland. Also at **KATZ**, **J.J. Jackson** has been promoted to assistant program director.

Program director **J.J. Jefferies** at **KSOL** in San Francisco will now be handling the ten-two air shift in addition to his regular duties.

Changes in lineup at **KOWH** in Omaha are: six-ten **Tony Sledge** ten-two **Richard Baker**, two-seven **Andrew Clark Sr.** joining the station from **KTKT** in Tucson, seven-twelve **German Womack** and twelve-six **Jimi Cecll** also recently joining the station.

## CBS Special Markets Dept Builds Artists Career

by Cookie Amerson and John Mankiewicz

LOS ANGELES—The specialization that has developed in the record industry has taken many forms during the past decade. The emergence of jazz, country & western, and especially R&B music has dictated a more sophisticated approach to the problems of marketing and merchandising specialty product. If the next decade is anything like the last one, it is entirely likely that 'special markets' divisions of major record companies will at last come into their own.

LeBaron Taylor, vice-president of CBS' special markets division, feels that the company's coordinated program to maximize the exposure and sales of black artists has matured considerably in the past four years and is now operating at "full force." Taylor, a three year veteran of the special markets department at CBS, told **Cash Box**, "Our initial act was to put together an exceptional professional promotion and marketing staff that would get the job done in an effective manner."

That organization, according to Taylor, will run through every level of the entire CBS team, from advertising, merchandising, press and artist affairs to promotion. Taylor explained that the recent mass hiring of what he considers to be "experts in the field" will make a large contribution toward the successful tailoring of CBS sales programs to black consumers.

Functioning as an "investigative force," the special markets division has the explicit full support of CBS higher-ups. Referring to the Columbia corporate structure, Taylor stressed that "they're one hundred percent behind us. We're getting all the necessary co-operation, everything we need to excel to the ultimate in black music."

### Artists

Certainly, by any yardstick the Columbia Records roster is an impressive one. And even the casual observer of the record industry will note an increase in Columbia signings over the last few years. "It is not an exaggeration," Taylor agreed, "to say that we are approached by a major artist every day who wants to join our label."

With that in mind, Taylor feels that

Columbia can profitably continue to acquire new artists only if the Columbia promotion and merchandising machine continues to grow. He cited the planned expansion of the CBS Records offices on the west coast. "We will have strong special markets representation in that area, which will, of course, increase our effectiveness in that area," Taylor, although he did not feel he had to justify any charges of 'indiscriminate artist signing,' pointed to the fact that Columbia has two platinum singles this year, with The Manhattans and Johnnie Taylor.

### Product Managers Help

CBS, according to Taylor, is one of the few companies that has product managers. "These people," declared Taylor, "pull together all marketing ideas for each piece of product released by the Columbia, Epic and associated labels." After the information is gathered, it is coupled with input from the special markets headquarters in New York, and Paris Ely, a product manager working out of special markets, handles the investigation of every element of the market for all black product release. "He looks at everything," Taylor emphasized, "from album and packaging costs to artist background. A plan is devised."

### Plan Into Action

Once a strategy has been agreed on for a particular piece of product, Taylor says that all aspects of that plan are given concentrated efforts for successful application. Marketing, Taylor noted, involves a strong sense of community responsibility with regard to black product. This year, according to Taylor, Columbia and affiliated labels will supply talent to the annual Congressional Black Caucus Dinner and Operation Push, as they have done in the past for the National Urban Coalition.

### Striving For Growth

"We're stepping up everything," declared Taylor. "We're striving for an overall growth in every aspect of black music. We're trying to set the stage for the progressive artist to cross to R&B, and ultimately to Top 40."

## R&B Singles To Watch

1. **Don't Turn Out The Lights** — Margie Joseph — Cotillion
2. **You Don't Have To Be A Star** — McCoo & Davls — ABC
3. **Teach Me** — Blue Magic — WMOT
4. **Jump** — Aretha Franklin — Atlantic
5. **Just Can't Be That Way** — Weapons Of Peace — Playboy

## Most Programmed New LPs

1. **Message In The Music** — O'Jays — Phila. Int'l.
2. **Carwash** — Rose Royce — MCA
3. **Feeling Good** — Walter Jackson — UA
4. **Pass It On** — Staples — WB
5. **School Days** — Stanley Clarke — Nemperor
6. **Windjammer** — Freddie Hubbard — Columbia

## R&B Crossing To Top 40

1. **The Best Disco In Town** — Ritchie Family — Marlin
2. **Just To Be Close To You** — Commodores — Motown
3. **You Are My Starship** — Norman Connors — Buddah
4. **Rubberband Man** — Spinners — Atlantic
5. **One Love In My Lifetime** — Diana Ross — Motown
6. **Anything You Want** — John Valentl — Arlola

## Top 40 Crossing To R&B

1. **Queen Of My Soul** — AWB — Atlantic
2. **Disco Duck** — Rick Dees — RSO