



The Malcolm Garrett Collection Playlist #4

Pop Rock 70

Compiled in 2012

If you like your rock short and sweet, but guitar-based and hard, then this is for you.

Featuring most of the finest guitarists of the era – Eric Clapton, Peter Green, Alvin Lee, Ritchie Blackmore, Tony Iommi, Jimmy Page, Pete Townsend, John Du Cann, Paul Kossoff and the absolutely incomparable Jimi Hendrix – it's hard to believe that, with one or two exceptions, which I'll come back to, these were all tracks released as singles in just one year: 1970. This was a watershed year: it was no longer the '60's but neither was it yet what we would come to recognise as the '70s. It was a turning point not just numerically but socially. The summer of love was long gone, psychedelia was over, glitter was not even hinted at, and progressive was only just getting underway.

These songs are all from a time that I alluded to in the notes for an earlier playlist – *Advanced progressive [for beginners]* – when pop appeared to turn into rock over night. Many of the bands featured here were first heard in the mainstream with these singles. Many of them never really returned to that format ever again, or if they did certainly not with any enthusiasm, and instead went on to make only albums. In some cases, lots of them.

As 1969 turned into 1970, I would listen to the chart rundown on *BBC Radio 1* on a Sunday afternoon, or watch *Top of the Pops* of a Thursday evening, hoping to hear just one record (or maybe even two) that I actually liked, that actually resonated with me as a rebellious teenager. Then it seemed that out of nowhere a new, harder sound was emerging. In my imagination I recall one episode of *Top of the Pops* that had Deep Purple, Black Sabbath, Hawkwind and the Sensational Alex Harvey Band all on at the same time. It never happened that way of course, as Hawkwind's 'Silver Machine' wasn't released until 1972, and Alex Harvey wouldn't show up until 1973, but that sums up how it felt. The longhairs were about to invade, and I was ready.

This is a powerful collection of songs, but don't make the mistake of thinking that the charts were all like this in 1970. Sadly these tracks are beacons within a middle-of-the-road morass ...

Now on to the exceptions... *Revolution*, never actually a single but released in 1968 as the B-side of The Beatles' *Hey Jude*, was the subject of controversy as an increasingly outspoken John Lennon stepped up to fully engage with the global tide of political dissent, albeit with a questioning "count me in/out" lyric. This recording is harsher and rougher-edged than the later version that appeared on the 'White Album' and is thus a more suitable introduction both lyrically and sonically to the guitar-driven tunes that follow.

The magnificent Cream song *Sunshine of Your Love*, never quite made it to 7" vinyl, although Eric Clapton and his cohorts made

a few other forays into the lower reaches of the charts. This has chart-topper written all over it, and many's the young budding guitarist who has mastered this riff when first picking up the guitar. Jimi Hendrix famously played it on Lulu's Saturday night TV show, instead of his own hit *Purple Haze*, much to the annoyance of the producers who frowned on such wilful disregard for the planned television schedule.

The truly anomalous inclusion here, though, is Led Zeppelin's *Whole Lotta Love*. This was not a single, as Led Zeppelin famously never released any singles, but ironically an instrumental version of this song (by CCS) was the long running theme to *Top of the Pops*, a TV programme devoted solely to singles. Thus it came to be that music by the studiously album-only band was heard heading up the singles charts every week.

I end with The Who's *Won't Get Fooled Again*. The Who had been regular visitors to the charts for many years, but as a bookend to The Beatles 'Revolution', newly recharged from a standout performance at Woodstock, Pete Townsend's song gives fresh voice to political dissent. It also features a new instrument, the Moog synthesiser, which underpins Townsend's windmill-armed guitar power chords, but heralds the impending demise of guitar music, in the singles charts at least. It took some time but the mainstream charts were destined to be consumed by electronic and dance oriented sounds. Yes, 1970 was indeed a pivotal year.

All songs released as singles in 1970, except where noted...

Revolution – The Beatles (B-side, 1968)

Sunshine of Your Love – Cream (1968)

Whole Lotta Love – Led Zeppelin (album track, 1969)

Question – The Moody Blues

Let's Work Together – Canned Heat

Up Around The Bend – Creedence Clearwater Revival

Mama Told Me (Not To Come) – Three Dog Night

The Witch's Promise – Jethro Tull

I Hear You Knockin' – Dave Edmunds

Brontosaurus – The Move

Love Like a Man – Ten Years After

Paranoid – Black Sabbath

Tomorrow Night – Atomic Rooster

Alright Now – Free

Black Knight – Deep Purple

The Green Manalishi – Fleetwood Mac

Apache Dropout – Edgar Broughton Band

Voodoo Chile (Slight Return) – Jimi Hendrix

Won't Get Fooled Again – The Who (1971)

This playlist was first posted on Matt Cooper-Wright's 'Internet Music Programme' in 2012.