

the Top Twenty. The others, too, had high-ranking album credentials.

The Brothers Johnson were skyrocketing with "Right On Time." Parliament had the hot "Parliament Live — P. Funk Earth Tour." Bootsy's Rubber Band was still counting the loot from "Ahh . . . The Name Is Bootsy, Baby!"

And The Isley Brothers were gunning for the No. 1 spot with "Go For Your Guns." However, the Isleys didn't perform in Los Angeles. But they hardly were missed, since there was such a flood of talent parading to the stage all night.

According to some observers, the Isleys didn't want to go on early because their hot album had just topped a million the week before. So they felt Bootsy's Rubber Band should go on ahead of them.

BOOTSY GAVE 'EM EVERYTHING

Bootsy said, "Okay, man," and went out and knocked 'em dead. When the announcer said, "Ahh, the name is Bootsy," the stadium rocked. Los Angeles obviously was Rubber Band land.

Bootsy gave 'em everything. He hit 'em with all his charisma and left 'em limp.

"This wasn't the Music Sound Funk Festival, it was the Bootsy's Rubber Band show," declared one backstage worker.

As a result of Bootsy's great performance, the Isley Brothers didn't want to follow that act either. So, they silently stole away into the night.

It caused Lewis Grey, one of the nation's most successful black concert promoters, some uneasy moments — but he survived. Being a music festival promoter is risky business from the start. Many a temperamental performer has failed to appear on stage at such events. Sometimes this can cause a riot. Even when a concert goes smoothly there are a thousand problems — security, weather, public acceptance, crowd control, narcotics . . . you name it.

But, for every headache there is a financial reward for the successful promoter. The Music Sound Funk Festival, at about \$10 per head, took in better than \$400,000 from some 42,700 fans. Four hundred thousand big ones isn't chicken feed!

The departure of the Isleys did delay Parliament from going on for an hour and

a half, but The Isleys in previous dates had been making Parliament late anyway.

During the lull before Parliament came out there was trouble in the stadium and many people were seen running for the exits. But things quieted down almost as quickly as they had erupted.

DR. FUNKENSTEIN HIMSELF

Then things exploded on stage. It was the arrival of a flamboyantly attired P-Funk led by Dr. Funkenstein himself, George Clinton. From then on it was Parliament: All in the Name of Funk.

"Everything is calm, baby, just give up the funk, this ain't nothing but a party," spewed Clinton as he took the crowd in the palm of his hand like a mad scientist with his latest conquest.

The reception was nothing short of fantastic for P-Funk. And the group gave the audience exactly what it wanted. They reached way back for such favorite funky melodies as "I Call My Baby Pussy," and "Cosmic Slop." Then they kept right on rolling through it all, including their current hits.

When Parliament finally left the stage and a limp crowd, the audience was told that the Isleys had cancelled. No one got excited . . . no riot . . . just a routine booping of the announcement as everyone filed out of the Coliseum and went home . . . or somewhere.

End

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The stadium rocked when Bootsy Collins and his Rubber Band socked it to 'em,

of funk... Parliament!



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That minister, head of the maggots, that outrageous George Clinton stepped out on the stage wearing a weird outfit, making sounds that set funk fans afire in Los Angeles.

feel rather than for anything stated. We bend with the wind. Rules sometimes don't apply because they're too rigid.

"When we first toured, we learned about the politics of the road, about which group went on first, about people messing with the equipment. Who needs it. We changed our identity. We lost our straightness and became funky — stopped BSing and became truthful."

Of course, it was a long road to the top for Parliament . . . years of struggling to get that one record that meant stardom. There were many disappointments during a 21-year struggle, and there were a lot of struggles — but they hung in there.

Now they're packing the crowds in everywhere and blowing the lids off places like the Los Angeles Coliseum.

While Parliament-Funkadelic was the main event, the "warm-up" acts were first-liners also in Los Angeles — Rose Royce, The Brothers Johnson, Rufus, Bootsy's Rubber Band, The Isleys. Wow, what a lineup!

While Rose Royce was on in the early afternoon, most of the other acts still had not made an appearance. It's almost customary to have long delays between acts at events like this, and Music Sound Funk Festival wasn't going to be any different.

However, Rufus was ready to go — members were seen taking it cool and easy prior to going on for one evening's work which would bring them about \$30,000.

Rufus at the time was still riding high on the album charts with "Ask Rufus" in

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all in the name



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It was the Music Sound Funk Festival of 1977

By JIM BROWDER

"We had a funk'in' good time, baby."
"Yeah, man, we funk'd the lid off this sucka."

Doing all the funk'in' was the funkigest bunch of all, the ultra-wild Parliament-Funkadelic. Oh, yes ma'am, there was George Clinton — the outrageous George Clinton — stepping from his fabric sculptured Funkmobile

with the help from a curvy personal chauffeur.

The place they tore the roof off of was none other than the mammoth Los Angeles Coliseum. It was the Music Sound Funk Festival of 1977, an extravagant rhythm and blues musical happening.

On stage Parliament came out wearing weird outfits — leopard skin jockstraps, striped prison suits, Indian

headdresses, mosquito heads — real funky stuff.

"We chose funky costumes so it gives our audience something to think about," says Clinton. "I'm the minister, head of the maggots. We're all maggots, everybody. You see, our heads are so full of B.S. that we have to unlearn more than we learn.

"We project looseness, but we're really in control at the same time. We go for a