

"Endless Love" Sets Record On Billboard Chart For Motown

By Elson Armstrong, Jr.
When the monster hit "Endless Love" by Diana Ross and Lionel Richie remained at the top of the *Billboard* record charts for the eighth straight week, it made history for Motown records. The song from the movie of the same name became Motown's all-time No. 1 hit during the week ending October 3, 1981.

This is quite an impressive feat when one considers that Motown, during its twenty-year history, has charted 47

No. 1 records by a virtual who's who of American pop, soul, and rock artists.

"Endless Love" replaced Marvin Gaye's "I Heard It Through The Grapevine" which was No. 1 for seven straight weeks in late 1968 and early 1969.

For Diana Ross, the song makes her eighteenth turn at No. 1 which makes her the all-time female singer. Only male artists Elvis Presley and Paul McCartney (of the Beatles and Wings) have more hits than the beautiful

Detroit native.

For Lionel Richie, the monster hit is the topping of an incredible year both as a singer and songwriter. This past winter, Richie wrote the hit "Lady" for Kenny Rogers and it was No. 1 for six consecutive weeks. A follow-up hit, also written and produced for Rogers, "I Don't Need You" peaked at No. 3.

Richie is a member of the popular Commodores who have racked up impressive hits since they formed in

1974. Their biggest to date has been "Three Times A Lady" which was No. 1 during the summer of 1978 and was nominated for song of the year.

While "Endless Love" has been at the top, Richie and the Commodores scored a top ten smash, "Lady, You Bring Me Up" which reached No. 8.

Motown Records, which was formed by Barry Gordy, Jr., in Detroit in 1959, has been an American music tradition. Such groups as the Supremes, Temptations, Four Tops, The Isley Brothers, Gladys Knight and the Pips, and Martha and the Vandellas, all got their first million selling hits on the label.

The Motown beat which pulsated from Detroit in the 1960's was about the only American sound that successfully competed against the so-called "British Invasion" when groups like the Beatles took over the American pop charts. In fact, the Supremes with Diana Ross and Paul McCartney of the Beatles have had a run and hit battle on the charts for years.

Both the Supremes and Beatles had their first No. 1 American hits in 1964. While the Beatles' "I Want To Hold Your Hand" was 1964's biggest hit, "Back In My Arms Again" by the Supremes was No. 1 for 1965.

Several times between 1964 and 1969, when the Beatles had a No. 1 hit, the Supremes would knock them off their lofty perch. In 1968, the Beatles scored their biggest hit, "Hey Jude". The Supremes knocked it out of

the No. 1 position with their all-time hit, "Love Child".

Both Miss Ross and McCartney left their respective singing groups by 1970 but the rivalry continued. In 1976, McCartney had "Silly Love Songs" at the top which was replaced by Diana's "Love Hang Over", which was incredibly replaced by "Silly Love Songs".

It is rare for a year to have just one song to remain at No. 1 for eight weeks, but 1981 has had two. "Bette Davis Eyes" by Kim Carnes this past spring was No. 1 for nine weeks. If that's not enough, Smokey Robinson, a founding father of Motown, also had a mega hit in "Being With You". While Smokey's song never hit No. 1, it was in the top three for at least nine weeks.

The following is a listing of some of the major hits (at least five weeks at No. 1) over the past thirteen years:

You Light Up My Life, Debbie Boone, 1977 (10 weeks at No. 1)

Hey Jude, The Beatles, 1968 (9 weeks)

Bette Davis Eyes, Kim Carnes, 1981 (9 weeks)

Night Fever, The Bee Gees, 1978 (7 weeks)

I Heard It Through The Grapevine, Marvin Gaye, 1968-69 (7 weeks)

Tonight's The Night, Rod Stewart, 1976 (7 weeks)

Sugar, Sugar, The Archies, 1969 (6 weeks)

Aquarius/Let The Sunshine In, Fifth Dimension, 1969 (6 weeks)

Bridge Over Troubled Waters, Simon & Garfunkel, 1970 (6 weeks)

I'll Be There, Jackson Five, 1970 (5 weeks)

One Bad Apple, The Osmonds, 1971 (5 weeks)

Sunday

October 11, 1981

	WFMY CH. 2 Cable 2	WPTF CH. 28 Cable 3	WTVD CH. 11 Cable 6	WUNC CH. 4 Cable 9	WTTG CH. 5 Cable 10	WRAL CH. 5 Cable 12	WTBS CH. 17 Cable 13	WGHP CH. 8
7:00	Kenneth Copeland	Jerry Falwell	30 Minutes		Jimmy Swaggart	World Tomorrow Spiritual Awakening	James Robison It Is Written	Dr. D. James Kennedy
7:15			Fat Albert					
7:30	Rex Humbard Oral Roberts	Kenneth Copeland	Mighty Mouse Heckle Jeckle Drak Pak		Frederick K. Price	Robert Schuller Church Of Our Fathers	Three Stooges & Friends	Gospel Expo Show My People
7:45								
8:00	Sunday Morning	Jim Bakker	Sunday Morning		Dr. Jerry Falwell	Oral Roberts Rex Humbard	Lost In Space	Jimmy Swaggart
8:15								
8:30	Day Of Discovery	Jerry Falwell	Gospel Jubilee		Superman	Day Of Discovery Dimensions	Hazel	Robert Schuller
8:45					Theatre I: "A"		Theatre: "Hud"	
9:00	For Cur Times Face The Nation	Jimmy Swaggart	Face The Nation		Chump At Oxford	First Presbyterian Church		Omni
9:15								Issues & Answers
9:30	Carolina Football NFL Football	Meet The Press Carolina Football	F.Y.I. NFL Football		Theatre II: "It Happened To Jane"	Issues & Answers Pro & Con		Issues & Answers Pro & Con
9:45								
10:00	Los Ang. vs. Atlanta	NFL Football	Los Ang. vs. Atlanta	Firing Line		Monte Kiffin Duke FB 1981	TBS Theatre: "Two For The Road"	We're Movin America's Top Ten
10:15								
10:30				Masterpiece Theatre	Theatre III: "Operation Mad Ball"	Southern Sportsman Movie: "Ride"		Showcase: "3 Women"
10:45								
11:00				All Creatures Great & Small		"Em Cowboys"		
11:15							TBS Theatre: "Son Of"	
11:30	Minnesota vs. San Diego	Movie: "The Dirty Dozen"	Minnesota vs. San Diego	World Of Cooking Victory Garden	Metromedia: "The Candidate"	Cinema 5: "Anything Goes"	Paleface	Grizzly Adams
11:45								
12:00				Lawmakers				Pink Panther Look At Us
12:15				Wall Street Week			Wrestling	
12:30				N. Carolina People Human Face Of China	Playhouse 5: Kaleidoscope Times	News 5	Nice People	News
12:45		NBC News				ABC News	ABC News	ABC News
1:00	60 Minutes	Here's Boomer Flintstones	60 Minutes	Nashville Music Wildlife Safari		American League Division Series	TBS Movie: "It's Only Money"	American League Division Series
1:15								
1:30	Archie Bunkers	Chips	Archie Bunkers	Nova	Lawrence Welk			
1:45								
2:00	Alice	NBC Movie: "Family Reunion Pt. 1"	Alice	Masterpiece Theatre	Merv Griffin		Atlantic City Alive	
2:15								
2:30	Jefferisons		Jefferisons					
2:45								
3:00	Trapper John		Trapper John	Wodehouse Playhouse Butterflies	News	ABC News Special	TBS News	ABC News Special
3:15					Odd Couple			
3:30	News	Carol Burnett Jim Bakker	Mary Tyler Moore	Twilight Zone	Movie: "Brannigan"	News ABC News Late Movie: "Once"	Caribbean Nights Open Up	News ABC News TV8 Report
3:45								
4:00	McKinley Baretta		Rockford Files			Upon A Time In The West	TBS Theatre:	Monte Kiffin Duke FB 1981
4:15		Charles Young						
4:30								
4:45								



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