

GO

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wmca edition
FREE FROM THE
FUN-LOVING
GOOD GUYS

NUMBER 132

SEPTEMBER 27, 1968



**Mickey Newbury paints lovingly
on the canvas of your mind.**

With tender and bittersweet strokes of his voice, Mickey applies eleven colors of love in this new Victor album, including his great new single, "Are My Thoughts with You."

RCA

GO's charts and reviews

TOP 60 SINGLES

1. HEY JUDE THE BEATLES - APPLE
2. Harper Valley PTA Jeannie C. Riley - Plantation
3. People Got To Be Free Rascals - Atlantic
4. Hush Deep Purple - Tetragrammaton
5. Light My Fire Jose Feliciano - RCA
6. Born To Be Wild Steppenwolf - Dunhill
7. The Fool On The Hill Sergio Mendes - A&M
8. I've Got To Get A Message To You Bee Gees - Atco
9. The House That Jack Built Aretha Franklin - Atlantic
10. Revolution The Beatles - Apple
11. Time Has Come Today Chambers Bros. - Columbia
12. 1-2-3 Red Light 1910 Fruit Gum Co. - Buddah
13. Fire Crazy World Of Arthur Brown - Atlantic
14. I Say A Little Prayer Aretha Franklin - Atlantic
15. Girl Watcher O'Kaysions - ABC
16. Midnight Confessions Grass Roots - Dunhill
17. You're All I Need To Get By Marvin & Tammi - Tamla
18. On The Road Again Canned Heat - Liberty
19. Do It Again Beach Boys - Capitol
20. Hangin' On Vanilla Fudge - Atco
21. Tuesday Afternoon Moody Blues - Deram
22. Hello, I Love You Doors - Elektra
23. Sunshine Of Your Love Cream - Atco
24. Magic Bus Who - Decca
25. Little Green Apples O.C. Smith - Columbia
26. Love Makes A Woman Barbara Acklin - Brunswick
27. Classical Gas Mason Williams - Warner Bros./7 Arts
28. Say It Loud James Brown - King
29. Turn Around, Look At Me Vogues - Reprise
30. Down At Lulu's Ohio Express - Buddah
31. Special Occasion Smokey Robinson & Miracles - Tamla
32. Stay In My Corner Dells - Cadet
33. Who Is Gonna Love Me Dionne Warwick - Scepter
34. The Snake Al Wilson - Soul City
35. In-A-Gadda-Da-Vida Iron Butterfly - Atco
36. Suzie Q Credence Clearwater Revival - Fantasy
37. Piece Of My Heart Big Brother & Holding Co. - Columbia
38. Brown Eyed Woman Bill Medley - MGM
39. Baby, Come Back Equals - RCA
40. Help Yourself Tom Jones - Parrot
41. To Wait For Love Herb Alpert - A&M
42. Morning Dew Lulu - Epic
43. I've Never Found A Girl Eddie Floyd - Stax
44. Over You Gary Puckett & Union Gap - Columbia
45. Listen Here Eddie Harris - Atlantic
46. The Weight Jackie DeShannon - Imperial
47. Street Fighting Man Rolling Stones - London
48. Six Man Band Association - Warner Bros./7 Arts
49. Down On Me Big Brother & Holding Co. - Mainstream
50. Break Your Promise Delfonics - Philly Groove
51. Shape Of Things To Come Max Frost & The Troupers - Tower
52. Always Something There To Remind Me Dionne Warwick - Scepter
53. All Along The Watchtower Jimi Hendrix Experience - Reprise
54. I Met Her In Church Box Tops - Mala
55. Down Here On The Ground Lou Rawls - Capitol
56. Gentle On My Mind Glen Campbell - Capitol
57. The Weight The Band - Capitol
58. Naturally Stoned Avant-Garde - Columbia
59. For The Love Of Ivy Mamas & Papas - Dunhill
60. Poor Baby Cowsills - MGM

TOP 20 ALBUMS

1. DOORS Waiting For The Sun - Elektra
2. RASCALS Time Peace/Greatest Hits - Atlantic
3. JOSE FELICIANO Feliciano - RCA
4. CREAM Wheels Of Fire - Atco
5. JOHNNY RIVERS Realization - Imperial
6. STEPPENWOLF Dunhill
7. JIMI HENDRIX EXPERIENCE Are You Experienced? - Reprise
8. SOUNDTRACK The Graduate - Columbia
9. CREAM Disraeli Gears - Atco
10. SIMON & GARTUNKEL Bookends - Columbia
11. HERB ALPERT & TIJUANA BRASS Beat Of The Brass - A&M
12. ARETHA FRANKLIN Aretha Now - Atlantic
13. BIG BROTHER & HOLDING COMPANY Cheap Thrills - Columbia
14. MASON WILLIAMS Phonograph Record - Warner Bros./7 Arts
15. GLEN CAMPBELL Gentle On My Mind - Capitol
16. CHAMBERS BROTHERS The Time Has Come - Columbia
17. JOHNNY CASH At Folsom Prison - Columbia
18. DONOVAN In Concert - Epic
19. IRON BUTTERFLY In-A-Gadda-Da-Vida - Atco
20. VANILLA FUDGE Renaissance - Atco



INCREDIBLE
STRING BAND

During the month of March, 1968, the Incredible String Band pulled off a truly incredible feat in Britain. Without producing a hit single they managed to have a top five album, "The Hangman's Beautiful Daughter", on the charts.

They originally started at Clive Palmer's Incredible Folk Club in Glasgow, Scotland, in 1965. The band consisted of Clive and Robin Williamson. Later that year Michael Heron joined them as song writer. They recorded their first album for Elektra in June of 1966.

Shortly after the release of the album Robin and Clive split for Morocco and Afghanistan respectively. Upon Robin's return, he and Mike resumed singing as a duo - which is how it has been since then. On their first tour together they travelled to Scotland with Judy Collins and Tom Paxton.

Along with writing and performing their own material they play, guitar, sitar, harmonica, oud, flute, pennywhistle, gimbri, mandolin, violin, banjo, tamboura, organ, finger cymbals, harp and dulcimer. Which may well account for why they call themselves the Incredible String Band.



Electric Mud by Muddy Waters (Cadet-Concept). With so many English blues groups recording today it seemed logical that someone should start pushing some authentic American blues singers. But if this is what they intend to do, I hope they forget about it. They've given Waters a Jimi Hendrix-type background and somehow he manages to sound like a white singer trying to sound black. At any rate, it is a dismal and disappointing job.

The Second by Steppenwolf (Dunhill). The group have gone from "underground" to commercial in a few short months. They're still a good group. It's just that they sound too slick on this disc. The record should do well with this "discotheque" sound they have acquired.

The Secret Life Of Harpers Bizarre by Harpers Bizarre (Warner Bros./7 Arts). Harpers have managed something that very few groups have been able to do - appeal to all age groups. Here again they exhibit their unique approach to all sorts of material, everything from, "Battle Of New Orleans" to "Sentimental Journey". If you like the group you'll dig this one.

Golden Era Volume 2 by The Mamas & Papas (Dunhill). Now that the group are no more, Dunhill has put together two albums of their best numbers. The interesting thing about this particular collection is that it is not just made up of hit singles. It is 12 cuts pulled from their various albums, each one a gem. What more can you say after you've said they are great!

What Ever Happened To Those Good Old Days At Club 47 In Cambridge, Mass. by Jim Kweskin With Friends (Vanguard). Any album with a title that is 14 words long can't be all bad. The fact is that this one isn't bad at any point. This album, like all of Kweskin's things, is great fun. Jim is in fine form doing such numbers as, "Bill Bailey", "Ain't She Sweet" and "Sheik Of Araby".

Bobbie Gentry And Glen Campbell by Bobbie Gentry And Glen Campbell (Capitol). This is a smart pairing by Capitol Records. They sound like they have been singing together for years, this largely due to Glen's ability as a singer. The stand out in the album is Bob Russell's tune, "Little Green Apple".

GREAT NEW NUMBER

TOP 10:

White Room by Cream (Atco). This is a great new number from their latest album. Doesn't quite have the heavy beat of the last one, but should do very well. Gentle On My Mind by Glen Campbell (Capitol). After his summer show everyone is familiar with this one. It was the theme on the show and was written by John Hartford. Sweet Blindness by The 5th Dimension (Soul City). A great cut from the "Stoned Soul Picnic" album. It's a light, bouncy tune penned by the talented Laura Nyro.

TOP 50:

Lalena by Donovan (Epic). This is a complete turnabout from the sound of "Hurdy Gurdy Man". "Lalena" is a beautiful, moody ballad featuring strings and flute. Perhaps it is a bit too lovely make the top 10. Stormy by Classics IV (Imperial). Something different for this group, it is ballad with a beat reminiscent of "Sunny". Peace Of Mind by Nancy Wilson (Capitol). Miss Wilson is surprisingly funky on this R&B-flavored tune. The Most Beautiful Thing In My Life by Herman's Hermits (MGM).

A rather soapy little ballad featuring the plaintive voice of Peter Noone. I Who Have Nothing by Linda Jones (Loma). A good version of this popular song from a few years back. Baroque-A-Nova by Mason Williams (Warner Bros./7 Arts). Another inventive tune by Mason, though not as good as his last one. Are My Thoughts With You by The First Edition (Reprise). This is a soulful ballad by Mike Settle and the refugees from the Christy Minstrels. Lovely Rita by Fats Domino (Reprise). Though the record is rather over-produced Fats does a great job with the Lennon and McCartney number. I Can See A Light by The Good Earth (Dynovoice). A real mover from this new group, the Bob Crewe organization should have a winner with this one.

OUTSIDE CHANCE:

Back In The Saddle Again by Gene Autry (Columbia). Hey gang, you remember this one from Gene's TV show. Well it's back again just like the original and it could be the camp hit of the year. On The Way Home by Buffalo Springfield (Atco). A completely different sound for the Buffalo, R&B believe it or not. No News by The Glories (Date). This is a great funky number that could take off.

gettin' down to it!...



"nitty gritty"
ricardo ray

X 4024

ALFORD
RECORDS

A DIVISION OF ROULETTE RECORDS

Nicky Joins Jeff Beck Group

Piano player Nicky Hopkin has joined the Jeff Beck Group. Hopkin is perhaps best known for his solo piano work on the "Revolution" single by The Beatles. He has also played on all of the Rolling Stones albums and on the "Morning Dew" and "Blues Deluxe" tracks from the "Truth" LP by The Jeff Beck Group.

The addition of Britisher Hopkin to the group brings its total membership up to five, Jeff Beck on guitar, Ron Wood on bass, Mick Waller on drums, Rod Stewart on vocals, and Hopkin.

The Epic recording group will be heading out on tour of the United States October 11. They open at the Electric Theatre in Chicago and then on to: Alma College, Alma, Michigan, Oct. 12 the Fillmore East, N.Y.C., Oct. 18-19, the Tea Party, Boston, Oct. 22-23-24, the Electric Factory, Philadelphia, Oct. 25-26, the Grande Ballroom, Detroit, November 1-2-3, the Music hall in Houston, Nov. 8, Southern Methodist University, Dallas, Nov. 9, Independence Auditorium Baton Rouge, Nov. 10.

BEATLES ALBUM FOR NOV. RELEASE

The Beatles new album should be ready for release on the Apple label about November 15, according to Nat Weiss of Nemperor Artists in New York.

They are now working in London to finish up tracks for the new album. As yet it is untitled.

In London there is also talk of the Beatles doing another television show. Paul McCartney was reported to say that the Beatles will do a live TV show later in the year.

Mr. Weiss told GO that the Beatles are considering such a show and if they did it, it would probably be shown in the U.S. as well as Britain.

2ND TRAGEDY HITS ORBISON

FAMILY



Tragedy has struck the family of singer Roy Orbison for the second time since 1966. Roy's two oldest boys died when the family home at Hickory Lake in the Nashville suburb of Sandersville, Tennessee burned to the ground. Roy Dwayne was 11 and Anthony was eight.

Orbison's parents were living in the house, taking care of the children while he fulfilled a nightclub booking in England. They escaped the burning building with Roy's youngest son, Wesley, three.

The cause of the blaze has been tentatively set at a combination of pressurized spray cans and matches.

Orbison is reported to have collapsed upon hearing the news. He has cut short his nightclub engagement and returned to Nashville.

In 1966, Orbison's wife was killed in a motorcycle mishap.

Bobby Goes Oriental



Bobby Goldsboro makes his first trip to the Orient next month. He will fly from Nashville on October 23, bound for Japan where he will be doing concerts for ten days.

His recent success is due primarily to his recent record, "Honey" which sold two million copies throughout the world. This recognition is coming within the United States as well. Bobby will make his Las Vegas debut at the Flamingo Hotel on December 19. It is reported that for his three week engagement he will receive one of the highest prices ever paid an act. His deal with the Flamingo runs for two years.

TREMELOES SET FOR ANOTHER

The Tremeloes will be making their second tour of the U.S. and Canada starting in late November. The boys, who had a big hit with "Silence Is Golden" and "Even The Bad Times Are Good", are presently finishing a tour of Israel. Early next month they will fly to Brazil where they had a successful tour last year.

Their North American invasion begins in Toronto on November 28, with the U.S. portion of the tour beginning on December 2 in Chicago. Following this college dates are scheduled for New York, San Francisco, Los Angeles and Denver. A new single by the group is due shortly on Epic Records.

Watch Out For Feliciano

Jose Feliciano has been a very busy young man during the month of September. He has played at the Greek Theater, in Los Angeles, recorded the soundtrack of McKenna's Gold (a Columbia Pictures release starring Gregory Peck with music by Quincy Jones) and begun a three week engagement at Caesar's Palace in Las Vegas.

During the last week of October he will be taping the first "Road" television special with Bing Crosby, Bob Hope, and Diana Ross and the Supremes.

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PAT PAULSEN FOR PRESIDENT PARTY

The party of the year doesn't have a thing to do with Truman Capote. It's not the Democratic party and it's not the Republican party. The party of the year has to go down history books as the \$.89 Testimonial Dinner for Pat Paulsen for President held at a Horn & Hardart Automat in New York.

Dinners at \$100 a plate may be held at the Waldorf for the likes of a Humphrey or Nixon, but the Spartan setting of Horn & Hardart's with its \$.89 spaghetti dinner suited our man Pat, the simple saviour of America's destiny. Amidst the celebrity-studded, formally dressed crowd our man Pat moved with the assurance of a man who knew where he was going — to the men's room.

After dinner Tom Smothers introduced the Paulsen campaign film. There were scenes of our candidate visiting the Ford Motor Company and

plastering new cars and people's backs with Paulsen for President bumper stickers.

The speaker's table was lined with celebrities who gave tribute to Paulsen. They included Ed McMahon, Soupy Sales, Fanny Flagg and Allan Sherman. The humor of their monologues was reinforced with the spirits of the evening.

Paulsen delivered his campaign speech with his usual lack of enthusiasm. He mentioned his opponents Herbert Humphrey and Richard Nixon as well as the man in the White House now, Mr. Johnston. In discussing the law and order issue Mr. Paulsen said the police ought to investigate citizens getting beat up on the streets because it was bad enough citizens had to worry about getting beaten by criminals without having to worry about the cops.

Paulsen kept up at his usual deadening pace and was hailed with a standing ovation. For those of you who want to find out more about this simple saviour of America's destiny there is the Pat Paulsen for President LP on the Mercury label and the campaign book in your book stores.

With the choice of candidates we have before we have before us this year, Pat Paulsen may win on write-ins. As one of the comics said of him, at least he's a man who when he talks just embarrasses himself and not the whole nation.



The Fillmore East opened its second season in New York with The Amboy Dukes, Blood, Sweat and Tears, and the Chambers Brothers. This season the Fillmore has reserved seats which alleviates a lot of the pushing and



(Left to Right) Tom Smothers Dick Smothers Pat Paulsen.

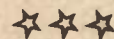
showing. As soon as they begin shows on time, the Fillmore should be set. But, it is a drag when an 11:30 p.m. show doesn't start until 12:15 a.m. That's what happened the night I was there.

The Amboy Dukes showed some flashes of originality although they tended to be monotonous. The Chambers Brothers did their usual show and the crowd loved them. As much as I like the Chambers Brothers, I am tired of seeing them do the same numbers all the time. Their two best numbers are "People Get Ready" and "I Wish It Would Rain"... because they do them gospel style. Their background is in gospel and when they get that feel and kind of singing into pop songs, the Chambers Brothers are truly superb.

Blood, Sweat & Tears really shined. They are one band who constantly improve and develop. One of the new numbers they did was a brilliant arrangement of Billie Holliday's "God Bless The Child". Occasionally singer David Clayton Thomas lapses into mere screaming, but generally his voice is well-controlled. The band is working extremely well together as a big jazz band does. Blood, Sweat & Tears have most successfully blended rock ideas with jazz and are certainly one of the most exciting bands on the scene.



Is Martha Reeves anxious to go out on her own without the Vandellas and without Motown?... The Young Savages are the first rock group to play the Waldorf-Astoria's Empire Room. They play in between Shirley Bassey's shows... Georgie Fame joins Annie Ross and Jon Hendricks at the Berlin Jazz Festival November 7-10. Count Basie and Carla Thomas will also be playing there.



The Sunshine Company are playing at the new 2,000-seat Renaissance Club in Westville, N.J., with Buddy Guy September 20... Bit 'A Sweet added organist Jimmy Klein as their fifth member... Country Joe & The Fish play the Fillmore East September 27-28 and again November 15-16.

King Curtis and his Kingpins picked

up \$10,000 for playing at the Patino Ball in Portugal recently. The jet-set affair was attended by celebrities like Audrey Hepburn, Gina Lollobrigida and Zsa Zsa Gabor... The Irish Rovers are in concert at Detroit's Masonic Temple on October 5.

GO

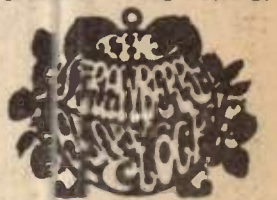
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GO Publishing Co., Inc.,
35 West 56th Street
New York, N.Y. 10019
Phone 212-765-9630

NO. 132 September 27, 1968

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Printed and published weekly by GO Publishing
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wmca news

The Straus Broadcasting Group

DANDY DAN STICKS HIS NECK OUT...

Dan Daniel, disc jockey, raconteur and soothsayer. A prognosticator of remarkable talent, Dan correctly picked the Pennant winners in both the American and National Leagues.

Risking this unblemished record he has gone out on the proverbial limb and picked the Tigers as the winners of the World Series. He has, however, protected himself somewhat by saying that it will take them the full seven games.

He made these predictions on WMCA's weekly show "World In Review". Not only did he do that but in a spirit of reckless

abandon he made pro football picks, one marvels at the man's courage. Dan admits however that if he could pick horses this well he wouldn't have to be a deejay.

In the Western Division of the A.F.L. Dan picks the Oakland Raiders. He feels that the only surprise in the division will be the Cincinnati Bengals who should clinch third place. As Dan put it: "My Daddy once told me never to bet against Paul Brown."

He selects the Jets in the Eastern division, but sees them losing to Oakland in the play-off.

In the NFL Dan picks Green Bay in the Century Division, Baltimore in the Coastal Div. (if Unitas stays healthy - if not he goes with the Rams), Dallas in the Eastern Division and Dallas to knock off Oakland in the Super Bowl.

What else would you expect a boy from Texas to say!



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Gary Stevens hands over his favorite WMCA mike to your Lee-der...

A fond farewell for Gary

Well everyone in the record business came to the Hotel Americana on September 18 to say good-bye to Good Guy Gary Stevens and enjoy a lunch. Present were other WMCA staffers, the record companies were represented by promotion men, artists and producers.

Dandy Dan Daniel served as emcee, chicken served as lunch and comedian Pat Cooper served as entertainment. Then Gary was introduced and, to the sound of barely audible sobs, delivered his farewell speech. He then introduced the man who will take over for him, Lee-Der Lee, and he was warmly received.

All proceeds from the luncheon will go to Gary's favorite charity, the Westchester Youth Fund. Everyone at WMCA and all his loyal fans wish Gary all the best on his new career.



...and you can see how pleased your Lee-der is!

Joe Spends Vacation Down On Farm

On the air he is sophisticated, worldly Joe O'Brien, but come the weekend or his vacation Joe puts his worldly cares aside and becomes a simple man of the soil. No frustrated Levittown farmer is Joe, he has a real farm in Dutchess County.

That's right gang a farm, you know, where they have chickens and ducks and cows and things like that there. Well, for his vacation, Joe went up to his farm for a rest cure.

He did all those exciting things that all of us dream about doing, like

painting fences and pulling stumps. It's great fun really, particularly if you only do it on the weekends.

But the most fun thing he did was to go to country auctions. Those really are fun, you get all caught up in the bidding and the excitement really gets to you.

The only trouble is that when you get home with this treasure you realize you don't know what the heck you're

going to do with anything you've bought.

So Joe bought a lot of things that have no function whatsoever that are presently cluttering up his house. Joe finds that when he has bought enough so that there is no place to sit down it is time to come home.

And that's just what he did - come home to New York and all you wonderful Good Guys and Gals out in WMCA land.

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Follow Your Lee-Der

Howdee on all you out there. Well I've finally made the big time - New York. I love New York. Really, it's the most exciting city in the world. My big hang-up is the Village, all those beautiful, groovy people down there make you really feel at home.

And the GIRLS! Wow!! New York has the most beautiful girls I've ever seen; it's enough to make your brains fall out.

When I'm walking up Madison Avenue to the station I don't know which way to look first, there are so many great-looking birds. Some days I'm afraid I'll never get to work at all I find myself in sort of a trance.

When people ask me how I've found New York I just tell them that I turned left at Canada. They usually accept that.

I thought that people here would be a lot different, but they're just about the same as they were in Oklahoma. They don't look any different and they certainly are friendly. I've bought three bridges in New York at what, I am assured, are rock bottom prices.

The greatest thing about this city though is WMCA and all the fabulous Good Guys (I figure I'd better say that since the station manager has a cat o' nine tails hanging in his office). But, seriously folks, it's really a kick working here with all these wonderfully groovy people. The best part is being with you great human beings every night.

Well that's about all for this week. This is Lee saying - may peace and love be with you.

The Fabulous 57 from the WMCA Good Guys

WMCA Fabulous 57 Survey

for week of

September 24, 1968

1. *†HEY JUDE/REVOLUTION - Beatles
2. HUSH - Deep Purple
3. *†HARPER VALLEY PTA - Jeannie C. Riley
4. GIRL WATCHER - O'Kaysions
5. 1-2-3 RED LIGHT - 1910 Fruit Gum Co.
6. *†PEOPLE GOT TO BE FREE - Rascals
7. LITTLE GREEN APPLES - O.C. Smith
8. SLIP AWAY - Clarence Carter
9. *THE FOOL ON THE HILL - Sergio Mendes & Brasil '66
10. I'VE GO TO GET A MESSAGE TO YOU - Bee Gees
11. SAY IT LOUD - James Brown
12. *†OVER YOU - Union Gap
13. LIGHT MY FIRE - Jose Feliciano
14. *†YOU'RE ALL I NEED TO GET BY - Marvin & Tammi
15. *DO IT AGAIN - Beach Boys
16. TIME HAS COME TODAY - Chambers Bros.
17. MY SPECIAL ANGEL - Vogues
18. FIRE - Crazy World Of Arthur Brown
19. *HELP YOURSELF - Tom Jones
20. MIDNIGHT CONFESSIONS - Grass Roots
21. THE WEIGHT - Jackie DeShannon
22. THOSE WERE THE DAYS - Mary Hopkin
23. FOOL FOR YOU - Impressions
24. COURT OF LOVE - Unifics
25. †SWEET BLINDNESS - 5th Dimension
26. Born To Be Wild - Steppenwolf
27. †Mr. Business Man - Ray Stevens
28. Brown Eyed Woman - Bill Medley
29. Piece Of My Heart - Big Brother & Holding Co.
30. Indian Reservation - Don Fardon
31. Chained - Marvin Gaye
32. Elenore - Turtles
33. *White Room - Cream
34. Where Do I Go - Carla Thomas
35. Bang-Shang-A-Lang - Archies
36. Greenberg Glickstein Etc - Cryan' Shames
37. Baby Come Back - The Equals
38. Smell Of Incense - South West F.O.B.
39. Magic Carpet - Steppenwolf
40. Shoot 'Em Up Baby - Andy Kim
41. All Along The Watch Tower - Jimi Hendrix
42. Nitty Gritty - Ricardo Ray
43. Abraham, Martin & John - Dion
44. Do The Choo Choo - Archie Bell & Drells
45. Hector - Village Callers
46. Quick Joey Small - Kasenetz-Katz Circus
47. †1 Met Her In Church - Box Tops
48. Lord Of The Manor - Everly Bros.
49. Suzie Q - Credence Clearwater Revival
50. Hitch Cock Railway - Jose Feliciano
51. Do Your Own Thing - Brook Benton
52. I'm So Happy Now - Company Front
53. The Most Beautiful Thing - Herman's Hermits
54. Shape Of Things To Come - Max Frost
55. You Talk Sunshine - Amboy Dukes
56. Take Me For A Little While - Vanilla Fudge
57. Porpoise Song - The Monkees

PICK HIT

Soul Drippin' - The Mauds

*Heard First on WMCA

†Former Pick Hit

THE TREMELOES

A New Hit!

MY LITTLE LADY

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THE SOUND OF TODAY

BY ALLAN DALE

In years past, musicians, especially guitar players, had a problem with volume. Acoustic instruments were great for small rooms and auditoriums but they left a lot to be desired when played for a large audience.

H.L. Mencken once proposed a series of chamber music theatre that would hold no more than approximately 30 people. He figured that 30 people was the maximum number of people that could hear and enjoy everything a small acoustic ensemble could produce. He was right aesthetically, but the plan was an economic disaster.

It was pretty difficult then for a club owner to pay his bills with a club that seated only 30 people. Today, since the advent of rock, it is impossible. It's not only rock... you'd be pretty hard pressed to find a folk singer today who would be willing to sing without at least a microphone. Usually, he would want two microphones, one for the vocal and one for his guitar or banjo.

Folk people generally prefer acoustic instruments. This is due not only to the tradition aspect of the flat-top guitar but to its tone as well.

One or two mikes and a small amplifier played through a couple of speakers is enough of a system for just about any folk performer. For this purpose, the Shure directional mikes are best. They are sturdy, unobtrusive in size, and their directional quality keeps the guitar mike picking up guitar sounds while the vocal mike picks up vocalizing. Depending on the size of your room, any good amp & speaker system will do. You may find that the amp and speakers from your hi-fi set will due. If it's a component system, there'll probably be a female plug marked "extra" on the back of the amplifier... that's the one you use.

Hi-fi set amplifiers can be used effectively with electric guitars too. You don't need a mike because it's already built into the guitar. All you need is an adapter—available from almost any electrical supply house—that serves to reduce the size of the plug on the end of the guitar cord so that it will fit into the plug on the back of the amplifier.

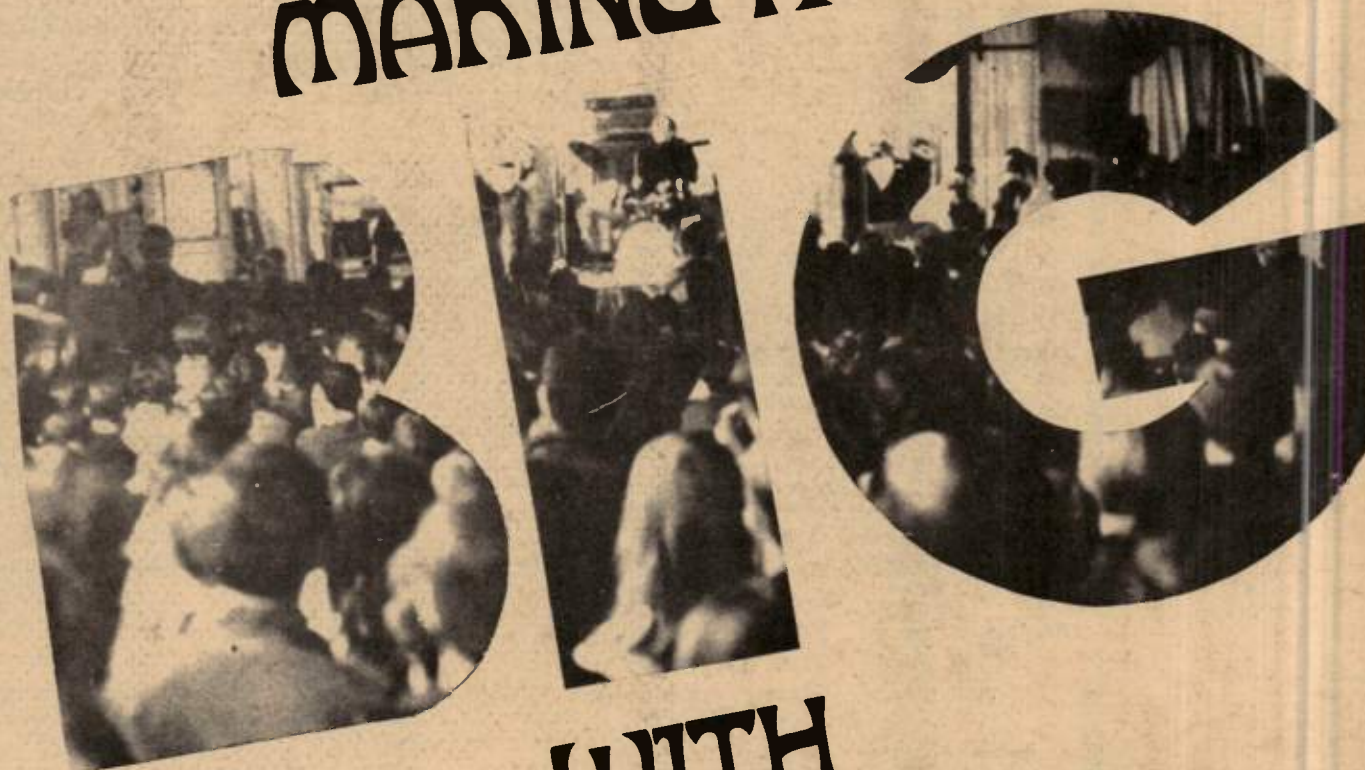
You won't get an earth-shattering sound out of this kind of rig but it's enough for playing small rooms or playing electric guitar in your house without causing the neighbors to ring up the cops. It's a good practice rig and a lot of blues and jazz guitarists use it when playing at home.

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Clamped to a workbench, one of the few electric Martins waits repair in the factory of its origin. This bright red, semi-hollow model has seen a great deal of service with mid-western rock group. All C.F. Martin guitars are unconditionally warranted against defective materials and workmanship.

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EXAMPLE: You are not a professional musician but you like to play electric guitar, maybe because you're big on blues and find solid body guitars and fast necks to be appealing. Because you're not yet professional and won't realize any financial gain from this, you don't want to run out and spend a lot of money for a big amplifier. Just plug into your hi-fi set and start playing.

The main advantage of this kind of rig lies in its being inexpensive. The chances are that you already have all the equipment except the adapter, which usually cost about \$4.

I do not recommend this type of amplification for bass guitars. Most speakers designed for home use are not strong enough to take big, booming bass notes without blowing out. They were designed for music in a more general range of tone or volume.

There are small amps made. They're designed as tuning amps but can be used for small clubs or for playing electric guitar at home. The tuning amps are often battery-powered. You can plug them into the wall or pick it up and use it in a field. George Hamilton IV and his sidemen use a Fender Tune-Up amp for rehearsing while driving between engagements in their car. This allows the music to be heard above the noise of the car. It's a little smaller than a small suitcase and therefore takes up almost no room in the car.

If it's rock you're looking for you'll have get a big amp and speaker system whether you're professional or not. There's no other way to do it effectively. Many groups travel with two tons, or more, of equipment. It's expensive but there's no other way.

The prices on amplifiers run from a rock bottom minimum of about \$30 on up to powerful machines running in excess of \$1,000. A rule of thumb figure for a quality amp might be from \$400 on up. Some of the better amplifiers are: Vox, Sunn, Standell, Marshall, Magnatone, Fender, Ampeg and Guild.

For playing the large rooms and concert halls, you'll need almost all the power you can get. When choosing amplifiers, it is best to make sure that you can get all the power you need with the volume control only about halfway up. At any setting up toward peak volume, you run the risk of getting distortion when you don't want it. Distortion is hard enough to use well when you want it and it can ruin otherwise good music when it is unexpected.

POWER

If it's sheer power you want, Magnatone makes a monster amp called the Tiny Tim. It stands eight feet tall, four feet wide, and two feet deep. It costs \$5,000 and delivers 1,000 watts of power... that should be enough power for anyone. Its weight is 650 lbs.

QUALITY

As far as speakers go, you can use what comes with the amp or attach accessory speakers. Depending on the quality of the amp, you might do both. Some of the better amplifiers have attachments for Lansing speakers. The lansings are particularly good. Another good hunting ground for good speakers is old movie theatres. When you find them, they're generally good.



Among the contemporary musicians who have helped musical instruments become more and more popular is Jimi Hendrix like most guitarists Hendrix tried several makes before deciding on the Fender Stratocaster

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THE SECRET IS QUALITY

Even the most cursory research as to what acoustic guitars are most often used by professional musicians will reveal an overwhelmingly high percentage of Martins. There's at least one Martin in almost every Bluegrass band in the country. The Country/Western field is dotted with them and a random check of your seven favorite folk singers is liable to read like a Martin advertisement.

C.F. Martin guitars, ukes, tipples and mandelins have become synonymous with quality; the demand for them exceeds the supply. I went out to the C.F. Martin factory in Nazareth, Pennsylvania, to find out why.

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All new wood arriving at the Martin factory is graded for color and grain. Then, after being cut to a workable size, it is dated and stored until ready for use. This is only the beginning of the long process by which good musical instruments are made and yet quality control is already in effect.

At each step on its journey toward completion, the Martin guitar must meet the most exacting quality checks. The quality requirements are particularly high at Martin because the checks are carried out by the men who make them. It becomes a matter of personal pride to the skilled artisans employed there and nothing that isn't perfect gets through.

An example of this personal pride in workmanship may be seen in Mike Longworth. Mike does all of the mother of pearl inlay on the Martins. He devotes the same attention to detail and perfection to the regular Martin, with just a little mother of pearl in the fingerboard, as he does to the lavishly inlaid D-45's.

The Martin D-45 is a guitar players' guitar, a prestige instrument against which other acoustic guitars are often compared. The first D-45's were made in 1937, they cost \$600 then. Only a few of them were made. They are collectors items now. Just a short time ago, Martin startled the guitar industry by

announcing that they were going to start making D-45's again and that they are to be sold at a list price of \$1,400. The industry shuddered, then awakened to find that D-45's are back ordered for the next 10 months.

The logical question is: "\$1,400 for an acoustic guitar?" The answer is "Yes." If you've ever played a D-45 you know why.

I've recently seen an old D-45 at the Crack Of Doom folk center in Baltimore, Maryland... its price is \$1,600. Some of the old D-45's have gone for as much as \$2,000.

Not all Martins cost \$1,400. Some go for as little as \$225. Of course, the mandolins, tipples, and ukes are the least expensive in the line. The most popular Martin guitar is the D-28; it boasts a list price of \$400.

The prices are high but not so high as to stop people from buying them. If the prices were lowered, the quality would eventually suffer and then they wouldn't be Martins anymore... no matter what name was emblazoned on the head.

"We don't give our guitars away," Frank Martin Jr. was speaking about endorsements, "some of our competitors do. There are a lot of well known people playing Martins right now. Each of them paid for his instrument. The real pros can deduct the expense as part of the cost of doing business. If I were

going to give away a guitar, I'd give it to somebody that needs one and can't afford it. People have money today and they can afford to keep up with the quality."

One of the most striking things about the Martin guitar factory is that almost everything is done by hand. The place is full of electric tools like saws and drills but just about everything is done by hand.

Martin, who doesn't play guitar, said that he gets a pretty good idea of how much people like his instruments by the numbers of people who send them into the factory for repairs. "If they'll spend that kind of money to have them repaired, I can tell that they really care about them," he concluded.

ASK ALLAN DALE

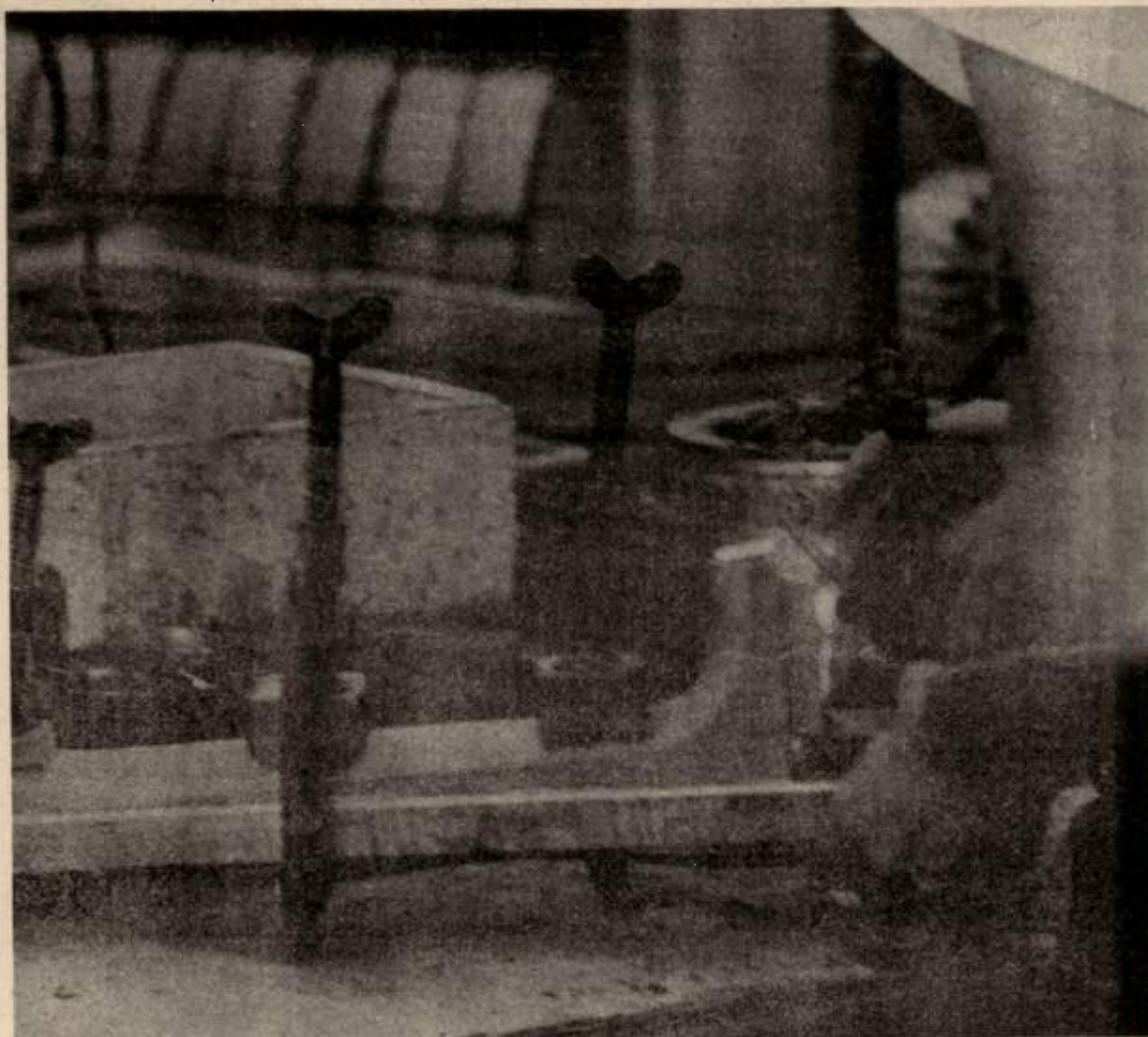
Question: I was happy to see your article "The Beat Of The Brass" in the August 23 publication of GC Magazine, as it is not very often that a bass player is recognized for what he is. However, upon reading your list of "good" bass players, I was quick to notice the absence of the name of Cream's bass player, Jack Bruce, who I consider to be every bit as good as the others you mentioned. I was wondering what your reasons were for omitting his name, especially since you seem to know what you are talking about. Michael Reed, 4716 N.Doromedary Rd., Phoenix, Arizona, 85018.

ANSWER: I'm pleased you enjoyed "The Beat Of The Bass." However, what you've referred to as my "list of good bass players" was not ever intended to be an all inclusive list of good bass players. It was intended to be only a short list of good bass players, primarily for the consideration of those that might not be into the internal workings of musical performance. Had space permitted, Jack Bruce and more than a few other bassists could have been mentioned.

QUESTION: May I ask if you could send me a catalog and price list of Marshall amplifiers? I have tried unsuccessfully to obtain such information from local sources.

May I ask also if you could send me a list of dealers here in Florida who handle the Marshall line of equipment? Lynn S. Maddock, 996 Nagle Drive, Rockledge, Florida.

ANSWER: I suggest that you forget about local sources since they don't seem to be adequate for your needs. Deal directly with the American distributor for Marshall: Merson Musical Products, 33 Frost St., Westbury, Long Island, New York.

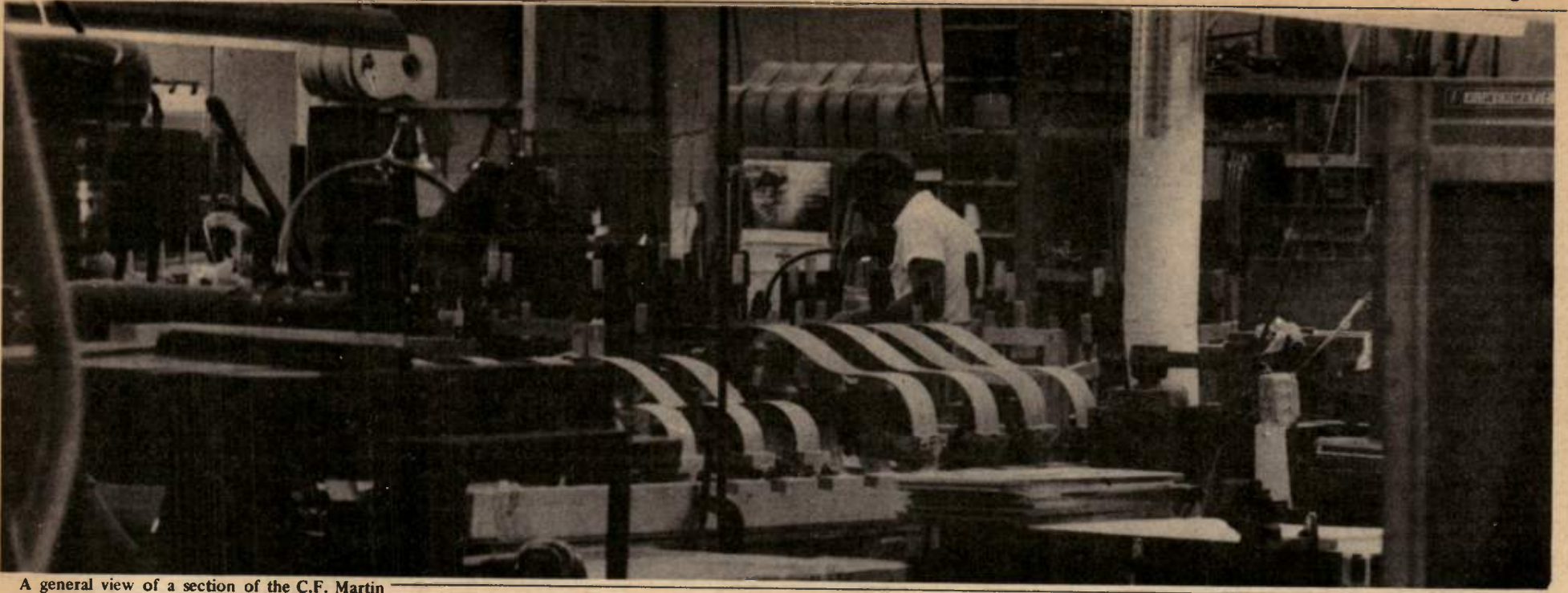


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A general view of a section of the C.F. Martin guitar factory in Nazareth, Pennsylvania. Hand formed, Brazilian rosewood sides to guitar bodies are shown drying on specially made racks while already completed, but as yet unpolished, guitar bodies are stored in the background.



Frank Martin Jr., 35-year-old vice president in charge of sales for C.F. Martin, smiles at hearing the news that the Martin D-45's are back ordered for the next 10 months.



Press Rishaw, C.F. Martin sales director for the mid-west region, relaxes at the firm's home base in Nazareth, Pennsylvania. Press has been selling Martins for years and formerly handled the eastern territory.

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