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FREE FROM THE
FUN-LOVING
GOOD GUYS

NUMBER 123

JULY 26, 1968



Sagittarius ↗

November 23-December 21

A good time to give in to sensory pleasure, particularly sound.
This may pay off romantically, especially after the 16th.
But you must be sure of yourself. Be ever aware of the present tense.

"Present Tense" is on Columbia Records



9644 (S... Only)

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STEREO/BN 26413



STEREO
FOR A SUPERB SOUND
EXPERIENCE, LISTEN

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truth

truth



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The Cream say farewell

The Cream are splitting up this fall. That's the word from London where the trio revealed they are each going their separate ways.

Eric Clapton, Ginger Baker and Jack Bruce will make one final farewell visit as The Cream to America in October. Then, after a farewell concert in London, each member of the group form his own group.

The group - created almost two years ago - began with an underground following and then soared to the status of a super-group with the success of their American tours and album sales.

The Cream received a gold album for "Disraeli Gears" and their latest album for Atco "Wheels Of Fire" is expected to be certified as a gold record shortly.

The Cream are breaking up because they have each decided they want to take different musical directions. Also they are all tired of being on the road so much since each of them had been with other groups before the Cream.

Clapton was with John Mayall's Bluesbreakers, Bruce with Manfred Mann and Baker with Graham Bond.

Clapton was reported to be tired of the extended solos the Cream took and was more interested in a tighter form of music.

SEEKERS BREAK UP

The Seekers, one of Australia's top groups, have finally broken up after weeks of speculation about their future.

CENTRAL PARK DATE

Jimmy Smith has been signed to perform at the Schaefer Music Festival in Central Park on August 12. He shares top billing with Gloria Lynne. Smith will be filling in the spot that was to have been taken by the late Wes Montgomery.

Although the question of whether John Sebastian will remain with the Lovin' Spoonful is still unresolved, he is definitely writing the music for an upcoming Broadway play "Jimmy Shine".

Dustin Hoffman will make his singing debut as Jimmy Shine, an artist who is struggling not to cop-out. Murray Schisgal wrote the play and Claire Nichtern and Zev Buffman are producing it. It opens on November 21 on Broadway. Donald Driver, currently directing "Your Own Thing", will direct Jimmy Shine.

Sebastian has already written the six songs for the play. One which is tentatively called "I Had A Dream Last Night" he wrote especially for Dustin.

The producers asked Sebastian about six weeks ago to read the play to see if he would be interested in doing the score. Sebastian agreed and will work on the play again when rehearsals begin in September. During rehearsals, changes are sometimes made in shows.

Sebastian has plans to make his own recording of his score for "Jimmy Shine". This will be done on his own without the Spoonful.

The current Spoonful single, "Never Going Back", is the first one Sebastian has not written for the group.



RASCALS PLAY IN SYMPHONY CONCERT

The Rascals made their debut with the American Symphony Orchestra at a unique concert which was held at the Garden State Art Center in Holmdel, New Jersey.

Joseph Eger conducted the symphony of which he is associate conductor and The Rascals in the world premiere performance of "Groovin'/Do You Feel It?" written by Charles Morrow.

In front of a crowd of about 5,000 people who filled the outdoor auditorium The Rascals and American symphony played in Morrow's modern symphonic treatment of the two Rascal songs. The piece lasted about 20

minutes and was recorded by Atlantic Records.

Eger told GO that he commissioned the work because he wants to bridge the gap in music and people's minds between rock and so-called serious music.

Through a mutual friend Eger met Felix Cavaliere of the Rascals and was impressed with the group and their records. Therefore, he selected them as the group to use for his project.

Eger chose Morrow for the commission because he knew him as a composer who had "one foot in each world" and would be able to understand both kinds of music.

Plans are being made for the Rascals and American Symphony Orchestra to present the work in other cities in the nation.

Two film companies have asked permission to film the next performance for use as a short in motion picture theatres.

David Ruffin leaves Temptations

David Ruffin has left the Temptations in order to pursue a career as a solo artist. Although Ruffin was often thought of as the lead singer, in reality each member of the group took turns singing lead.

As one of the Temptations, Melvin Franklin, told GO: "David was never the lead singer. We all sang lead on different songs."

Dennis Edwards, formerly with another Motown group, the Contours, has replaced Ruffin in the Temptations. The group still includes Franklin, Eddie Kendricks, Otis Williams and Paul Williams. Edwards made his first appearance with the group earlier this month at the Valley Forge Music Fair near Philadelphia.

Although Franklin said that he could not talk about the split, a spokesman for Motown said that Ruffin and the Temptations are still on friendly terms. In the near future Ruffin is expected to record as a solo artist for the Detroit company.

The Temptations will take four days off to record next month. Edwards will be with them on that session. Their latest single, "Please Return Your Love To Me", still includes Ruffin since it was taken from the Temptations' "I Wish It Would Rain" LP.

It had long been rumored in Detroit that Ruffin would leave the Temptations. Reports indicate that Ruffin was more concerned with being a star than with being part of a group effort.

Franklin told GO that the Temptations will be touring

theatres-in-the-round across the country and will be filming a TV special with the Supremes which will be aired December 9.

HERB FAME OUT OF HOSPITAL

Herb Fame of Peaches & Herb was released from the hospital in Columbia, South Carolina, where he was treated for bullet wounds in his abdominal area.

The singer was accidentally shot by his road manager Walter Booth when the two were kidding around at the motel they were staying at in Columbia. Booth's .38 caliber Derringer accidentally discharged and hit Herb in the abdominal area.

Doctors sewed up the wounds in Herb's large intestines, but decided it

would be safer to leave the bullet fragments inside Herb than attempt further operations.

They discharged the singer after his intestines had healed sufficiently. Herb will be recovering at his home in Washington, D.C., for three weeks.

Although Columbia police originally pressed charges against Booth for illegal possession of a firearm, they have since dropped the charges.

NEW START FOR TERRY

A five-year world-wide exclusive recording contract between Terry Knight and Cameo Parkway Records has been ended.

After a two-day hearing, the American Arbitration Association ruled that the agreement be terminated to Cameo's breach of contract.

A spokesman for Terry Knight's management office told GO: "We intend to go ahead immediately with new plans for Terry's future."

"We hope to get negotiations regarding his recording career underway very soon."

RECORD OLDIES: 15,000 in stock. Send 25c for 2,000 listed catalog. Mail orders filled immediately. Record Center, 1895 West 25th, Cleveland, Ohio 44113.

TUNE IN — AND JOIN UP



Strawberry Alarm Clock
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HOLLYWOOD, CALIF. 90028

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Electric bouzouki and flute are featured to create the newest flavor in sound from THE FORUM QUORUM. First DECCA single, "No More Tears," is the theme song of their original score for Allied Artists science fiction movie, "Mission Mars," starring Darren McGavin and Nick Adams.



UNUSUAL?
UNUSUAL?
UNUSUAL?
UNUSUAL?

Read their story in Grosset & Dunlap's just published book, "How to Form a Rock Group."

See them at the Westbury Music Fair July 29th.

See them on the Mike Douglas show.

Already signed to score their second movie.

Listen for yourself! Get your own copy of the newest flavor in sound right now!
Discover THE FORUM QUORUM!



THREE STONES ROLL INTO L.A.

Mick Jagger, Keith Richard and Charlie Watts of the Rolling Stones graced the city of Los Angeles with their presence last week.

The three Stones and their producer Jimmy Miller flew to Los Angeles from London for a working vacation. They worked on mixing the Stones next album, "Beggars Banquet", which was originally scheduled for July 26 release. It will now be out next month.

Sunshine contest

Here's your opportunity to win free theater tickets and a free medallion — all for just writing your name and address on a postcard.

Top recording group The Sunshine Company set off shortly on a summer tour with John Davidson.

Imperial Records has arranged with GO to give away tickets for you to see the show and medallions for you to wear.

It's simple. All you do is send a postcard to: Sunshine Company, Imperial Records, 6920 Sunset Blvd., Hollywood, California.

The first five cards received from the following cities will receive free tickets and two medallions for you and your date. Twenty runners up in each city will receive a free medallion.

Here's the tour itinerary: August 5 — Cleveland Musical Carnival, Cleveland, Ohio; August 12 — Melodyfair in N. Tonowanda, Buffalo, N.Y.; August 19 — Painters Mill Theater, Owings Mills, Maryland; August 26 — Warwick Musical Theater, Warwick, Rhode Island; and September 2 — Oakdale Theater, Wallingford, Connecticut.

It was reported that Jagger commissioned an American artist named Tom Wilkes to design the cover. Wilkes works in Los Angeles and Jagger conferred with Wilkes there. The album cover design will be very simple. Jagger, Richard and Watts returned to London last weekend.

SLY AND TV FAMILY STONE

Sly & The Family Stone's summer will be busy with network and local TV appearances. July 20 they are scheduled to appear on a two hour special for ABC-TV in New York. The group appears on "Showcase '68" on July 30 and the Kraft Music Hall on August 21. Both shows are on NBC-TV.

CAPITOL SIGN SONG WRITER

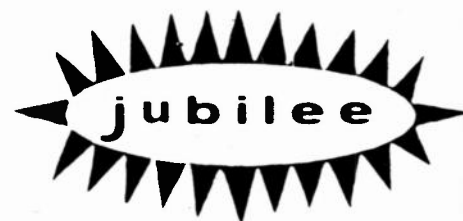
Capitol Records has signed Billy Carr, 22, to a long-term contract. He has written songs which have been recorded by the Monkees and American Breed. He also spent several months working with Bob Crewe as a singer and songwriter. Carr's first Capitol release is "The Odyssey" written by Billy, who co-produced it with Artie Kornfeld, Capitol's Director of Contemporary A&R.

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W m c a news

The Straus Broadcasting Group



Gladys Knight & The Pips were outnumbered by the Good Guys when they came up to Funsville to say "Hi" and dig what's happening on the Fabulous 57. There to greet them were Gary Stevens, Ed Baer, Dean Anthony, Harry Harrison and Dan Daniel. They all dug the group's new chart-hitter, "It Should Have Been Me", and there was plenty to talk about. Gladys and the Pips are among the top favorites in Good Guy Land, and they've been wowing the fans at New York's Copa for two weeks.

SHELLY FINKEL AND GARY KURFIRST PRESENT
THE NEW YORK ROCK FESTIVAL
AT THE SINGER BOWL AT FLUSHING MEADOW PARK

WHO

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Experience
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+ THE CHAMBERS BROS.
+ Another Big Group
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RASCALS

FRIDAY 8:30 pm
AUGUST 30

Tickets: \$3.50, 4.50, 5.50, 7.50 avail. by mail. Send ck or m.o. to N.Y. Rock Festival, Dept. G. 71-09 Austin St., Forest Hills, Inc. 25 cents for postage and handling and incl. a stamped, self-addressed env. Tickets are also avail. at all Sam Asch Stores, Stern's N.Y. and N.J.: Music Inn, in the Village; Record World at Roosevelt Field, also at Singer Bowl box office in Queens opposite Shea Stadium or at the Festival office in Forest Hills. For more info. call BO-8-3535.

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DAN'S DATE IN PARAMUS

Let's all get out to see Dan! He'll be appearing on Friday, July 26, at the Grand Way Supermarket in Paramus, New Jersey, from 11 a.m. to 1 p.m. It's at the corner of Rte. 17 and Linwood Avenue.

Sound lost is money won!

When the Good Guy station had to switch over from its regular generator to the auxiliary in New Jersey it sparked off another Fun 57 contest - "The Sound Of Silence".

Listeners had to say how many seconds the sock-it-to-me sound was off the air, and also write in describing what it sounded like to be without WMCA.

The contest was won by Susan Seputas, of 1126 66th Street, Brooklyn, New York, who receives \$25.

The winning description of the Sound Of Silence was: "The sound of silence was the sound of an unemployed Avon Lady."

Our listeners broke all records in terms of creativity. Here are a few other descriptions that were entered: "A churchmouse tap dancing barefoot on a pile of feathers"; and "Reminds me of school when the teacher asks: 'Are there any volunteers!'"

Dan will be on hand, on behalf of Lipton Tea, to sign autographs and give away lots of valuable prizes. So don't miss out on the fun this Friday at Grand Way! (We promise, no gorillas this time!)



DAN DANIEL

GET A GRIN

Have you won your Good Guy medallion yet? They're going like hotcakes, so you'd better get your card in fast! You remember what the medallion looks like - the Good Guy smiling face, handsomely embossed in gold, with a heavy gold chain to show it off. If you want to win of these latest Good Guy goodies, send your name and address on a post card to: Good Guy Medallion, WMCA, New York, N.Y. 10017.

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GARY ON THE GO

Hey on you all out there, it's been a whole two weeks since I last rapped to you about the wacky world of the Good Guys up here at 57 Funsville groove town yeah yeah - wow, got carried away there.

I know you ALL missed not being able to read my column last week (did I hear cries of Shame?) and because you've all been so great with your letters of sympathy asking if I'm all right, all the chocolate egg creams you sent me (ha, ha) that I'm really going to make up for missing you all by giving you Cocanuts a treat.

I'm going to appear PUBLICLY (fanfare of trumpets, please) at Forest Hills Stadium this Saturday, that's July 27.

You can see me live, in person, the original ol' Uncle Gary emceeing the Four Seasons and Bobbie Gentry at their fantabulous concert.

What a gas, Gang! Hope those great stars don't steal any of my limelight. Wooleyburger has been doing just that for years and I'm FED UP WITH IT. It's not that I'm jealous, but why should HE have all the hair.

Anyway, Gang, I know you don't want to hear my troubles (but you're going to hear them anyway) and I just want to remind you that I need all the sympathy I can get.

And all of us Good Guys need as many of YOU as we can get at Forest Hills on August 3 when we'll be hosting Diana Ross & The Supremes, Stevie Wonder and Shorty Long.

"Good Guy Night At Forest Hills" will be a knock-out. Lookin' forward to seeing ya there!

Until later, happy listening. See ya...

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Joe O'Brien

Jack Spector

Harry Harrison

Gary Stevens

Dean Anthony

Dan Daniel

WMCA Fabulous 57 Survey
for week of
JULY 25 - JULY 31

WMCA good guys

1. STONED SOUL PICNIC - Fifth Dimension
2. THIS GUY'S IN LOVE WITH YOU - Herb Alpert
3. †HELLO, I LOVE YOU - The Doors
4. REACH OUT OF THE DARKNESS - Friend & Lover
5. GRAZIN' IN THE GRASS - Hugh Masekela
6. *†PEOPLE GOT TO BE FREE - Rascals
7. HURDY GURDY MAN - Donovan
8. JUMPIN' JACK FLASH - Rolling Stones
9. THE HORSE - Cliff Nobles
10. ††DREAM A LITTLE DREAM OF ME - Mama Cass
11. *†LADY WILLPOWER - Union Gap
12. SUNSHINE OF YOUR LOVE - Cream
13. LOVE MAKES A WOMAN - Barbara Acklin
14. ††SOUL LIMBO - Booker T & The MGs
15. ††CLASSICAL GAS - Mason Williams
16. *INDIAN LAKE - Cowsills
17. HALFWAY TO PARADISE - Bobby Vinton
18. TURN AROUND, LOOK AT ME - Vogues
19. THE LOOK OF LOVE - Sergio Mendes & Brasil '66
20. †BE YOUNG, BE FOOLISH, BE HAPPY - Tams
21. JOURNEY TO CENTER OF MIND - Amboy Dukes
22. MY NAME IS JACK - Manfred Mann
23. PICTURES OF MATCHSTICK MEN - Status Quo
24. I CAN'T STOP DANCING - Archie Bell & Drells
25. THE SNAKE - Al Wilson
26. ††Angel Of The Morning - Merrilee Rush
27. Yummy Yummy Yummy - Ohio Express
28. A Man Without Love - Engelbert Humperdinck
29. *†I'm A Midnight Mover - Wilson Pickett
30. Lover's Holiday - Peggy Scott & JoJo Benson
31. Autumn Of My Life - Bobby Goldsboro
32. The Impossible Dream - Roger Williams
33. ††Born To Be Wild - Steppenwolf
34. 1-2-3 Red Light - 1910 Fruit Gum Co.
35. Somebody Cares - Tommy James & Shondells
36. *Do It Again - Beach Boys
37. *†Don't Give Up - Petula Clark
38. Mr. Bojangles - Jerry Jeff Walker
39. Tuesday Afternoon - Mogg
40. God Bless Our Love - The Isley Brothers
41. You Met Your Match - The Ronettes
42. (Love Is Like A) Baseball Game - Intruders
43. Yesterday's Dreams - Four Tops
44. *†You're All I Need To Get By - Marvin & Tammi
45. ††Hitch It To The Horse - Fantastic Johnny C
46. Down At Lulu's - Ohio Express
47. I Got The Sweetest Feelin' - Jackie Wilson
48. Montage - Picardy
49. Everybody's Talkin' - Nilsson
50. And Suddenly - Cherry People
51. Give A Damn - Spanky & Our Gang
52. †Can't Find Another Way - Sam & Dave
53. ††Light My Fire - Jose Feliciano
54. Please Return Your Love To Me - Temptations
55. *The Fool On The Hill - Sergio Mendes & Brasil '66
56. Magic Bus - The Who
57. Brown Eyed Woman - Bill Medley

SURESHOT:

Mr. Businessman - Ray Stevens

LONGSHOT:

Private Number - Judy Clay & William Bell

ALBUM IN ORBIT:

Waiting For The Sun - The Doors

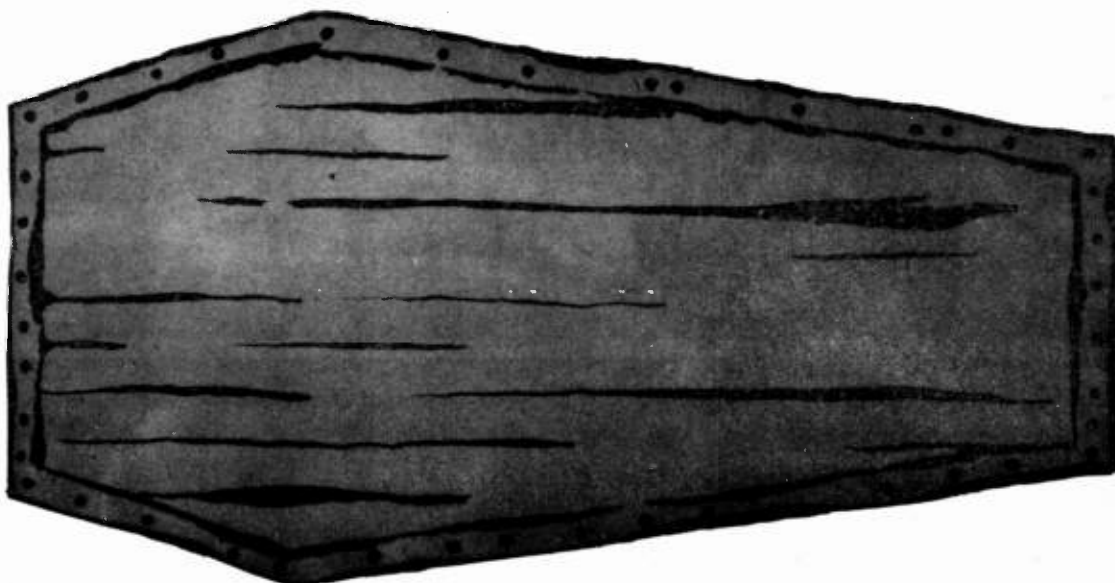
* Heard first in New York on WMCA

† Former Sureshot

†† Former Longshot

Who Killed Ezra Brymay by David McWilliams

(K-929)



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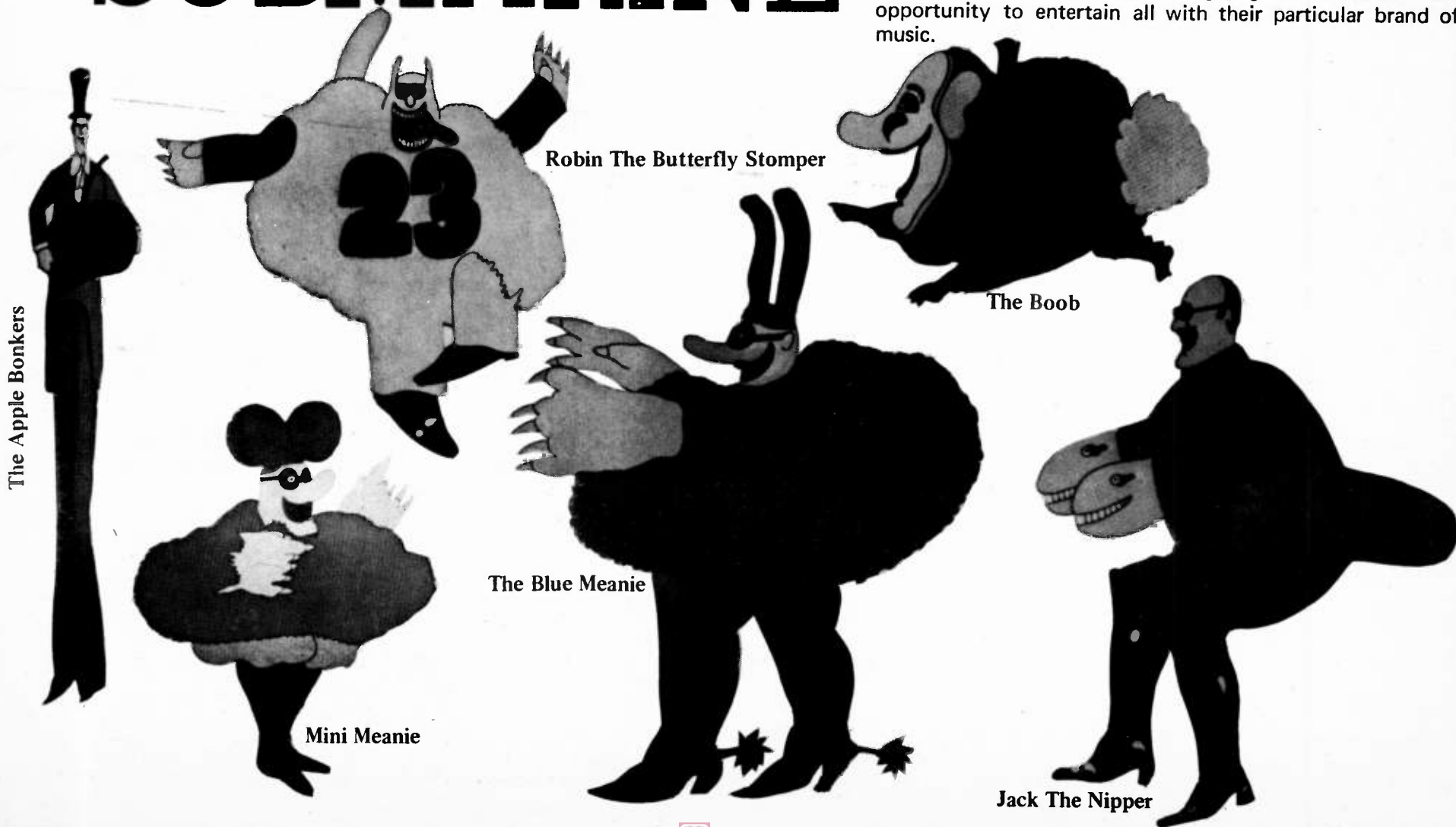


THE YELLOW SUBMARINE

In the last seven years, the Beatles have changed your world. You see their influence everywhere - in music, art and fashion. But nothing they've ever done can compare to the excitement ahead. The new Beatles will shake your world in 1968 - and it's starting right now with their first full-length animated motion picture... THE YELLOW SUBMARINE.

The Beatles have created a fantasy world in which music comes under attack from the Blue Meanies. The Chief Blue Meanie, his assistant Max and their 99 numbered henchmen turn their splotch guns on the docile Pepperland populace, determined to rid the world of music, happiness and love ("A World without music is a Blue World!").

And so fantasy begins... giving the Beatles the opportunity to entertain all with their particular brand of music.



GO's Offical Charts

TOP 60 SINGLES

1. Grazin' In The Grass Hugh Masekela - Uni
2. Jumpin' Jack Flash Rolling Stones - London
3. Hurdy Gurdy Man Donovan - Epic
4. Stoned Soul Picnic Fifth Dimension - Soul City
5. Lady Willpower Union Gap - Columbia
6. Turn Around, Look At Me Vogues - Reprise
7. Lover's Holiday Scott & Benson - SSS
8. Autumn Of My Life Bobby Goldsboro - United Artists
9. The House Cliff Nobles - Phil L.A. Of Soul
10. Hello, I Love You Doors - Elektra
11. With Pen In Hand Billy Vera - Atlantic
12. Classical Gas Mason Williams - Warner Bros 7/Arts
13. Sky Pilot Eric Burdon - MGM
14. Don't Take It So Hard Paul Revere & Raiders - Columbia
15. I'm A Midnight Mover Wilson Pickett - Atlantic
16. Reach Out Of Darkness Friend & Lover - Verve
17. People Got To Be Free Rascals - Atlantic
18. Stay In My Corner Drells - Cadet
19. D.W. Washburn Monkees - Colgems
20. Dreams Of The Everyday Housewife Glen Campbell - Capitol
21. Alice Long Boyce & Hart - A & M
22. Never Give You Up Jerry Buttlar - Mercury
23. Dream A Little Dream Mama Cass - Dunhill
24. Sunshine Of Your Love Cream - Atco
25. This Guy's In Love With You Herb Alpert - A & M
26. Lickin' Stick James Brown - King
27. Halfway To Paradise Bobby Vinton - Epic
28. Nice To Be With You Monkees - Colgems
29. Look Of Love Sergio Mendes & Brasil '66 - A & M
30. Angel Of The Morning Merrilee Rush - Bell
31. Indian Lake Cowsills - MGM
32. Some Things You Never Get Used To Supremes - Motown
33. She's A Heart Breaker Gene Pitney - Musicor
34. Think Aretha Franklin - Atlantic
35. Life Sly & The Family Stones - Epic
36. Yummy Yummy Yummy Ohio Express - Buddah
37. Lovin' Season Gene & Debbie - TRX
38. Should Have Been Me Gladys Knight & Pips - Soul
39. MacArthur Park Richard Harris - Dunhill
40. Here Come The Judge Shorty Long - Soul
41. Born To Be Wild Steppenwolf - Dunhill
42. Amen Otis Redding - Atco
43. Soul Limbo Booker T & MGs - Stax
44. You Keep Me Hangin' On Vanilla Fudge - Atco
45. Prayer Meetin' Willie Mitchell - Hi
46. The Impossible Dream Roger Williams - Kapp
47. (Love Is Like A) Baseball Game Intruders - Gamble
48. Love Makes A Woman Barbara Acklin - Brunswick
49. You Met Your Match Stevie Wonder - Tamla
50. To Love Somebody Sweet Inspirations - Atlantic
51. Two Bit Manchild Neil Diamond - Uni
52. I Can't Stop Dancing Archie Bell & Drells - Atlantic
53. Hard To Handle Otis Redding - Atco
54. Mrs. Bluebird Eternity's Children - Tower
55. Snoopy For President Royal Guardsmen - Laurie
56. God Bless Our Love Ballads - Venture
57. Don't Give Up Petula Clark - Warner Bros 7/Arts
58. I Get The Sweetest Feeling Jackie Wilson - Brunswick
59. Hitch It To The Horse Fantastic Johnny C - Phil L.A.
60. Love In Every Room Paul Mauriat - Philips

TOP 20 ALBUMS

1. BOOKENDS SIMON & GARFUNKEL - COLUMBIA
2. Beat Of The Brass Herb Alpert - A&M
3. The Graduate Soundtrack - Columbia
4. A Tramp Shining Richard Harris - Dunhill
5. Look Around Sergio Mendes - A&M
6. Disraeli Gears Cream - Atco
7. God Bless Tiny Tim Tiny Tim - Reprise
8. Are You Experienced? Jimi Hendrix Experience - Reprise
9. Honey Bobby Goldsboro - United Artists
10. Honey Andy Williams - Columbia
11. Doors Doors - Elektra
12. Parsley, Sage, Rosemary & Thyme Simon & Garfunkel - Columbia
13. The Birds, The Bees & The Monkees Monkees - Colgems
14. Papas & Mamas Mamas & Papas - Dunhill
15. Lady Soul Aretha Franklin - Atlantic
16. Greatest Hits Diana Ross & Supremes - Motown
17. By The Time I Get To Phoenix Glen Campbell - Capitol
18. To Russell, My Brother Bill Cosby - Warner Bros./7-Arts
19. Young Girl Gary Puckett & Union Gap - Columbia
20. Blooming Hits Paul Mauriat - Philips

Albums listed are current top selling albums in the U.S. only.



FEVER TREE

"We are an audio-visual act," say Fever Tree, a Houston group in the process of moving to Los Angeles to live. The group have been together about a year and a half.

Making up Fever Tree are Rob Landes, E.E. Wolfe III, Dennis Keller, John Tuttle and Michael — who does not reveal his last name.

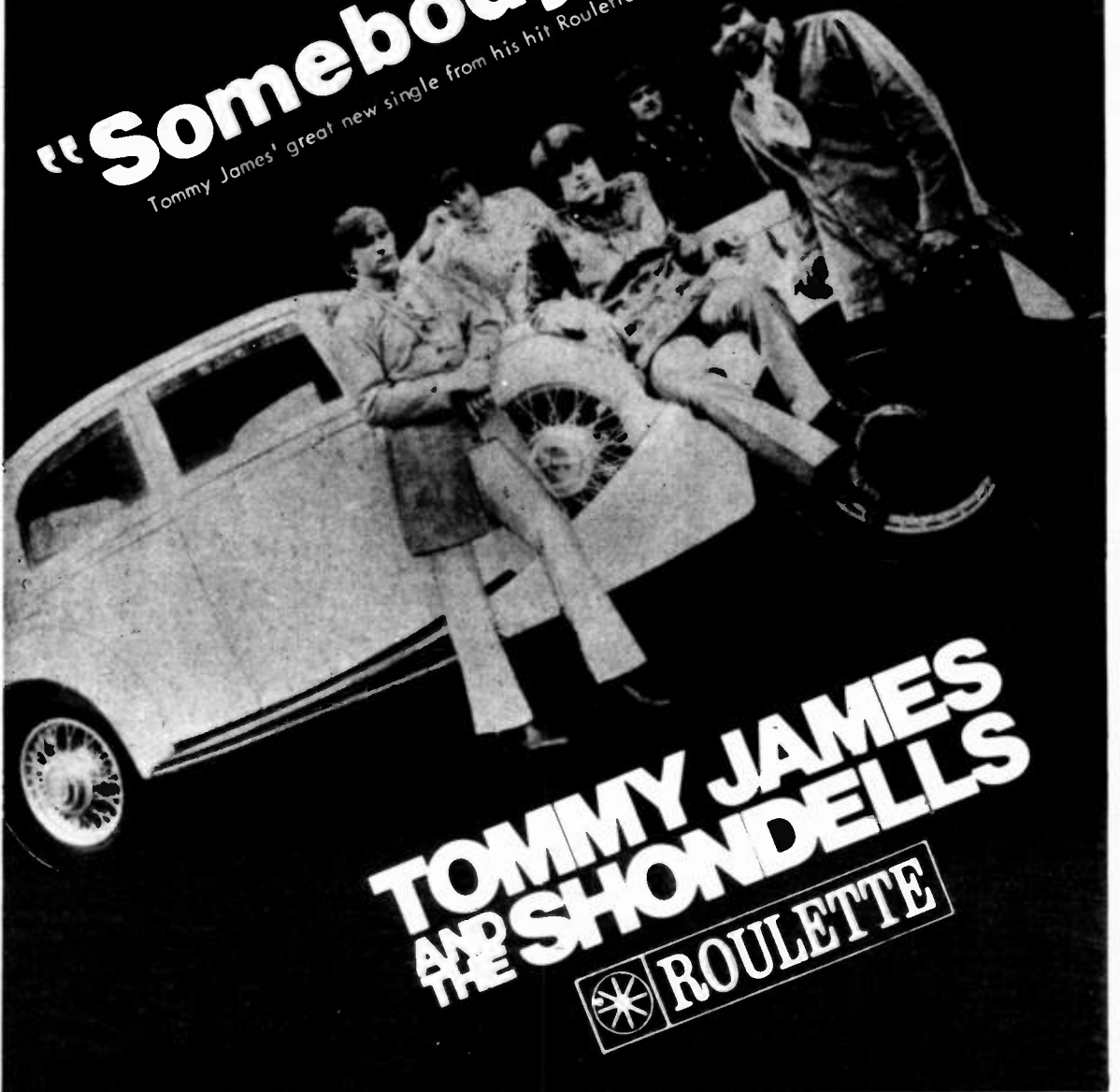
Fever Tree have just started working on a new album for UNI Records in Los Angeles which will contain a lot of original material. They are influenced by blues, jazz and classical music.

Dennis decided to form a group and met John first. John knew Michael played the guitar and invited him to join. Michael in turn knew bass player, E.E.

The foursome met Scott Holtzman, a local newspaper columnist, who became their manager.

Rob was introduced to Fever Tree by Scott and the boys decided he should join.

"Somebody Cares" R7016
Tommy James' great new single from his hit Roulette album, "Mony, Mony"



TOMMY JAMES
AND THE SHONDELLES
ROULETTE

SSS INTERNATIONAL

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by

PEGGY SCOTT

and

JOJO BENSON

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International

THE SOUND OF TODAY

By
ALLAN
DALE

Back in the late 1950's, at the very beginning of what has now come to be known as the folk music renaissance, the acoustic musical instrument industry (which had lain in relative dormancy for a good many years) took off like an Atlas rocket headed for the moon. Harmonicas by Hohner, 5-string banjos by Ode, Gibson or Vega; 6-string and 12-string guitars by Martin, Guild, Epiphone, Goya or Gibson; dulcimers, mouth-bows, fiddles, and mandolins... all suddenly became important instruments once again. You could hear them in any coffee house, in most night clubs, and on just about every campus in North America.

Music had come back to the people. It was kind of a do-it-yourself thing with the emphasis being, "make your own music" and maybe make a little bit of money while you're at it. Decades of our fathers' listening to dreamy vocal groups harmonizing to often just barely-adequate rhythm accompaniment were done.

Folk music, progressing at the same time as rock'n'roll, transcended into folk-rock and, from there, into different forms like Blues-rock... usually with the essential instrumentation being GUITAR.

With the quest for special effects and volume to drive the beat home, the electric guitar has become increasingly

more popular. The electric guitar, in its conception, was basically an acoustic guitar with a microphone attached (either inside or outside) and an amplifier and speaker system to get the sound across. Les Paul is generally credited with having created the first one by jamming the needle of his phonograph into his acoustic Gibson to see what would happen. Of course amplification has come a long way since then and, although the electric guitar is similar to the acoustic guitar and can be played the same way, the two guitars can no longer be considered as different models but must be treated as different types of instruments.

Electrifying Performance

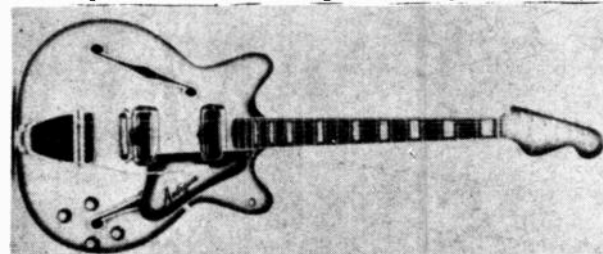
That's what "The Who" demand of their sound equipment. And it's what you expect too. Enter Sunn! We make sure you can depend on an electrifying performance. How? With clean, crisp, undistorted sound. Even in the backrow. What has your performance been lately? Electrifying? If not, you'd better have a chat with your nearest Sunn Sound Dealer. You owe it to your audience!

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LES PAUL... "father" of amplified guitars.

Musical amplification has become so widespread that, in addition to guitars, there are now amplified: pianos, violins, organs, trumpets, flutes, saxophones, basses, and just about anything else you can think of. There's even a hybrid instrument recently marketed by the Danelectro Corp. called the Coral Electric Sitar. It is a combination of elements of both the sitar and the guitar and was used very effectively by the Box Tops on their million selling record, "Cry Like A Baby".



FENDER'S thin line acoustic Antigua guitar.

When buying an electric stringed-instrument (like a guitar or bass), you should include an amplifier and at least one speaker in the purchase price. Amplifiers and speakers, like instruments, are not cheap, but without them you'll get no sound to speak of and certainly no volume. Amplifiers, once again like instruments, should be purchased with the idea of not scrimping. You'll get no more than what you pay for and, if you want quality sound, you should get quality equipment.

An amplifier must be powerful enough to do the job you want it to do, to deliver the volume you want without unnecessary distortion. A simple test for this is to turn the volume control on the amp about halfway up and see if it's loud enough. If you get the volume you want with the amp at half-power, the chances are that you'll have relatively distortion-free operation. If not... well, it won't hurt you to try another amp.



SQUIRE'S workman checks guitar strings.

When buying a guitar, your first and foremost consideration should be that the neck is absolutely straight. If the neck is warped, you'll never be able to play right. Aesthetic considerations when buying a guitar should center on tone and action (the ease or difficulty with which the strings can be manipulated and chords formed.) Forget about what it looks like and how many extra gadgets it has on it... if it doesn't play well they won't help it.

The low and medium priced guitar market is literally flooded with bright, flashy guitars enhanced with all kinds of gizmos and gadgets. Many of them have tones only a bit more appealing than roller-skates on a blackboard and actions that frequently seem to have been calculated to be clumsy as possible. All of which brings us back to, "you won't get more than you pay for." You'll be a lot better off with a good instrument sans extras than with a not-so-good instrument loaded with every extra known to modern science. Don't be suckered in.

You might do well to look into the possibility of buying a used guitar, they're generally less expensive and well made guitars (like violins but unlike automobiles) tend to get better with age... provided they've been treated well. A well made guitar should last several lifetimes with only minor repairs as long as it's been handled gently, kept dry, and not subjected to extremes of temperature. Any musical instrument should be kept in a hardwood case when not in use.

When asked what kind of guitar he played, Elektra recording artist, Tom

Go takes its readers behind the scenes every week to keep them informed as to what's happening in the pop world... with exclusive interviews, pictures, features and all other groovy news that readers come to expect.

Now, GO is giving its readers a new service... with tips on what instruments to buy, what to look for and other salient facts.

To do this, GO added ALLAN DALE to its staff of reporters. An acknowledged expert in the field, ALLAN DALE will let you know where it is at in his own inimitable style.

TIPS ON BUYING YOUR GUITAR...

Rush once answered; "An Epiphone, but that's not what's really important... it's the individual instrument that counts." I found out later that once, after this same guitar had been stolen from him, Rush spent three or four months making daily visits to pawn shops until he found it and bought it again. It is the individual instrument that counts, but you can use brand names as guides, as good jumping off places to begin looking for the individual instrument that best suits you and your needs.

Some good brands to look for among acoustic guitars (any of which can be amplified by installing an inexpensive electric pick-up under the strings and plugging into an amp and speaker system) are: Martin, Gibson,

Guild, Favilla, Ovation, Espania, Epiphone and Goya. My personal preference is a Guild F-50 but that is because it suits my personal needs. It is a purely subjective choice not a blanket recommendation. Gibson and Guild also make an excellent line of electric guitars as do Vox, Fender, Hagstrom, Goya and Gretsch. Some of the better and therefore more widely used amplifiers are: Sunn, Vox, Fender, and of course the ultra powerful Marshall.

These manufactures have been listed only to give you a guideline in case you're entertaining thoughts of joining the musical world either for pleasure alone or for profit as well. Use these guides and remember... you won't get more than you pay for.

case, list your questions and mail them to:

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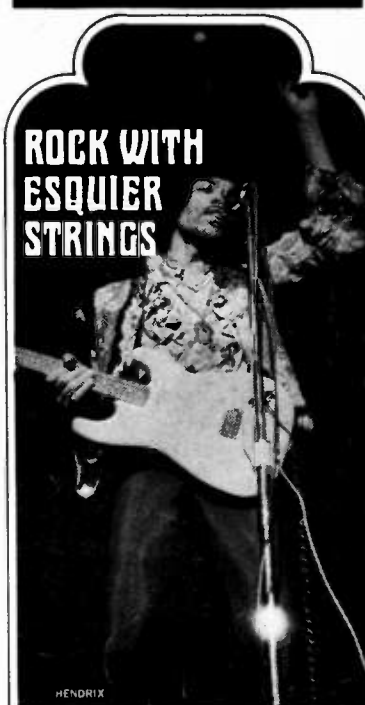
Answers to questions will be printed as space permits.

ASK ALLAN DALE

Here, in the first of a monthly series, ALLAN DALE gives tips about instruments and equipment. However, you may have specific questions on a certain instrument or how to achieve a certain effect. In that



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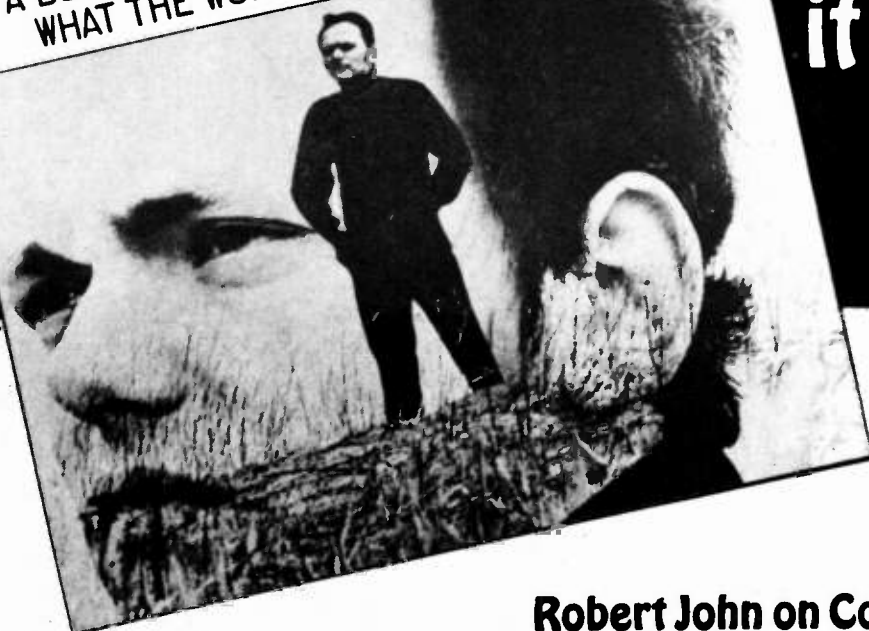
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