

America's Pop Music NEWSpaper

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KRLA
Edition

BEAT

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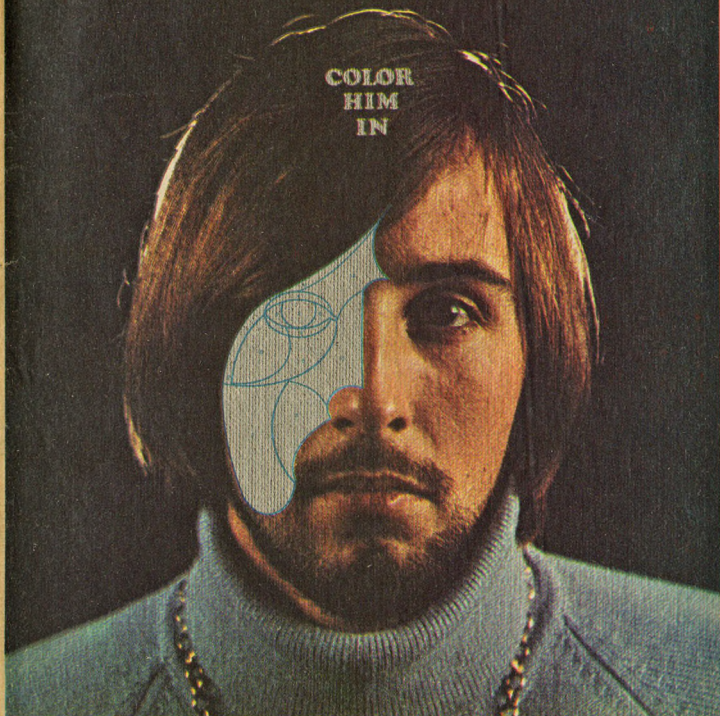
Volume 3, Number 3

LOS ANGELES, CALIFORNIA

April 22, 1967

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KRLA BEAT

Los Angeles, California

April 22, 1967

Frank Sinatra To Go On Tour

HOLLYWOOD—Frank Sinatra, the man who grabs all the top club bookings, has decided to go back to regular old personal appearance tours. Accordingly, Sinatra has signed contracts for a seven-city concert tour during July.

Sinatra has not done a concert tour since the summer of '65 but perhaps he feels that now is a good time to begin touring again since he seems to be coming up with hit after hit on the pop charts. His latest is, of course, "Something"



BEAT Photo: Robert Young
SINATRA to hit the road.

DAVY JONES FORMS OWN RECORD FIRM



BEAT Photo: Dwight Carter
DAVY'S FORMED A disc firm.

"Stupid," which he sings with daughter, Nancy.

Mr. Sinatra's schedule begins at the Pittsburgh Civic Arena on July 2 and then moves on to Cleveland on July 6 at the Public Auditorium; July 8, New Auditorium; Dade County Fair Grounds; July 9, Detroit, Cobo Hall; July 11, Chicago, International Amphitheatre; July 13, Philadelphia, Convention Center; and July 15, Baltimore Civic Center.

Promoters feel that the potential audience for Sinatra's entire tour will run close to the \$6,000 mark. Top ticket prices will be \$12.50 with the bottom price set at \$4.50. According to Sinatra's spokesmen, the bottom price was insisted upon by Sinatra in order to afford an opportunity to attend for those who could not pay the \$7.50 to \$12.50 prices.

It will be interesting to see just what age-bracket attends Sinatra's concerts. All of a sudden Sinatra began receiving air play on the pop stations and his records similarly climbed up the pop charts; however, no one can quite decide if it is the young adults or the "old" adults who are purchasing Sinatra's singles. This concert tour should decide the issue once and for all.



... KEITH RICHARD AND MICK JAGGER will appear in court on May 10.

Stones Jagger, Richard Receive Court Summonses

CHICHESTER, England—Two members of the Rolling Stones, Mick Jagger and Keith Richard have received summonses to appear in court on May 10.

Several weeks ago, eight people (including Mick Jagger and girlfriend Marianne Faithfull) were searched at Keith Richard's house by fifteen policemen who entered the house with a search warrant issued under the Dangerous Drugs Act. Substances were taken from Keith's house but no arrests were made.

No Charges

No formal charges have been filed against the two Stones but the summonses were delivered and Mick and Keith will appear in court.

Before their appearance in court, the Stones are on an extensive European tour which includes a stop-off behind the Iron Curtain.

The Stones will appear by government invitation in Warsaw, Poland. They will also visit Oerbro, Sweden; Athens, Helsenborg, Bremen, Cologne, Dortmund, Hamburg, Vienna, Bologna, Rome, Milan, Genoa, Paris, Zurich and The Hague.

The group also has a British tour lined up but it is possible that they will not be appearing in the United States this summer as was originally thought. Speculation is running very high that the U.S. Government will refuse to grant work permits to the Stones.

However, as far as is known the Stones have not even applied for work permits and until they do it will be impossible to know whether or not they will in fact be refused.

Since 1965, the Stones have sold more than ten million singles and eight million albums. Last year, their albums grossed an estimated \$20 million in the United States alone.

Despite all their trouble in England, their record sales have not been affected in the slightest. Their only album release of 1967, "Between The Buttons," has already grossed \$6 million.

No Blackout

It's hardly likely that there will be a complete Stones' blackout in the States, even if they are not granted a work permit. They would still be able to appear on our television shows via tapes shot in England.

Stones' representatives here in the States have refused to comment on the Jagger/Richard summonses but admit that the Stones currently have no plans to tour the U.S.

JIM HARPO VALLEY DROPS RAIDERS TO GO AS SOLO

A member of Paul Revere & The Raiders has split with the group and is now going it alone as a single. Jim "Harpo" Valley makes his solo debut with a new single release on the Jerden label, "There Is Love," backed with "I'm Real." Harpo wrote both numbers.

Harpo's departure was with no hard feelings. Paul Revere is very fond of Harpo and wished him the best of luck. He was sorry to be losing a valuable member of the group, but appreciates Harpo's desire to succeed on his own.

Before he joined the Raiders, Harpo played with Don & The Goodtimes, who just released a new single on the Epic label, "I Could Be So Good To You."



HARPO NO longer a Raider.

LATE NEWS

BEATLES MANAGER SIGNS THE MONKEES

(Story on Page 8)

New Talent

Angel is now scouting for new talent to record on the Jones label and is searching for distributors for the company.

Davy will keep working with the Monkees who record for RCA Victor.

Letters

TO THE EDITOR

DEATH OF 'ACTION'

Dear BEAT:

How many teen shows are the television stations going to take off? I just found out that "Where The Action Is" isn't anymore. Oh, great! So now what happens to the Raiders, Tina Mason, Steve Alamo and people who were "made" by this show and by Dick Clark?

I imagine they will make a personal appearance or two occasionally and they will probably make a few records. I'm concerned because I've seen too many talented people disappear into the pages of history because of this kind of an unfortunate occurrence.

Because "Action" is going off, I have a question or two to ask you. My first is what will Paul Revere and the Raiders do? Just records and a few concerts mixed with an occasional television appearance? That's hardly a compensation for the weekly pay check and the exposure "Action" provided.

My second question is, do you know of any shows that are scheduled to replace "Action" for teens? I would appreciate it if you could answer my questions.

Thank you.

Nancy Parry

The Editor

APOLOGY TO MONKEES

Dear BEAT:

Recently I did an extremely dumb thing. I wrote a letter to an English pop paper (the name of which shall remain nameless) and said some extraordinary things. Being the kind who has a tendency to run off at the mouth, they were extremely "witty" things... the kind of things normally said by juveniles. Or something.

Anyway, having said all that, I now regret them profoundly. My apologies to the Monkees. The funny thing is, I like the Monkees. I like their music and frankly, I like them. It isn't simply a question of "not knocking success" and their music is good; it's interesting and well done. The show, well to be honest, I can't really take it every week. But for what it is, it's acceptable.

Maybe it was because I had a typewriter and was feeling a need to try out the various little buttons. Maybe it was because I was a Beatle fan (they are not my number one fave rave group... that dubious honor having to go to the "out" Lovin' Spoonful... and they are okay too. More or less), I felt a need to say something profound (I like "Penny Lane," but I can understand the real reaction both here and in England. Some musical excitement is needed and if I had been able to condense my thoughts into smaller sentences, maybe the English paper would have printed the "digs" I included against the fab four.) Or maybe it was (and is?) a case of "feeling in where the brain fears to tread."

In any event, why am I writing to *THE BEAT*? Well, you must certainly be aware of this English paper and seeing the name of one of your faithful readers "knocking" one of your favorite groups might cause a reaction—a highly negative one. And my real gripe with the English paper and I suppose with all pop papers currently is why kill a golden goose by over-exposing it?

Reading about nothing but the Monkees... seeing them every week... hearing their records until you are ready to fall to pieces is a bore. Honest. And having barely survived that kind of thing with the Beatles, do you really think I want to go through it again with the Monkees? Especially when Micky Dolenz insists on sounding like chubby cheeks Paulie? Sob. Not to mention scum and climb up the wall.

I said it; I'm not glad and if *The BEAT* staff sees it, please (for my sake, please) just forget it.

I'll tell you something. I read the tribute to the Monkees with glazed eyes and afterwards I did a lot of giggling. Then I think I went around for days seeing Monkee faces everywhere I looked. Ugh. It was a horrifying experience, and I don't wish to go through it again. So, please, from a faithful, loyal, highly pro-BEAT dedicated reader—please don't feel you have to engage in some kind of retributive (derivative of "retribution") act. Please, please, please.

Brenda

AIRING HER POP VIEWS

Dear BEAT:

I would like to air my views about groups (as if you cared!) My fave group is the Beatles. They are so extremely talented and lovable.

The Monkees are good too, but why do people insist that they are carbon copies of the Beatles? They are two completely different groups. Personally, I think the Beatles are more talented, but to each his own. I think the Monkees are awfully funny, though.

The Monkees' humor is sort of TV humor, whereas the Beatles' humor is a little more sophisticated and many times harder to understand. I think that's why the Beatles have lost many of their younger fans—because the kids don't understand them. I think their mustaches are glorious (I understand Micky has grown a beard) and their latest record is great!

Connie Howell



MONKEES ADDRESS

Dear BEAT:

I would like to write to the Monkees. Will you be kind enough to send me their address? I would appreciate it a lot.

Juana Carter

You can write to the Monkees at 1334 North Beachwood Drive, Hollywood 28, California 90028.

The Editor

HERMAN'S SCHEDULE

Dear BEAT:

Do you have any information on Herman's Hermits probably tour this summer? Any tentative dates, places, or anything?

If you do, could you either print the information or send it to me? Thank you.

Susan Mills

The Hermits are due to tour Stateside for four or five weeks during June and July. However, the exact dates depend entirely on their movie schedule. They're filming "Mrs. Brown You've Got a Lovely Daughter" and until they get further along with the shooting they will not be able to make even tentative dates.

The Editor

'MUSIC IS TO ENJOY'

Dear BEAT:

I'm sick of the whole business—the constant battle of who is the greatest, what group is "in," what group is "out," what country is "in," what country is "out"—greatest, worstest, in, out, on. Who needs it?

Man, I thought the music scene was to enjoy, enjoy, enjoy, and all I hear is "I hate this, ugh that, phew on them, a heck there, a yech everywhere." Or "I love them so much, I don't see how you can dare compare them to those creeps!"

Every single group is the greatest and all the countries in the world are "in" and every song and sound echoing around this world is the "fabbiest," "raviest" ever!

The Monkees are cute and funny and put out fantastic records and a hilarious television show.

The Beatles made their name and deserve to keep it—what's earned is earned. Their albums are works of art, their films are larfy, Paul is cute and a great person, Ringo is a kind, good person, George is gorgeous and interesting, John Lennon is John Lennon.

The Rolling Stones are exciting and unpredictable. Their music is well done and sometimes funny, sometimes serious, always worthwhile.

The Spoonful are a bucketful of new songs; the Raiders are where some of the action is and made the show what it was—action-packed.

The Mamas and Papas have a different sound, a great sound. The Association are a bunch of great guys and always have something great to say.

Anyway, my point is that if you would rather have just your faves and no one else—great. Then make it that way and see if things don't get extremely, unbearably... yawn. I'm not sure one or several groups couldn't carry the sound scene but who wants to take a chance on losing it all?

Just my attempt to list all the groups and their attitudes goes to show the diversity and interesting people that make the music scene what it is. A moving, exciting, thrilling, unbelievable, unpredictable, artistic, magnificent, sparkling, fabby, ravey, geary, soul-stirring, sensational, wild, frantic, seething, warm, spirit-moving and overwhelming part of everyone's life (or should be).

As John Lennon said: "Pop music gets through to all people, all over the world, that's the main thing."

And all I really want to say is ENJOY! Please?

Victoria Bowen



OPEN LETTER TO ELVIS

Dear BEAT:

This letter is really not directed to you. It's an open letter to Elvis Presley:

Dear Elvis:

My friends and I feel that it's our duty to give you some advice. We have always until now though you were great. You have a beautiful voice but you ruin your voice with the music you play to go with your songs. It always has the same beat. Your music and songwriters must be used to ruin you. I have never heard such awful music in my life.

In your movies you always sing at the wrong time. You always sing to the girl. Don't you know it's old fashioned to sing to the girl? This may sound a little silly, but why don't you go mod? Grow your sideburns again and get some Carnaby Street clothes and get with it.

Remember you're not a fogie! Look at Petula Clark. She is married, has kids and is on radio, television and the whole bit. If she can do it, so can you. So, go before we wear out your qualities by letting them rust.

Don't let us fans leave you. Don't disappoint us.

Carmen Zavala

Beach Boys Wind Up Tour

HOUSTON—The Beach Boys wound up a ten-city tour of one night stands here. Their gross earnings for the performances promoted by Irving Granz totaled over \$198,000.

Stops en route included Fort Worth, Texas; Dallas, Texas (where top earnings of more than \$40,000 at the gate); Austin, Texas; Memphis, Tenn.; Tulsa, Okla.; St. Louis, Mo.; Kansas City, Mo.; Davenport, Iowa and McCool, Ill.

Other box office attractions splitting the bill were Keith & The Wild Kingdom, The Casinos and Harpers Bizarre with the Buckinghams stepping in for the Bizarre after Memphis.

The Casinos have been signed to compose and record the title song for "Winchester For Hire," a film featuring Edd Byrnes and Guy Madison.



Gordon Solos With 'Speak'

Gordon Waller, half of the Peter & Gordon team ("Lady Godiva," "Night in Rusty Armour," "Sunday For Tea") has just released his first solo single, "Speak For Me," on the Capitol label.

The single was produced in England by John Bruges who produced the group's other hits "Speak" is backed with "Little Nonie," an original number by Gordon.

GOLD DISC FOR RAWLS

Chicago blues artist Lou Rawls received a Gold Record award from the RIAA for his "Lou Rawls 'Live' album. Lou has two other LPs which are nearing the million dollar mark—"Soulful," and his latest, "Carryin' On."

His latest single, "Dead End Street," is moving fast and his tenth album on the Capitol label is scheduled for release in early summer.

Fats Domino Rocks London

LONDON—Around the time when Jerry Lee Lewis was creating stage hysteria with "Great Balls of Fire" and Elvis was gyrating into a new chapter of rock 'n' roll history, Fats Domino was racking up an impressive list of million-plus records with "Blueberry Hill," "Goin' Home," "I'm in Love Again" and "Ain't That A Shame."

Now Fats Domino is making his first visit here. The veteran pioneer of rock from London's Saville Theater starting Easter Monday in a week-long series of stage shows presented by Brian Epstein.

Then "The Fats Domino Show" moves to Manchester for a pair of concerts. After that the master piano thumper leaves immediately for Germany.

Righteous Brothers Head Out On Nation-Wide Tour

The Righteous Brothers will be joined by Sergio Mendes and Brasil '66 for a 10-city tour starting April 17 in Buffalo, N.Y. and winding up in Vancouver, B.C. The two acts have previously split the bill in two California engagements.

Their schedule is:
April 17, Buffalo, N.Y.; 18, Onondaga, Syracuse, N.Y.; 19, Raleigh, N.C.; 20, Greenville, S.C.; 21, Baltimore, Md., or Richmond, Va.; 22, Pittsburgh, Pa.; 23, Washington, D.C.; 26, Alberta, Canada; 27, Calgary, Alberta, Canada; 28, Spokane, Wash.; 29, University of Oregon, Eugene, Ore.; 30, Portland, Ore.; May 2, Seattle, Wash.; 3, Vancouver, B.C. and 5, Oregon State University, Corvallis, Ore.

From May 29 through June 12, the Righteous Brothers will play the Coconut Grove in Hollywood's Ambassador Hotel.
The duo has also been booked for eight shows at Toronto's O'Keefe Music Centre starting July 31.

ASSOCIATION WRITE BOOK

The Association has just written its first book called *Crunk Your Spreaders*. It's full of stories, poetry, photographs and a variety of literary forms without category.

Beechwood Music, the publishing firm, will distribute the first press run of 50,000 copies to newsstands.



PAUL JONES IN NEW FILM

LONDON—Paul Jones will leave for the U.S. at the end of the month to promote his new film, "The Privilege," co-starring Jean Shrimpton, which premiered here. The film's LP soundtrack will be released by Decca. "Bad, Bad Boy," "Free Me," "Breaking Up," and the title song are some of the numbers on the disc.

Paul's next LP is scheduled for summer release. He has completed eight numbers for it and plans to finish after his current tour with The Hollies and Spencer Davis. The album includes four original compositions including "Along Came Jones."



YARDBIRDS DIE IN U.S.

The Yardbirds are scheduled for their fifth American tour hitting major state fairs and resorts from July 14 to September 1. They go to Rotterdam for TV, concert and radio appearances followed by a 10-day tour in Scandinavia.

The groups new single, "Little Games," has been released in England.

Joannie Will Sing Capitol

Singer Joannie Sommers has signed an exclusive recording contract with Capitol Records. Since the vocal artist began her recording career in the early 1960's, Joannie has been under contract with Warner Brothers and Columbia.

Her best-selling singles include "One Boy," from the Broadway musical "Bye, Bye Birdie," and "Johnny Get Angry." Joannie has also built up a following as a top nightclub attraction.

Her producer, Nick Venet, has not yet set the date for her recording sessions.





Bobby Elliot Out Of Tour

Hollie drummer Bobby Elliot, first taken ill in mid-February, has suffered a relapse and will be out of the group for several months, missing their current world tour.

Bobby first collapsed in Germany with an inflamed appendix but was supposedly recovering until he suffered another collapse last week at his home in Lancashire, England.

Tony Mansfield, formerly a drummer for the Dakotas, is taking over drumming chores until Bobby is able to return to the group.

DC5 HAVE SMASH HIT

It looks like they are going to do it again! The Dave Clark Five's "You Got What It Takes," sold over 100,000 copies less than a week after its release and could easily go on to win the group its fifteenth gold platter.

"You Got What It Takes," represents an important singing style for the DC 5, one of the most consistently successful British pop groups. The song experiments with a rhythm and blues treatment. The group flew in from England to debut the song on the Ed Sullivan Show.



UNCLE Hosts Rock Group

"The Man From U.N.C.L.E." is threatening to become a rock 'n' roll showcase. Illya and Napoleon, who recently played host to Sonny and Cher, will soon share billing with Every Mother's Son, a new rock combo.

The group will debut in a two-part episode titled "The Five Daughters." They will perform a song from their album.



UK STARS PACK SHOW

LONDON—The Beatles and the Rolling Stones were only a few of the top pop celebrities among the star-studded celebrity crowd of 10,000 people at the opening here of the Stax-Volt Revue titled, "The Memphis Sound."

Star performers turned out to view the show featuring Otis Redding, Sam and Dave, Eddie Floyd, Booker T and the MG's and the Mark-Keys. South African singer Sharon Tandy won a five-minute standing ovation from the enthusiastic crowd. Sharon, who now lives in England, has shot to the top of the U.K. charts with, "Too Hold," on the Stax label.

In the finale, Thomas, who appeared in the revue, made a special appearance at the Bag O' Nails Club. Her audience were some highly appreciative fans, themselves British pop groups—the Who, the Hollies and the Kinks.

Trini Lopez Set For National Tour

Trini Lopez is currently on an extensive U.S. tour which will take him to over 40 cities. A series of one-nighters, concerts and night club engagements will keep the entertainer virtually booked solid through November 5, according to a recent announcement by his agent manager, George (Bullets) Dargum.

The one-shot appearances kicked off in Denver. Trini is also slated to appear in Salt Lake City, Utah; Dallas, Texas; South Orange, N.J.; Troy, Rochester and West Point, N.Y.; Rutherford, N.J.; Scranton, Pa.; Jersey City,

N.J.; Bronx, White Plains and Syracuse, N.Y.; Iowa City and Chicago, Ill.

Then the singer starts a tight schedule of club engagements at the Latin Casino, Cherry Hill, N.J., followed by appearances at Blin-sbrub's in Boston, Mass. from May 18-28; New York City's Basin Street East from June 1-24 and Harrah's in Reno from July 13-August 2.

He is also set for several concerts in theaters-in-the-round and a continuing concert tour running from October 5 through November 5.



PEOPLE ARE TALKING ABOUT the latest thing with the hippies being buying bananas... that good old mellow yellow... spokesmen for the Raiders denying that anyone other than Harpo has even a thought of leaving the group but the rumor persists that two other members are thinking of taking their leave... Lee Hazelwood investing his money in an almond and raisin ranch... Don McKinney being taken ill and Jeff Hawks substituting for him with Don and the Goodtimes

Eric Burdon and his new Animals arriving Stateside and wondering when, or if, Eric will ever get his book published... the owners of the famous Gold Star Recording Studios, Stan Ross and Dave Gold, forming their own label, Gold Star Records, and signing the Raving Mad for their first artists... what has prompted Frank Sinatra to hit the road again... when Herman will decide it's time to leave the Hermits behind him

the great pains Texas took to welcome Sonny and Cher's "Good Times"... the Supremes' "Happening"... everyone being so hard-up for new Beat pictures that some publications are even

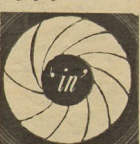
penetrating in mistakes to make their old pictures look new... how many pop groups are going to make headlines before the British get finished with their huge drug crackdown and one group which is not going to be touched... what ever happened to the Turtle's famous Cisco Kid Fan Club and deciding that it has gone the way of the Buffalo Bill Fan Club

Tommy James and the Shondells and wondering if they've dropped off the face of the earth... whether or not Dave Jones will really be drafted and coming to the conclusion that everyone can relax—he's safe... why Nancy Sinatra turned down interviews with Saturday Evening Post and Esquire... Elvis Presley buying right time everywhere for his religious album... the Association on the Smothers Brothers Show being a perfect booking—two groups of craziness together

the Trogs manager pulling them out of London clubs because it has reached the point where if you are in the pop business people think you are going to offer them LSD. I don't want the Trogs to be involved in that sort of publicity... Micky Dolenz saying that

"it's (the Monkees' humor) not the same kind of humor as the Beatles"... the extensive security precautions being planned for the Monkees' visit to London equaling that which we set up for the President

Jimmy Darren getting back into the pop bag with "Since I Don't Have You" and wondering why he doesn't re-release "Gidget"... when the Yardbirds are going to get another hit... the



Dave Clark Five's latest, "You Got What It Takes" being the best thing they've ever done and wondering why it's taken so long for the group to let their soul come out... whether or not the Royal Guardsmen are the figments of

somebody's imagination or a real live group

Dusty Springfield trying anything to get a hit and getting it... Sky Saxon getting mobbed so much that it's a wonder he has enough nerve to keep getting back on the stage... Simon and Garfunkel being extremely creative and talented... Spencer Davis' "I'm A Man" rivaling the Yardbirds' hit of the same title... why no one has had a hit with "Better Man Than I," which has the best lyrics of all time... "Affie" coming back—this time with Dionne Warwick... more entertainers doing commercials than albums... the 4 Seasons being the perennial group though many people don't realize it

Gary Lewis being anything but a "Loser"... Davy Jones crowning Miss Teenage America of 1967... Bill Cosby's quote being the truest thing ever uttered: "You have to do more than make people laugh; you have to entertain them"... how far underground is the underground... the Merry-Go-Round going up instead of around... whatever happened to the Leaves... how long it will take before the Mama's and Papa's go in for movie-making

the 4 Tops singing "On The Street Where You Live" like it's never been sung before—even by Professor Higgins... the Monkees hitting with so many different songs that you can turn on every pop station in a large city and hear a different one at the same time... the Buckingham's having three songs on the nation's charts at once... Lesley Gore working very hard to get her record on all the stations.

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BEATLES WIN TOP NOVELLO AWARDS: 'MICHELLE' MOST PERFORMED WORK

LONDON — The Beatles cleaned up at the 12th annual Ivor Novello Awards presentation here. Prizes go to writers, publishers and exploiters of British pop music. Chairman Paddy Roberts of the *Songwriters Guild of Great Britain*, presented the winners' bronze statuettes during a special BBC

concert.

The most performed work of the year was "Michelle," written by John Lennon and Paul McCartney and published by Northern Songs Ltd. John and Paul took second place too for "Yesterday."

The 1966 record which achieved highest British sales was another

Beatle composition, "Yellow Submarine," on the EMI label.

Britain's international song of the year, "Winchester Cathedral," which also grabbed off the top rock 'n' roll song of the year Grammy Award, won a statuette for writer Geoff Stephens and Meteor Music Publishing Co., Ltd.



It very well may be that the Rolling Stones have toured the U.S. for the last time. This is only speculation, of course, but our Government takes a very dim view of granting work permits to foreign artists who have so much as had their names mentioned in the same breath with drugs. As you know, Keith Richard's house in England was searched under the Dangerous Drugs Act and Keith and Mick have been summoned to court.

No arrests have been made; yet they are going to court and this may be enough to insure a denial of work permits for the Stones.

There is, at this moment, a very well-known British pop artist who has had (and continues to have) his records over here but who has been denied a work permit ever since his name was linked with drugs. The same thing could conceivably happen to the Stones despite the fact that they have not been formally charged with the possession of dangerous drugs.

Again, let me say that I'm purely speculating on this work permit situation. There is no denying the fact that the Stones are a big group who make enormous amounts of money in the States and perhaps for this reason they may be granted work permits.

It's great to see Don and The Goodtimes come up with a winner in "I Could Be So Good To You." A nicer group of guys you couldn't find anywhere. Every person of rival record companies are keeping their fingers crossed for the Goodtimes—secretly, of course!

Seriously, they are a fantastic group and if they play a date within a hundred miles of you, do yourself a favor and see them perform. They put on quite a show and very nicely succeed in giving everyone their own music's worth.



... DON & THE GOODTIMES

Pop For Movies

The entire recording industry seems to be turning into plants this month. I think the Seeds' leader, Sky Saxon, was the first to come up with "flower music" and then "flower children." But now we have the Flower Girl and Capitol Records sending everyone packs of flower seeds and RCA delivering baby Christmas trees with planting instructions! Now if someone will just send dozens of roses...

Have you noticed how many motion picture executives have discovered the value of having a pop artist sing the title song from a movie? It's a clever idea if for no other reason than the cold hard fact that each time the record is played on the air the movie receives three minutes of musical advertisement for free. How many hours of free publicity do you think "Alfie" received just because Cher recorded it?

Then, of course, there is the press. "You're A Big Boy Now" received space in publications which ordinarily would never have mentioned it simply because the Lovin' Spoonful had their name on it.

Naturally, it's great for the pop people too because it means that another entertainment media has finally recognized them. And the Turfmen are the latest group to be so recognized. They sing the title tune from "A Guide For The Married Man."

The Turfmen, who seem to change group members everytime you blink, have taken their newest member, Jim Pons, and his new record. Their schedule for May has been set and includes dates in Chicago, Milwaukee, St. Paul, Des Moines, Davenport, Hindsdale, Bendel, Battle Creek and winds up with the Memorial Day weekend in Atlantic City.

The Turtles then fly off for their first European tour beginning June 1 in London. They'll continue to Copenhagen, Paris and Rome and then return Stateside on June 23.

In closing, MGM would like you all to know that Every Mother's Son is "loyal, steadfast and knows who won the Series in 1923." Every Mother's Son also brushes his teeth three times a day and drinks plenty of milk. At least, that's what their daily post cards say!



... HOWARD KAYLAN



MANDALA IS HIT IN N.Y.

NEW YORK—The Mandalas has brought its new religion of "Teen-age Soul" straight from Canada and is serving it up here at Steve Paul's, the Scene.

George Oliver starts off stomping and clapping and then the high "priest" of the group bellows at the teen-agers who cram the Scene, "Have you any faith?" The audience gets caught up in all the shouting and stomping with the group which consists of two electric guitarists, a drummer and an electric organist in addition to Oliver. Their treatment is generally R&B and soul treatment.

The Mandala is scheduled for a 10-city tour soon. Its first single on the Chess label, "Opportunity," is number three in Canada.

Walker Bros. Fans Shocked

The Walker Brothers shocked their fans with the news that their April British tour will be their last. The tour with Cat Stevens, Jimi Hendrix and Engelbert Humperdinck opens in London and runs through the end of April.

Lead singer Scott Engel said the group's touring days are over. They'll concentrate on cabaret performances and tours outside Britain, unless they come up with a flood of hit records.

"I think the fact that we haven't had any big hits recently is due mainly to the fact people are tired of the sound," he said.

Scott wants to change their sound by introducing a beat sound and using some Andrew Oldham material.



Pop Center For South

ST. PETERSBURG—The man who created "Snooky vs. The Red Baron" and its follow up, "Return of the Red Baron," has set up what he plans to develop into a major center and activity hub for pop artists and writers in the South.

Phil Gernhard, who grew up in Sarasota, Florida, feels that the stress in the South on the country sound leaves very few outlets and opportunities for pop talent to earn recognition in the region.

During his student days at the University of Tampa in Florida, Phil established a full-time office in downtown St. Petersburg for Gernhard Enterprises, his own company which handled pop music exclusively. While still a student, Phil was a consistent chart-rider. In 1961 he both published and produced "Slay" which has been recorded by the Dave Clark 5, the Four Seasons and other pop groups.



... HERMAN'S HERMITS (left to right) Keith Hopwood, Herman, Lek Leckenby, Karl Green and Barry Whitwam arriving Stateside.

The Kaleidoscope That Is Peter Noone

By Louise Criscione

He's actually a kaleidoscope. Young, old, funny, serious. A businessman, a clown, an extremely competent actor. Formally known as Herman, he now prefers to be called by his real name, Peter Noone.

He looks young; in fact, is young and in front of a teen audience he acts it. Making faces and clowning around, you'd never believe that Peter is quite the serious businessman. Cunning and calculating, he turns his career over and over in his mind until he decides which way it will move best and then he wastes no time in speeding in that direction. And so far he's been right.

Follows Market

From the Heartbeats to the Hermits, from "Hold On" to "The Canterville Ghost," Herman hits where the market is. With the British group craze at its peak, with London the focal point of the young adult world, Herman donned a Cockney accent and sold a million records. With that peak now over, Herman's accent has become noticeably less Cockney and reverted back to his original Manchester accent.

You can scream "phony" if you want, but the fact still remains that Peter Noone is smart and blessed with a considerable amount of foresight. The entire trick to show business longevity lies not especially in talent but in versatility and the ability to lay your finger on what the public is next going to buy.

Entertainers who refuse to bend even slightly never last long because the market becomes saturated and the public demands novelty and freshness. This Peter knows—and knows well. He watches and gauges the public as a driver watches the white lines in the street. If you move over the double-line you're dead. If you disregard the public for long, your career is referred to in the past tense.

Taking it from the top, Peter Noone is an actor. He began as an actor and those wise in such things

predict that he will end up an actor. He got mixed up with the rest of it because in 1964 that's where the market was. In a youth club in Manchester, England, a boy nicknamed Herman got up on stage to sing a song with a group called the Heartbeats. What started out as a song became a whole new career.

Almost immediately Herman became the center of attraction in the group. He was already an experienced actor and so it was with little trouble that his stage presence showed through and enabled him to establish spontaneous rapport with his audience. It was only natural then that the group change their name to read Herman and the Hermits and later shorten it simply to Herman's Hermits.

With the invasion of the British groups into the American charts, Herman's Hermits lost no time in releasing "I'm Into Something Good," "Can't You Hear My Heart Beat" and "Silhouettes." But it wasn't until he dug up "Mrs. Brown You've Got A Lovely Daughter" that Herman's Hermits made a huge and definite impact on America.

The decision to cut "Mrs. Brown" was one of the smartest recording moves ever made. The British could not believe that their American cousins would buy it and even Herman admitted that he would never dream of doing in England the things which won him a name in the U.S.

Clever Phony

But the biggest shock was to come in the form of "Henry The VIII." Donning a thick Cockney accent, Herman recorded the song which caused the English to reel in laughter at the fact that Americans were buying such a "phony." It would be something like Frank Sinatra singing "Old Man River" with a Southern accent and selling it to the British supposing that they did not know the difference between a Hoboken, New Jersey accent and a New Orleans drawl. But Herman knew what the American market was buying. He knew

he could hit with a Cockney "Henry" and, of course, he was right.

With the success of "A Hard Day's Night" paving the way, the next thing to do was to make a movie. Accordingly, Herman and his Hermits launched into "Hold On." It certainly was not the biggest box-office smash the world has known—but it was not the biggest bomb either.

Television offers from the top U.S. variety shows came the group's way and picking and choosing carefully Peter the businessman landed on just the right ones. He did his clowning and face-making and the girls did their screaming and Ed Sullivan did his best to shut them up during the commercials.

Hidden Below

Making it big as an entertainer usually means being a bit in as many medias as your talents will allow and to as wide an audience as possible. Accordingly, Peter Noone decided that it was about time the world discovered that beneath all the amplified guitars and longish hair he had a very decent singing voice. He chose to demonstrate his vocal ability with the oldie, "Jezebel." It received a fantastic reception and Peter had proven his point. He could sing.

It was about time for something else too—time that the public learned that Peter Noone was first an actor. So he left his Hermits behind and signed to play in the "Stage 67" segment, "The Canterville Ghost." He had already decided that he would be billed as Peter Noone for acting purposes.

Now Peter along with the Hermits are in London filming "Mrs. Brown You've Got A Lovely Daughter." The market having already changed, it's doubtful that "Mrs. Brown" will hold any resemblance to the group's first effort, "Hold On."

He's proven his acting as an actor, a singer, a personality. If you still think that Peter Noone is a wet-cared kid with nothing going for him except an ability to make faces to a television camera, you're crazy.



Bobby Jameson: Prophet In Leather

One takes, the other one gives
One must die and the other one live

JAMESON IS . . .

To you what you would believe . . .
In your mind is the key . . .
There is love or none at all
There is truth or none at all
Beauty is and ugliness is your own decision.
There is need always—a need to feel—a need to live.
I bring you only myself, for that is all I am worth.
That worth must be decided by you.
For you—I have made my decision.
I have lived only 21 years
But I see into forever—if I lie then speak openly of where
Hair is only hair that God gave—that life gave.
I am not a freak—unless to you by your decision.
I am not unreal unless by your decision.
I am no more than me — JAMESON
I believe in belief
To believe in love—to believe in truth—to believe in life
I believe in you—and we are all a part of each other.
Again it is YOUR decision.
YOUR decision is you—and I
can only be to you what you decide.
I want you to want me . . .
I already want you—I always have—I always will
My music is where I have been
what I have seen
how I feel and who I am.

— BOBBY JAMESON

By Ron Koslow

Yes, he has a beard, long hair, and his leather suit is adorned with various beads and charms—and in biblical times he would have fit right into the picture—one who would have given him a second glance. But he doesn't live in biblical times—he lives in the '60's—and he's fighting to exist (on his own terms).

Bobby Jameson is a product of the times, the result of an ever-widening generation gap and an increasingly unified group of young prophets and sages, wise beyond their years, who are now announcing and prescribing drastic social change.

Bobby has found the most effective channel to the people to be in music—and his music is charged with his feelings and ideas. His new album on the M.G.M. label (all original songs by Bobby) should be required listening for any young person wishing further insight on the current scene, and all adults who fail to comprehend the basic problems.

A resident of the Sunset Strip for the past five years, Bobby's outspokenness and active participation in the recent Sunset Strip riots has acquired him the honorary title of "Mayor of the Sunset Strip." He did not seek this title out, in fact, Bobby claims to be a spokesman for nobody but himself, but it seems that he is able to express the problems and desires of his generation in terms that prove quite articulate and moving.

Bobby Jameson's mind operates in Kaleidoscope fashion, taking fragments of various ideas and concepts and unifying them into original ideas which quickly reform and reshape themselves into other areas.

Rather than try to relate Bobby's thoughts second hand—let's let Bobby speak for himself—listen—he has a lot to say:

On being a spokesman:

"I don't mind being called the spokesman for my generation because I believe what I say is the truth—and anyone who wants to relate to it is welcome to."
The Sunset Strip:

*My friend there's no one gonna tell you
More than you know about yourself
And all those thoughts that are inside you
Are not controlled by someone else*

"The problem's been growing for the last two years and it's beginning to show signs of explosion. We don't like to riot, but it became imperative for the kids to get up and voice their opinions and risk getting their heads knocked in, because that's the only way people take notice. It's a very serious situation; I can see a violent situation arising unless someone takes the time to try and understand instead of just dismissing it."

On the Police:

"The police are society. They're society's tool—but they over-step their bounds. Law should be used for the benefit of man, but the police would not hesitate to break 10 laws themselves in order to uphold one. In my opinion, they are not acting as public servants."

The loitering law allows you to stand in any given place for 15 minutes, but if you've got long hair or a beard you can be standing on a corner for 30 seconds and a policeman will order you to move. That's a violation of man's basic rights."

Society:

"I'm not going to tell anyone to relate to society; I'm going to tell them *not* to relate to society because it's a game—a competitive, economic state of being—it's not living—it's being dead."

Everyone's fighting with one another to get ahead, to get more of this or beat the next guy out of that . . . or do something better than someone else."

"No, you've got to relate to yourself—do what's best for you. I'm not telling everyone to "freak-out"—the most important value is self-discipline."

Society is trying to impose its values on the individual. They tell us to grow-up and act normal. But what's growing up and what's acting normal?"

His present life:

"My day is a very long day. I'm up about 20 hours and sleep the rest. I stay up all night every night. I write all the time—I've got four books ready to be published and I'm working on the fifth. I write music and I've recently gotten into photography. I



think a great deal—about what's happening and what's going to happen. I do exactly what I want to do."

On England:

"I was in England for eight months and learned a great deal there."

The young people over there have become a big part of the economy. The whole atmosphere caters to young people—fashions, movies, music—of course English music changed the whole world. The kids over there have a lot more freedom."

I would parallel what's happening now in the U.S. as a reaction by the American youth to the English youth. The American kids saw what beautiful freedom the English kids have, and wanted it too."

But England reacted to the psychedelic revolution which originated here—and soon spread over there. It's a reciprocal action."

On America:

"Americans are totally unprepared for what's going to happen to them; America is on the verge of a nervous break-down—so is the whole world."

I see evidence of this everywhere I go. Everybody is weary and afraid and unknowing and unable to straighten themselves out. They refuse to face the problems."

It's a computerized world—nobody is really themselves and when someone tries to be themselves they are the subjects of scorn and ridicule, because the others are afraid of them."

On the generation gap:

"A lot of young people are looking at their parents and saying, 'I'm supposed to be like my parents, but I don't want to because they're all hung-up—they're unhappy,' so they decide to do something different—they disagree—and by disagreeing they have to be disagreed with. And they realize that there's going to be a fight—a psychological and sometimes physical battle which creates an ever-growing gap—a generation gap."

*Everyday we live we should find something new
And everyday we live we should give something too
I know that life can surely bring you down
But I know too that only you can keep you down*

U.K. POP NEWS ROUND-UP

Brian Epstein Signs Monkees

By Tony Barrow
THE MONKEES WILL STAR IN A SERIES OF THREE STAGE SHOWS AT BRITAIN'S LARGEST INDOOR CONCERT VENUE THIS SUMMER. THE DEAL TO BRING THE MONKEES TO THE U.K. HAS BEEN FIXED BY VIC LEWIS, A DIRECTOR OF BRIAN EPSTEIN'S LONDON-BASED NEMS ORGANIZATION.

It is the outcome of concentrated discussions which took place in Hollywood several weeks ago between Vic Lewis, representing NEMS, Steve Blauner, SCREEN GEMS executive, and Bert Schneider, manager of THE MONKEES.

The concerts—one show each evening—will take place at London's Wembley Empire Pool on June 30, July 1 and July 2. Top prices for tickets at the massive 9,500-seater venue will be 30-shillings—which is about 4 dollars—but the cheapest seats will sell at seven shillings and sixpence (about one dollar) each.

Announcing that he had clinched the deal via a London/Los Angeles phone call, Vic Lewis said: "The Monkees will give their own hour-long show which will fill the entire second half of each concert performance. These will be the only British concerts by The Monkees as we're expecting fans to travel from all parts of the country for the occasion."

BECAUSE THE MONKEES WILL NOT BE APPEARING OUTSIDE LONDON, THE NEMS ORGANIZATION PLANS TO SET UP AN UNPRECEDENTED SYSTEM OF SPECIAL TRAINS AND BUSES WHICH WILL BRING FANS TO WEMBLEY AND RETURN THEM TO THEIR HOMETOWNS THE SAME DAY. "MONKEES SPECIAL" WILL OPERATE FROM KEY CITIES UP AND DOWN THE U.K.

According to Lewis, The Mon-

kees will fly into London on Thursday, June 29, the day before their first Empire Pool appearance. They are expected to give just one King-size Press News Conference in London the day they arrive.

On behalf of THE BEATLES, who were tied up in the recording studio completing the final tracks for their upcoming summer LP album, I had the pleasure of collecting a bundle of Ivor Novello Awards at a ceremony held in the BBC Playhouse Theatre in London.

Awarded each year by the Songwriters Guild of Great Britain, the Novello trophies are the U.K. equivalent of your American "Grammy" presentations. As composers of "Yellow Submarine," John and Paul were awarded a Novello statuette for achieving highest 1966 record sales in the U.K.; in the "Most Performed Work Of The Year" section they had the first and second places with "Michelle" and "Yesterday."

The Novello Award for "Britain's International Song Of The Year" went to "Winchester Cathedral" written by Geoff Stephens, recorded by THE NEW VAUDEVILLE BAND.

DON BLACK and JOHN BARRY came top of the "Film Song Of The Year" section with their composition "Born Free."

Inside London pop circles the entertainment bombshell of the month must be the bid by EMI to take over the Grade Organization. EMI is the largest recording organization in the world whose roster of stars ranges from The Beatles and The Seekers to Herman's Hermits and The Hollies. Grades represent a host of top American stars plus artists as varied as Sir Laurence Olivier and Albert Finney, Dusty Springfield and The New Vaudeville Band, The Dave Clark Five and The Hollies. The Animals and Cat Stevens, Paul & Barry Ryan and Cliff Richard.

CLIFF RICHARD AND THE



... PETER TORK AND MICKY DOLENZ prepare for flight to England.

SHADOWS are to make a full-length feature movie with a dramatic screenplay based on the war in Vietnam... Clipped from his current album, new TOM JONES single in the U.K. is "Those Funny Familiar Forgotten Feelings"... Songstress SHIRLEY BASSEY will make her West End stage debut in the title role of "Josephine," a musical set in the times of Napoleon and his Empress... MANFRED MANN vocalist MICHAEL D'ABO joined by his

wife Maggie on BBC Television's "Juke Box Jury" panel.

ROLLING STONES supported by THE MOVE at Paris Olympia concerts April 11... After May concert tour of U.K. BEACH BOYS will take vacation in Europe with their wives... JOHN ENTWISTLE OF THE WHO engaged to 20-year-old secretary Alison.

BARRY RYAN (Of Paul And) has 21-year-old Caroline Walker, secretary to top deejay ALAN FREEMAN, as his current steady... "New York Mining Disaster, 1941" self-penned ballad on first U.K. single by teenage foursome THE BEE GEES. New BILLY J. KRAMER single, "Town Of Tuxley Toy Maker, Part One," another original Bee Gees composition... GEORGIE FAME to make LP album in London with COUNT BASIE'S ORCHESTRA next month... Radio Caroline selling "Your very own authentic PENNY LANE street signs" to listeners for £1.50... Probably Coconut Grove month for NEW VAUDEVILLE BAND after Las Vegas (Tropicana Hotel) appearances at the beginning of June. N.V.B. plan to spend most of summer and fall in America and may undertake October concerts with veteran LOUIS ARMSTRONG!

Watch for hefty promotion treatment from Warner-Reprise to push "Purple Haze" by JIMI HENDRIX EXPERIENCE... Former MOODY BLUE DENNY LAINE just made fantastic solo disc debut.

STEVIE WINWOOD with three-man group called The Traffic recording for Island label... "This Is My Song" back at Number One in Britain—this time version is by HARRY SECOR who is to play Bumble in colour movie of "Oliver!" and D'Artagnon in London stage musical of "The Three Musketeers."

BILL MOELLER(21), former road manager with Unit Four Plus Two, unmasked as WHISTLING JACK SMITH, star of Britain's fastest-selling non-vocal single of the year "I Was Kaiser Bill's Batman." Bill previously sang on record as Coby Wells but the "Kaiser Bill" single was the idea of his Liverpoolian Decca producer NOEL WALKER.

Current London Clubmanship rules that the Scotch Of St. James is only "in" if other clubs are too crowded. Bag O'Nails is still main rendezvous for pop stars and other night people, freshly-opened Speakeasy tipped as next month's "in" place—and not just because THE BYRDS played there! MAMA CASS went back to America very suddenly!... New 4-man YARDBIRDS combo out with "Little Birds." Group expects to undertake 7-week July/August U.S. concert tour... 3 saxes, 2 trombones and 1 French horn from SOUNDS, INC. called in for backing work on a BEATLES album track... BRIAN JONES plays sitar, organ and harmonica on soundtrack of Cannes Film Festival movie "A Degree Of Murder."

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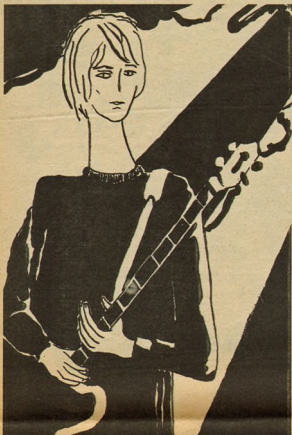
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TEEN PANEL

Listening to Mind Music



BEAT art by Henri Matisse

The first half of his panel discussion appeared in a previous issue of *The Beat*.

The subject of "Pop Music And Drugs" was explored by Susan - 16, Marina - 19, Todd - 17 and Gary - 18. Also participating was "Luke," member of a singing group, who volunteered to sit in on the discussion and answer whatever questions the panel might have.

The panel had many. In the course of the conversation, "Luke" freely admitted that some pop stars do use "drugs" (mainly marijuana and some LSD). He also admitted he feels that these "drugs" have, in some cases, contributed to the growth of pop music, by freeing the tensions and inhibitions of those who are creating it. He feels, however, that for the most part, the evolution of rock is a natural evolution. A field growing up and out of its childhood-yearh-stage.

At the conclusion of the first half of the discussion, Luke had just stated that he thinks the psychedelic bag has also done pop a lot of harm. We resume at this point.

★ ★ ★
Susan—"I don't get something you interjected into that last sentence. You said 'the psychedelic bag'—and by that I don't mean the actual taking of drugs." I think I lost you."

Luke—"The 'psychedelic bag' has very little to do with the actual taking of drugs. No, that isn't what I mean. I mean everyone in it doesn't take drugs. The term 'psychedelic' can be applied to so many things—clothes, art, stage productions, movies, music. Psychedelic

doesn't mean drug-taking. The term is defined as "mind-manifesting" in the new dictionaries. But I'm getting off the subject. What I started to say was that this bag has done some bad things. Too many bands are passing off a lot of junk and noise under the tag of psychedelic music."

Rock Shows

Marina—"Well, I'm sure glad to hear someone in the pop field admit that. I've sat at rock shows and been in clubs and listened to records and actually wondered if I was going out of my mind. I could not believe that anyone could consider some of that noise music. There's this one band in particular. They have their first national hit now, and it's a good song, but in personal appearances, they're just one big white and grind of instruments. But, because it's 'psychedelic,' people think it's groovy."

Todd—"Luke, as a musician, you're equipped to tell the difference between something that actually is psychedelic and something that's just a lot of clanging around. But what about the person who just listens to music? How does he learn to tell the difference between what's good and what isn't?"

Luke—"Just really listen. Determine first of all whether everyone in the band is playing the same song. If they are, keep really listening to how they play it. How well. Electronic composing is one of the most difficult things you can attempt in music. The Beatles are a good example of how well this can be done. I have too much respect for them to call them psychedelic, because I don't have

much respect for the term, but they definitely are 'mind-manifesting.' Another group that is very good at this sort of thing is The Blues Magoos. They have a very far out sound at times, but it's well written and well performed and that's the whole difference."

Harmed Pop

Susan—"I think the psychedelic thing has harmed the pop business in another way. There are too many records that don't make any sense. It sounds like groups are making records for each other instead of for the public. Songs are full of little key phrases that don't mean anything to the general public. I'm not sure they're referring to drugs, but I'm pretty sure. Whatever they're referring to, songs should be written for the people who are going to buy them, not in a contest to see who can go on the biggest trip."

Gary—"That's not a bad point, but it's actually the same thing Luke was talking about before. Junk and noise under the guise of psychedelic music. What you mentioned falls into that category. I think this happens with any trend. People wear out a good thing; try to get on the band-wagon."

Marina—"I see that we're running out of tape. Before we do, I'd like to ask Luke something I'm sure we've all wondered about. Is it the rumor that several of the best-known pop musicians get 'high' before they perform?"

Luke—"Hardly anyone does this. Not if they have any interest in performing, or care what happens. Getting 'high' either speeds you up or slows you down. When you have an instrument in your hand and you have to play it, it's very rough to do this under the influence of anything, including alcohol. The guitar, for instance, is a hard instrument to learn, and it's never what you'd call easy, no matter how long you've been at it. You can't play it well when you're not aware. Or a drum. Or any other instrument I can think of. You can't sing well either, unless you're singing completely free-form; jazz or something, where improvisation is expected. But to get up and sing a song right, one that has a steady beat you have to keep up with, forget it."

Performers

Todd—"I've seen performers who either were high or were making every possible attempt to make the audience think so. If they were just putting this on, why were they?"

Luke—"Because. Some audiences dig that kind of thing. I've done it myself. I hate to admit it, but I have. If you're playing in a real hippie joint, you give them what they came to see. I don't like doing it, but I figure what the heck. The whole scene—the big psychedelic wave—will be gone before we know it, and pop will still be around. I think it'll always be around."

Susan—"I agree, but what makes you think the psychedelic thing is fading so rapidly?"

Luke—"Well, it used to be fun and now it's getting to be funny. I mean, how can any person keep a straight face while smoking a banana?"

JAMESON

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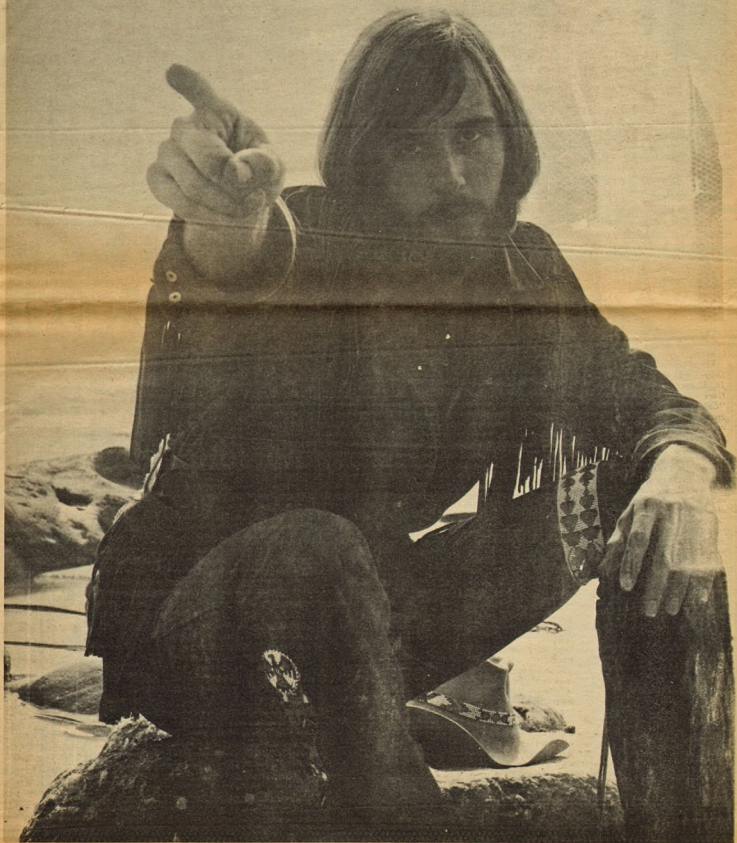


ALBUM - APRIL 10th - V6-5010

JAMESON



...THEN...NOW...WHENEVER!!!





LONDON, ENGLAND—John's Children, a hit on British charts with their latest record "Just What You Want," read their airmail copy of **THE KRLA BEAT**. Their disc will be released shortly in the United States by White Whale Records. Left to right, John, Andy, Chris and Marc.

Peter Bergman's 'Oz'... Happening

Peter Bergman's "Oz" program has arrived on radio KRLA!

Billed (by Bergman) as "the only radio program that is not now and never was," the "Oz" outing is clearly an experimental presentation. Even with KRLA's reputation as one of radio's leading experimenters in the areas of format development, news presentation and commercial policy, taking on Bergman's "living trip" is truly a broadcast innovation of the first water.

'Fish-In'

At this point, any non-member of the "flower children" or "love generation" is apt to ask, "what's so special or unusual about Bergman and his 'Oz' thing?" In a word... everything!

Described as "free-form radio," Bergman's formless "happening" has no format, unheard of in today's broadcasting. What KRLA and Bergman may be on the verge of developing is a paradoxical non-format format.

What is the listener likely to hear on his KRLA stanza? For one thing, a lot of verbiage the unhip will not understand. He will, no doubt—but then, who can say—play some funky music. He might discuss such a typical "Oz" subject as "the incredibly good taste of Joe Pyne" with listeners via the telephone.

In A Word

Certainly one can expect provocative interviews with "Oz" devotees like Alan Ginsberg and Andy Warhol. Describing his on-air effort as "plastic and inflatable," Bergman has plans to present some original plays for radio along with several intimate "love offerings." We might also expect him to advocate a Los Angeles River "fish-in."

Now that we know what Bergman might do on KRLA, the time has come to ask if this is a put on?

To this question an annoyed Bergman answers, "Oz is that Oz! The brown shoe is on the other foot!"

PEN PALS

LOS ANGELES pen pals wanted. Marilyn Tomori, 19, 909 Kawaiiani St., Hilo, Hawaii 96720.

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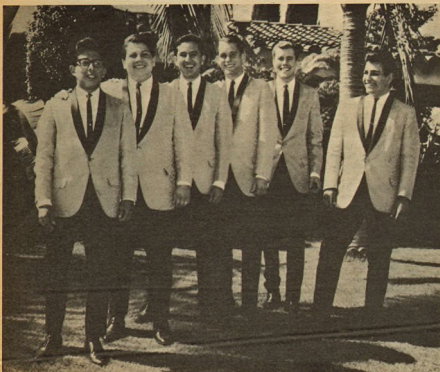
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5. NO MILE TODAY
6. BLUES THERE
7. HAPPY TOGETHER
8. LITTLE BIT ME, LITTLE BIT YOU/GIRL I KNEW SOMEWHERE
9. SOMETHING STUPID
10. CAN'T SEEM TO MAKE YOU MINE
11. SUNSHINE GIRL
12. LIVE
13. BUT FOR ME THE RAIN
14. CONNECTIONS
15. WESTERN UNION
16. DEDICATED TO THE ONE I LOVE
17. SHE
18. MY BACK PAGES
19. 57th STREET BRIDGE SONG (FEELIN' GROOVY)
20. THIS IS MY SONG
21. AT THE ZOO
22. BERNADETTE
23. WHEN I WAS YOUNG
24. SHOW ME
25. SUMMER WINE
26. LITTLE BLACK EGG
27. GET ME TO THE WORLD ON TIME
28. SHE'S LOOKIN' GOOD
29. THE LOVE I SAW IN YOU WAS JUST A MIRAGE
30. I BEEN LONELY TOO LONG
31. I NEVER LOVED A MAN
32. LITTLE GAMES
33. YOU GOT WHAT IT TAKES
34. DOUBLE YELLOW LINE
35. SOMEBODY TO LOVE
36. THE HUNTER GETS CAPTURED BY THE GAME
37. THE HAPPENING
38. LOVE EYES
39. BREAK ON THROUGH
40. CASINO ROYALE

Monkees
Tommy James & Shondells
Beatles
Herman's Hermits
Dory Allen & Arrows
Turtles
Monkees
Nancy & Frank Sinatra
Seals
Parade
Merry-Go-Round
Nitty Gritty Dirt Band
Rolling Stones
Five Americans
Mamas & Papas
Byrds
Margaret Rouse
Pekala Clark
Simon & Garfunkel
Four Tops
Eric Burdon & The Animals
Jan Tate
Nancy Sinatra
Nite Crowders
Electric Pianos
Rodger Callow
Music Machine
Young Rascals
Aetha Franklin
Yardbirds
Dave Clark 5
Magic Machine
Jefferson Airplane
Marcelles
Supremes
Nancy Sinatra
Dion
Harb Alpert



MICKEY AND THE INVADERS — Battle of the Bands winners at the Teen-Age Fair.

Mickey & Invaders Capture 'Battle Of Bands' Award

A southern California group whose repertoire ranges from rock 'n roll to Latin music copped first prize in the recent "Battle Of The Bands" at the Teen-Age Fair.

Mickey and the Invaders, six versatile musicians ranging in ages from 18 to 20, will also join the Dick Biondi Road Show on its future tours.

The Invaders have been together several years and have appeared with many top stars, including Sonny and Cher, The Righteous Brothers, April and Nino, The Supers and Jody Miller.

Group Members

The group consists of:

Mickey Aversa, who hails from Montebello, is the leader of the group and generally plays lead guitar, plus his lead singing duties.

John Ortiz lives in East Los Angeles with his wife, Lydia. He has been playing organ and sax for over ten years and sings harmony with the rest of the group.

Barry Ward, drummer for the group, attended Montebello High and lives in Monterey Park. He's played drums for 10 years.

Simon Casas, a six year veteran of music, plays bass guitar, guitar, organ and sings with the Invaders.

Mario Sasa attends Mark Kappel High School in Alhambra and

plays in his school band as well as the Invaders. He plays trumpet for the group.

Sonny Lathrop plays rhythm guitar in the group. He is attending Long Beach State College.

Versatile Sounds

The Invaders are a very versatile group, switching off on each other's instruments. Their sound is described as "up-to-date in all phases of music" and includes rock 'n roll, popular, jazz and Latin numbers.

By *Pen*

'The Land Of Oz'

The night was blurred—but thoughts were clear. The Wizard came, the Wizard saw, the Wizard conquered.

Easter Sunday night "Radio Free Oz" began, and it's unpredictable host, Peter Bergman, invited his listeners to a four hour trip filled with sounds and thoughts. The switchboard jammed, KRLA's lobby and outside stairway filled and listeners discovered a happening they never thought possible.

Music interspersed talk of

brown-shoes and hippies, of love and antagonism. Peter's philosophy intertwined talk of freeway and auto designs, and conversations with Ralph Gleason of the San Francisco Chronicle and the proprietor of a psychedelic shop in the Haight-Ashbury District.

Questions of "what happened?" and "who was that?" filled the air and the mail. Don't you have to ask that question. Listen to "Radio Free Oz" with Peter Bergman—heard Sunday nights, 8 p.m. to 12 midnight, on KRLA.

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—and— **Comic Pat Paulsen**

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CHEETAH

BEAT EXCLUSIVE

Gary's Wedding

By Lawrence Charles

When Gary Lewis asked a friend in Manila to find him a go-go girl for his Philippines tour, he had no idea that would lead him to Jinky, his future wife. The friend set up an interview with Gemma Suzara, the dark-eyed daughter of the Philippines chief harbor pilot and one of Manila's top dancers.

Gemma, 16, brought her older sister, Sara, nicknamed Jinky, along for company. Gemma flunked the interview but wound up as her older sister's maid of honor. Gary flipped for Jinky's raven beauty. Gary whisked Jinky through a whirlwind courtship in between his night club appearances.

Gary carried on the romance via daily telephone calls to Manila after he returned to his parents' California home. The fateful phone call came on December 21st. Gary asked Jinky to make it a merry Christmas by joining him in the U.S.

Jinky arrived in time to trim the tree and delighted Patti and Jerry Lewis. Jerry finally had a girl! The funny man had always waxed poetic before the births of his five sons by wishfully singing, *Think Pink*.

However, Uncle Sam intervened and soon Gary was wearing Army olive drab. The couple was engaged after an eight-week courtship during which they could visit each other only from opposite sides of a chain link fence at Ford Ord army base where Gary was stationed.

Jinky looked resplendent in her simple white gown when Gary slipped the wedding ring on her finger at St. Paul the Apostle Church on a balmy Saturday, March 11, in Westwood. One hundred fifty close friends attended the ceremony. Later at the Lewis' Bel-Air mansion 300 people gathered to toast the newlyweds. Among the priests were long time family friends Jan Murray, Phyllis Diller and Jimmy Durante.

Gary had to leave his bride of five days to report back to Ford Ord. He is due for a two-week leave soon. He and his petite bride will jet to Hawaii for a belated honeymoon of surfing and relaxing on the beach.



BEAT Photos by Dwight Carter

... JINKY was lovely in a simple, white gown.



... NEWLYWEDS kiss outside of the church.



TWO HAPPY SETS of parents with bride and groom at reception.



WISTFUL DAD: His son grew up.



... PHYLLIS DILLER congratulates Gary at the wedding reception.

THE SHONDELLS

Sudden Explosion

By Lawrence Charles

Tommy James and the Shondells stay quiet, make few ripples and remain in the background until, suddenly, without any warning they EXPLODE! They are gone from the newspaper columns but when they come on the scene they are not a two inch story buried in the middle of the paper, they are the headline. They are a tidal wave that rises up seemingly out of nowhere and crashes on the unsuspecting heads of their fans as well as the insiders in the music industry — who are usually in the know about big developments and get to sniff out trends before records are even cut.

Chart-Topper

The Shondells have hit it big with their tremendous smash, national chart-topper, "I Think We're Alone Now." Surprisingly, even though the song is one of the biggest numbers in the country right now, we have heard no news of the group.

No new pictures have been sent to us. Although we've heard nothing to indicate the group's composition has changed, we don't know if Tommy James and The Shon-

dells still have the same members. At last report the group consisted of Tommy James, Joe Kessler, George Magura, Vinnie Piotropoli, Ronnie Rosman and Mike Vale.

But for the Shondells, bolting like lightning across the rock 'n' roll scene is a matter of style. They cut their first record and for three years nothing happened. Absolutely nothing!

Then one fateful day a lone disc jockey lost a contact lens somewhere in the forgotten record file room. He decided the only way to find it was to systematically pick his way through the cobwebs and accumulated dust.

In his search the DJ unearthed the old Shondells' record, the now famous hit, "Hanky Panky," and played it. Suddenly requests from listeners and orders for the record flooded in. Overnight it was a fabulous success, bulleting up the charts and everyone was talking about this "new group."

To say the boys were surprised would be an understatement! It was like landing on the moon and picking up your local radio station on your space suit transistor radio.

"Hanky Panky" has a happy, hand-clapping sound which was completely different from the rhythm and blues sound the group was developing when their first hit bolted on the scene. Talk about a delayed reaction!

The group are all in their late

teens or early twenties. They keep their hair cropped close, not quite in the military crew cut style, but they are definitely out to put down the scruffy, hair-all-over look. At last look George and Mike were sporting neat, close-cropped beards which wouldn't spot them

in the crowd as wild-looking entertainers. Their clothes, like their manners, are subdued.

We know they're not wasting their time, because they are on the top of the charts. But we like to know more about what they are doing with it.



SHONDELLS — Vinnie Piotropoli, Ronnie Rosman, Joe Kessler, George Magura, Tommy James, Mike Vale.



Dear Anne,

I know this sounds silly but my mother is getting to be a real problem. I can have my friends over to my house any time I want, but my mother never leaves us alone. She is always hanging around trying to be "one of the gang." We've got a big house with a wreck-room but my mother never seems to have anything else to do when my friends come over except monopolize the conversation. It's gotten to the point where my friends are noticing and saying things. How can I handle this nicely, without being mean?

Dear Teen,

It's all very well for your mom to chaperone your activities but I think she's over doing it. Your mother should know what you're doing but it's wrong of her to dominate your gatherings. You should be free to talk "girl talk" without interference from your mother. Tell your mother that you appreciate her interest in knowing your friends and making them feel at home, and that you enjoy having her "drop in" on you. But also tell her that you are old enough to act as hostess for your friends, and you'd be grateful if she would allow you to spend some time alone with them. If she doesn't get the hint you'll have to tell her straight out that when a grown woman tries to act like a teen-ager, she succeeds—in making a fool of herself.

Anne

Dear Anne,

What do you think about long hair on boys?

Dear Curly,

I think the slightly longer look is interesting. But boys with hair hanging down around their shoulders don't look like boys. I saw one "boy" in the market the other day with his hair pulled back in a sort of semi pony tail and he just looked effeminate and silly. I never thought I'd see the day when I'd be giving "beauty" advice to a guy—but if you must wear your hair long, at least keep it clean and trimmed. A shampoo at least once a week is a must—long, greasy hair is the ugliest thing in the world on a man, a woman, or a shaggy dog.

Anne

Sonny & Cher 'Good Times' You Won't Stop Laughing

By Lawrence Charles

"Good Times," Sonny & Cher's first movie is a sparkling comedy loaded with vivid sets in exciting color, a list of hit songs by the duo and a continuous fashion show of wild, mod fashions created by Cher.

The script is action-loaded with funny lines, bright, fast-moving scenes and a moral: be yourself. Sonny & Cher play themselves, a married couple who happen to be two top rock performers. They are offered a contract by a tricky and cynical film tycoon played by George Sanders. Sonny agrees to the contract although Cher is reluctant. However, when they hear the script which portrays Sonny & Cher as unsavory, backwoods folk, the couple agree the script is not for them. Yet they are committed to do the film, so they try to come up with new script ideas.

Triple Hore

Sonny imagines himself as the triple-threat hero of a cowboy shoot-up, a king-of-the-jungle sequence and a detective thriller. The result is a hilarious spoof of formula movies in which Cher & George Sanders play multiple parts.

You'll never stop laughing at Sonny when he plays, Irving Ringo, the fearless sheriff of Broken Elbow, Neb. who uses more ammunition than anyone because he

misses every shot. Cher—who never wears a skirt professionally—dons a fiery red wig and culotte-cut gown and turns up as Nell Belle, a dance hall queen at the Short Horn Saloon. Sonny's boy costume includes a ruff-necked, red paisley shirt under a vest and six bowls of chili dumped on his head by tough guy Kelly Thordsen.

Hit Numbers

Besides starring in the film, Sonny wrote all the music for it. Their hit song, "I've Got You Babe," spruces up the score in an instrumental and Bossa Nova arrangements. Hit numbers include the title song, "Good Times," plus "Don't Talk To Strangers," "Trust Me," "Just A Name," "I'm Gonna Love You," and "It's the Little Things."

Cher started a rage with bell-bottom, hip-buggers. Now she introduces a black and white polka dot fox coat with matching hat and bell-bottom pajamas of pink and orange ostrich feathers.

"Good Times" kicked off April 12 in Austin, Texas with Sonny & Cher in person for the world premiere. By official proclamation, Austin's Mayor, Lester Palmer, re-named his city, "Good Times, Texas" and changed the name of Congress Avenue to "Sonny & Cher Boulevard!"

CLAUDE LONGET

Las Vegas, Not The Whole U.S.

By Bobby Farrow

"I never thought of myself as a singer," says petite Paris born actress, Claudine Longet. Yet the public reaction was astounding the first time Claudine sang "Meditation" as part of her role opposite Ben Gazzara in a tragic love story aired on the NBC-TV series, "Run For Your Life," during the 1965-66 season.

One of the millions of people who heard Claudine sing for the first time on TV was Herb Alpert, owner of one of the world's largest independent record companies, A&M Records. He was so impressed by her irresistible, French-accented singing voice, he signed her to an A&M contract in 1966.

Claudine made her first visit to this country seven years ago as the lead dancer in the first Folies Bergere show presented in Las Vegas.

No English

Speaking almost no English, Claudine spent the next year in Las Vegas with the revue. Recalling her life there, she says:

"We all thought that Las Vegas was typical of America. All of us thought that every American city stayed open all night."

While in Las Vegas, Claudine

renewed a friendship that had begun in France with Andy Williams.

"Shortly after I returned to France," Claudine remembers, "Andy came over and proposed. We were married in 1961. When Andy brought me to Los Angeles I was shocked to see that the city didn't look anything like Las Vegas."

Two Children

The Williams have two children, a girl Noelle, and a boy, Christian, one, and live in the fashionable Holmby Hills section of Los Angeles.

Claudine made her successful debut as a professional singer in September, 1966 on "The Andy Williams Show," and has joined her husband on all his annual Christmas shows.

In the past two years, she has been featured in episodes of "Combat," "Hogan's Heroes," "Dr. Kildare," "Mr. Novak," and three "12 O'Clock High" episodes.

For the 1966-67 TV season, Claudine will appear in a three-part "Rat Patrol" show and a sequel to her original "Run For Your Life" appearance.

Under Herb Alpert's direction, Claudine creates an unusual, pro-



CLAUDE: second singer at home vocative musical sound. Her LP, "Claudine," and a single, "Here There And Everywhere," have just been released on the A&M label.

As her hard-to-ignore, soft-throated singing voice reaches the public, the Williams' household will be featuring another singing star.

A BEAT MELODRAMA

About the Teenager and the Rising Cost of Living (or . . . How To Buy The Necessary Luxuries With As Little Work As Possible)

Gwen and Ken were sorrowfully depressed. . . . Cokes cost 25c. . . . The show cost \$2.50. Ken's '49 Ford needed a can of oil. . . . Ken had already spent his meager allowance on a birthday present for his Chihuahua. Sob!

Then! In a blaze of red, white and black, out of his XKE stepped the shining BEAT Knight. . . . paisley tie, double-breasted jacket, gambler's striped bell bottom pants, Cuban heels. Instantly, Gwen and Ken recognized him.

"Over here!" shouted the BEAT Knight at the twosome. "Read this page of BEAT, speared on the end of my sharp and ever-present spear."

Gwen and Ken began to grin. What did they see, speared on the end of his sharp and everpresent spear? Why are they running towards the mailbox? Why is Gwen saying, "I want a new Monkee album, and a paper dress and a can of oil for your stupid car and a life-size picture of Herman, and . . . ?"

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Dave Clark: 'I Only Know What I Read In The Papers'

By Bobby Farrow

HOLLYWOOD—Dave Clark and Mike Smith were in town recently to kick off a 20-day, 9-city promotional tour of this country. The Dave Clark Five's past visits to the United States were jam-packed with concerts and TV appearances. Now the boys want a chance to meet informally with disc jockeys and the press.

A handful of reporters, photographers and DJs were on hand for the cocktail party in the Five's gold and white, ninth floor suite at the Continental Hotel. A few teenagers somehow found out about the party and were dazed when Dave turned his smiling root-beer brown eyes on them and said, "Hi!"

New Single

The trip will coincide with the release of the group's new Epic Records single, "You Got What It Takes."

"It's a departure from the sort of thing we've been doing," said Dave describing the new single. "It's our first tie-in to something in the R&B vein. We're going to see what the response to it is. If it's good we'll follow it up."

At this point Dave became a bit distracted because room service was taking an age with the refreshments. "Where's the ice, Americans love ice, let's have some ice."

"One of Dave's friends at the party connected with the record's promotion described it as "A R&B, Motown, brass, sound. Right from the disc jockeys around the country without any baloney it looks awfully good."

Room service was just beginning to remove a large tray of dirty breakfast dishes from the suite which they had obviously overused by failing to set up for the cocktail party before the first guests arrived.

Dave mentioned that the other members of the group were scheduled to leave London in time for the group's fifteenth appearance on the "Ed Sullivan Show" March 26.

Someone made a crack about the group's weekly appearance on the Sullivan program. Dave smiled and said,

Gold Watch

"It's always a pleasure being on his show. Sullivan is a real gentleman." Breaking into a smile he said: "I guess when we reach our twentieth appearance, they'll give us a gold watch and pension us off."

At this point a photographer sticks his camera in Dave's face. With the shutter about six inches from his nose, he says to Dave, "You don't mind if I get a close-up?" Dave is obviously a tolerant mood.

Dave resumes talking about the group's plans. "We're going to start filming a thriller in September in London for Warner Brothers. The working title is 'You'll Never Get Away With It,' but I'm sure it will change."

The film will star Dave, and the other members of the group will all have character parts. "The film is



BEAT photo Chuck Boyd

"WHERE'S THE ICE, Americans love ice, let's have some ice."

definitely centered around the Dave Clark Five," said the leader. The group has just released a short, "Hits In Action," which will be screened in theaters around the country starting in June. The Five's first full length feature film was "Having a Wild Weekend."

Dave is interrupted again. This time by the photographer's girlfriend who said, "Hey that looks like fun. Why are you always griping about your job?" she asks her boyfriend. "It's better than typing all day like me. I think Hollywood parties are great."

Stunt Man

Dave is very eager to start the film. "I used to be a stunt man, you know. I always wanted to act but I could never afford dramatic classes. Stunts are really very safe. Everything is timed and you always wear a safety belt. And you really know your capability. If a guy tells you to jump off a 10-story building, for example, you know you really can't do that so you tell him to jump off the roof himself."



DAVE CLARK AND MIKE SMITH at a Hollywood press party.

What's happening on the British pop scene? "Dusty Springfield is still very popular in England. Elvis Presley keeps coming up now and again with a hit and the Spencer Davis group is very good."

We asked Dave what he knows about all the news out of England alleging that the Rolling Stones were searched for illegal drugs. Fending off the question, Dave replied with a puzzled look, "I only know what I read in the papers."

What does Dave think about psychedelic music? The first he acted like he hadn't heard the question. When he had heard the question he had an in-never-heard-of-it look on his face. Then he mumbled some subtle understatement:

"I haven't given it much thought. I guess it's supposed to have a message. People always talk about freak out. I think it's just some kind of hip talk."

From here Dave and Mike visit San Francisco, Chicago, Detroit, Cleveland and Boston.



By Madame Zena

With this issue, BEAT begins a regular column of personal astrological predictions and advice by Madame Zena, a noted specialist in the science of teen-age horoscopic forecast. Send Madame Zena your problems and questions and she will give you an answer by reading the stars. Here is your April horoscope.

— The Editor

YOUR SIGN IS ARIES IF YOUR BIRTHDAY FALLS BETWEEN MARCH 21-APRIL 20

Pay Special Attention to: Finishing your homework and achieving success by always looking neat. If you're a girl keep hemlines appropriate for school wear. If you're a boy, cut your hair before it grows below your collar. You should avoid being unkempt or unpleasant, especially where parents are concerned.

★ ★ ★

YOUR SIGN IS TAURUS IF YOUR BIRTHDAY FALLS BETWEEN APRIL 21-MAY 21

Be on your guard for making friends jealous. Even if you have more Monkees records than your best friend, don't rub it in. Now is the time to concentrate on school. You will slip far behind unless you pay extra attention now. Avoid ruining your health by keeping late hours.

★ ★ ★

YOUR SIGN IS GEMINI IF YOUR BIRTHDAY FALLS BETWEEN MAY 22-JUNE 21

Look out for: praise in school, more dates than usual and a chance to increase your wardrobe. You will succeed by not putting off important projects. Now is the time to: cut your bangs, clean out your closet and drawers, and limit yourself to two ice creams a day.

★ ★ ★

YOUR SIGN IS CANCER IF YOUR BIRTHDAY FALLS BETWEEN JUNE 22-JULY 23

Good news is headed your way: a great summer job or chance to travel is on the horizon. Your principal has honors for you, but you must earn them first. You should avoid: loading up on hot dogs and pizza and ruining your appetite for dinner. Success will be yours by: offering to help your mother with the dishes or the shopping. Avoid: complaining unnecessarily.

★ ★ ★

YOUR SIGN IS LEO IF YOUR BIRTHDAY FALLS BETWEEN JULY 24-AUG. 23

Now is the time to: save your allowance. A great record album is coming out soon. Don't squander your money or you won't be able to afford it. You should avoid: overly tight bell bottoms. Dress conservatively and win more friends.

YOUR SIGN IS VIRGO IF YOUR BIRTHDAY FALLS BETWEEN AUG. 24-SEPT. 23

You must avoid: telling secrets and spreading gossip. You will achieve success by concentrating on studying your weak subjects. Be sure you know all the math before the exam or you will fail badly. Don't be overconfident. Hurry through your schoolwork and do extra reading. Awaiting you: is great success if you earn it by following this advice.

★ ★ ★

YOUR SIGN IS LIBRA IF YOUR BIRTHDAY FALLS BETWEEN SEPT. 24-OCT. 23

You can achieve the greatest success by: accepting advice from your parents, aunts and uncles. Avoid: motorcycles and going steady. You want to date different people and not be tied down to one. Now is the time to read and go to the movies. Your wits are sharp and you will understand everything clearly.

★ ★ ★

YOUR SIGN IS SCORPIO IF YOUR BIRTHDAY FALLS BETWEEN OCT. 24-NOV. 22

Absolutely Avoid: risking your health by staying up too late, filling up on candy or wearing summer clothes in April. Success will be yours if you: learn to accept criticism from your parents and improve your conduct in school. You tend to be too lazy: improve your penmanship on English compositions.

★ ★ ★

YOUR SIGN IS SAGITTARIUS IF YOUR BIRTHDAY FALLS BETWEEN NOV. 23-DEC. 21

Awaiting you: are many parties and school dances. You will enjoy yourself whether or not you are with a date. You will have a close brush with romance, but be careful. It is too soon to begin a permanent relationship. Avoid: ignoring personal neatness: Don't be lazy, shower regularly.

★ ★ ★

YOUR SIGN IS CAPRICORN IF YOUR BIRTHDAY FALLS BETWEEN DEC. 22-JAN. 20

Now is the time to join groups. Go out for the team. You are a better athlete than you think. Sororities and fraternities will expand your circle of friends. You will find many opportunities for improving your grades. Avoid: dishonesty, especially on tests and written assignments.

★ ★ ★

YOUR SIGN IS AQUARIUS IF YOUR BIRTHDAY FALLS BETWEEN JAN. 21-FEB. 19

Now is the time to abandon your old ideas. You don't think you're very attractive but you have many admirers. Concentrate on school and don't be shy. Your success lies in music. Listen to good records and write your own lyrics. Express your hidden talents.

★ ★ ★

YOUR SIGN IS PISCES IF YOUR BIRTHDAY FALLS BETWEEN FEB. 20-MARCH 20

Now is the time to: improve your personal appearance. Go on a diet or start eating sundaes to slim down or up to your right weight. Don't over-do it. Exercise properly and guard your health. Avoid: too many social activities. Turn down some dates even if they mean breaking hearts.



BEAT Art: Linda Ball

A Girl Called Twiggy

She's skinny, she's awkward, she's knock-kneed. She has no bustline, no hips and practically no hair. She sucks her thumb, bites her nails and speaks like Eliza Doolittle before Prof. Higgins found her.

Though men call her ugly, she's the universal model of beauty, the "Now" girl, the 17-year-old who will carry one million U.S. dollars back to England this month.

Twiggy, really Leslie Hornby was an ordinary, unnoticed schoolgirl a year ago. Then the Cinderella miracle happened, coupled with much hard work. She became, though she still refuses to believe it, the follow-up to Jean Shrimpton.

It began with her "Twiggies," small lines painstakingly painted underneath her bottom lashes. Then the haircut, the shearing that left her hair shorter than a man's — more feminine than the longest tresses.

Then the figure. She left it thin, so unbelievably thin that even ultra-slim models stare at her, wondering how something so frail can be healthy. She exercised to put her sparse poundage where it should go, eliminating unsightly hollows.

The awkward feet and legs — she let them stand unpoised, unnatural, but camera-perfect. She smartly

covered them with stockings, but showed them off underneath mini-skirts so short they are less than mini.

She conquered her own country, England, then went on to captivate France, where she won the Paris school of design.

The English fashion press, the French press, the Italian press following her every move, Twiggy went on shopping sprees, designer showings, club appearances, and endless photo sessions.

Meanwhile, she and her young manager, Justin, developed Twiggy everything — clothes, make-up, accessories, shoes, stockings and purses.

Then the United States. She arrived here in late March, wore the latest of tent dresses, stayed mostly in New York. She soundly shook Fifth Avenue with her freshly scrubbed schoolgirl appearance.

And now it's back to England, where she'll pose for more photos, record more records, spend some of her money, maybe make a movie, design some clothes herself, stock "Twiggy Boutiques" and wait for the shutter to click that will make someone else the "Now" girl and Twiggy merely "yesterday's look."

Around The Fashion World

■ Waitresses in Liverpool are wearing outfits in red and bright pink, and every dress is covered with some 150 small, oval or rectangular mirrors.

■ U.S. students are latching onto the antique look, buying up old dresses, shoes, hats, belts and taxi-driver caps.

■ Second hand uniforms are widespread wearing apparel in England. Especially prized are American Civil War outfits, with World War I uniforms second on the most wanted list.

■ Light clothes — the Thomas Edison kind — are brightening up dresses and capri outfits from here to France. They blink, shine, twinkle and flash with the aid of rechargeable battery pack carried over the shoulder concealed like a handbag.

■ Small prints — flowers, ladybugs,

what-have-you — are breaking out in bermudas, swimsuits and skirts. Very feminine, very fancy.

■ Buttons are still hanging from every lapel. The current fad is to wear just one rather than many.

Do you have a fashion question, problem, or just something you would like to share with other BEAT readers? Send it to BEAT FASHION, 6290 Sunset Blvd., Hollywood, California 90028. We'll answer questions, advise problems and share fashion news...

■ Hose are going Renaissance! U.S. girls are wearing fishnet stocking — a different color on each leg — to match colors in their outfits.

■ Battle or military dresses are taking over in the Switched On world. Neat, trim and refined, they

sport high collars and lots of buttons.

■ Bronze make-up, the type that makes you look like you've spent hours in the sun, is being worn with summer and pre-summer dresses.

■ Gold-tinted stockings go on the legs that show under the dresses that are bright, airy, colorful chiffon.

■ Nails are squared off, geometric forms — like Cher's — painted with opaque polish. And they don't chip as easily.

■ Straw purses or suitcases are carrying the items which won't fit into tiny handbags... good for books, lunches, hair brushes and everything else.

■ Paper flowers, the kind you make yourself, have become pins, necklaces, earrings, rings.



Paper to wear everywhere



... CUT IT OUT

... TAPE IT TOGETHER

... ADMIRE IT

... WEAR IT!

PAPER DRESSES have been around for awhile, and now they are gaining momentum as the dress for young Switched Ons. Montgomery Ward, placing a fashion eye to the future, came up with what they call the "Paper Caper," a nifty shift sold by the roll and left to the buyer to cut out, tape together and wear. Though you couldn't quite wear the "Paper Caper" to school, it's definitely great for party-time and a step in the right direction for full-time paper dress wear.



SEEDS SPROUT FLOWER POWER EVERYWHERE

BEAT Photos: Ed Carol

By Bobby Farrow

Flower Power! That's the cry of teenagers and disc jockeys across the country. It's the force that pulsates from flower music, the sound sensation originated by The Seeds, a Los Angeles-anchored quartet which has smashed into the national charts with "Pushin' Too Hard," "Mr. Farmer" and "Can't Seem To Make You Mine."

The Seeds shun all labels but their own. "Our sound is definitely not rock 'n' roll," said Sky Saxon, 22, lead singer and composer of the group's material. "Rock 'n' Roll was started by Alan Freed. It's all about baggy pants, short hair and dull colors. The sound has changed. Our music is blossoming forth with power and color. So we've given it a new name, one that fits the sound: flower music."

Teenage fans often spend their money on gifts for their singing idols, Sky continued, explaining that flowers are beautiful, simple gifts of love and happiness they grow free and wild. "I'm just as happy with a flower as I am with an expensive gift," said Sky.

Individual

The Seeds are four highly individual performers. Daryl Hooper plays piano and organ. With his flowing brown hair and regal purple, velvet costume and billowing sleeves, he looks more like a Renaissance musician at a gold and white harpsichord.

Jan Savage, guitarist of the group, is quiet and intensive. Jan, 22, is a full-blooded Cherokee Indian from Ardmore, Oklahoma. He has jet black hair and roofter brown eyes. His taste runs to all kinds of music. His hobbies include sky diving and his antique '54 Corvette. One day he'd like to live off the land and run his own ranch.

Rick Andridge, 22, the Seeds' drummer, is lanky and easy-going. Rick has two years of training on a computer but lacked the college degree necessary to find a job in that field. His first love is music even though he says: "What I hope to do is make enough money to have my own computer. I'm a frustrated computer operator and I'm going to learn if it takes me the rest of my life." That's powerful determination.

Now the Seeds are happening. Together they burst forth with a sound that is exciting their young fans, all renamed "the flower children" because they are "the representatives of the flower generation."

Flower Fans

At one of the Seeds' recent concerts they had to battle their way to their dressing room through screaming flower fans who showered the group with petals. Lord Tim Hudson, the London-born, former Los Angeles disc jockey who manages the Seeds, pushed through the wild crowd by swinging a rolled up magazine like a jungle explorer clearing a swath through thick undergrowth.

The group managed to force the dressing room door shut, when Sky became terribly upset because a fan had snatched his favorite pair of 29 cent glasses right off his nose. He was totally heartbroken at the loss, but also flattered that a fan admired him enough to lift his specs.

Then Lord Tim noticed that his \$400 suede jacket was grabbed off his shoulders. All was total chaos. Sky moaning over his glasses, Tim over his coat.

Later during the concert, Lord Tim had to ransom Sky's coat for \$50 from a fan who had grabbed it as a souvenir from the stage. It was

ripped to shreds. The flower children rushed the stage, showering the group with flowers of every color. The tour was a great success. The Seeds doubled previous attendance records at their Seattle performances.

Lord Tim at 25 is an energetic manager who thinks with and for the Seeds. He doesn't sit behind telephones and direct the group by remote control. He's always with the boys on the scene. "He's as much a part of the group as if he played tambourine for us or something," said Rick.

Lord Tim describes flower music as "pulsating and insistent" and says it's "more than the new music of the younger generation. At it's base, of course, is a sort of poetic throwback to pastoral values, the sun, the rain and earth as the bedrock of human experience. Saxon's lyrics say today's youngsters are in a state of growth, that they are the seeds of the next adult generation which will flower into something quite beautiful."

More Vocal

The group feels that today's teenagers are more vocal and better informed than their parents were. They admire honesty and love. Lord Tim says: "Flower music is the first music to really express their emotions."

The Seeds are now on tour of the Midwest, appearing in Peoria, Ill., April 8; Skokie, April 14 and Aurora, April 15. They'll split the bill with the Supremes on April 29 at the Hollywood Bowl. The Seeds' new album "Future," is on the Crescendo label.

The group will headline on an extensive U.S. tour beginning in May. In July they'll head for London where they will do a series of television performers.



Blues Magoo's—Up From Cellar & Shaggy Fringe

By Bobby Farrow

What's in a name? To the Blues Magoo's it's everything.

"We were 15-year-old record buyers when the Beatles and the Rolling Stones exploded on the scene," said 20-year-old Ronnie Gilbert, the group's bass player. "I just flipped out of my mind at those names. Now if the Stones had called themselves something like Ronny and the Daytonas, I would have said they were good, but with a name like the Rolling Stones they were absolutely out-of-sight."

The Blues Magoo's quintet was dubbed by chance but they feel the name really fits their image. The group was working a New York club simultaneously with five other bands. The twenty or so musicians could never remember the names of all the others. So each band was nicknamed and the Magoo's members all dropped their real last names and took on the common name. "That's how I became Ronnie Magoo."

Shaggy Fringes

Currently, the group lives at the Albert Hotel in New York which lies between the shaggy fringes of Union Square and the outer limits of Greenwich Village, handy to the clubs where they have appeared and to the pads and places where they meet their friends.

"We used to practice in the basement of the Albert," said Peppy Magoo, alias Emil Thielhelm, "nobody minded much except the cleaning store upstairs. I think we jiggled the dials on their machines with our sound."

"And remember the day Peppy saw the roach?" recalled Ralph Scala, organist. "He sprayed it with 'the bomb' and millions of

roaches came swarming out from everywhere to attack."

The Albert, The Blues Magoo's report, has become such a popular residence for rock groups that its basement has been renamed the New York Rehearsal Studios by all the musicians who have played there free.

We asked the group what they try to do with their music. "It's a fun-sound," said Geoff Daking, drummer, "we try to make people laugh along with us."

"All we have to do is walk down the street and people laugh at us," said Peppy, the youngest member and biggest clown in the group.

"I'd like the group to stand for something," said Ronnie. "We sing about what's happening to us. We praise some things and we put some things down."

Kind of Awareness

The group started out calling their sound psychedelic more than two years ago because of the kind of awareness they try to create in music.

"Now everyone calls themselves psychedelic. We present an electronic form of music on stage. Some groups can't produce those electronic effects in personal appearances even though they achieve them on records because they are produced in the studio by using feedback sounds," said Ralph.

The Blues Magoo's made their first musical dent at the Night Owl Cafe in Greenwich Village which had previously given rise to The Lovin' Spoonful and has proved a talent discovery showcase for emerging groups. They've also called "giggled" at The Eighth Wonder, other New York discotheque-rooms and done many school per-

formances, traveling in Geoff's Volkswagen Bus.

Bob Wyld and Art Polhemus, heads of their own aptly titled record company, "Longhair Productions," caught the Magoo's act one night in the Village and signed them with Mercury Records.

Ronnie Gilbert, born in April 1946 in Los Angeles, did most of his growing up in the Bronx. He has very long brown hair and very blue eyes. His earliest ambition was to be a hot dog vendor with a pushcart and he worked briefly as an Arthur Murray dance instructor.

Ralph Scala denies he's from the Bronx but his accent gives it all away. Born in the closing days of 1946, he is now 6'1".

Peppy is an almost graduate of the same Bronx high school, DeWitt Clinton, that Ronnie and Ralph graduated. He was born in June 1949 and is now a bushy-blond 5'9".

Mike Esposito was born in Slaughter Beach, Delaware in 1945. He is the quietest member of the group but as lead guitar he says, "I play the loudest."

Peppy started telling how Mike joined the group. "Mike came up from Delaware to buy boots and he stayed. He's still wearing the same boots."

Incredible Grin

The group needed a drummer so Mike wrote to his friend Geoff in Wilmington, Delaware. "So he drove up to New York," recalls Peppy, "with his corvair loaded with 50 tons of equipment straight out of American U. He stepped out and gave us an incredible grin and said, Hi fellows I'm here!"



BLUES MAGOOS (top to bottom) Geoff, Ronnie, Mike, Ralph and Peppy.

The Blues Magoo's followed up their first successful single, "We Ain't Got Nothing Yet," with "Pipe Dreams" which broke into

the charts a week after its release. Their first album, "Electric Comic Book," has just been released on the Mercury label.

Peaches And Herb —Upholding The 'Soul Sweetheart' Image



... PEACHES AND HERB: "We're just good friends."

Peaches and Herb, riding high with their great success, *Let's Fall In Love*, were visiting in Hollywood recently. The duo billed as The Sweethearts of Soul, stopped off at *The BEAT* offices to say hello.

Peaches (Francine Day, 18) and Herb (Herb Fame, 21) are both from Washington, D.C. Although many of their fans think they must be childhood sweethearts, the two singers met about a year ago when Date record producer Dave Kapralik hit upon the idea of Peaches and Herb singing tandem.

Peaches launched her professional singing career as one third of an all-female group, The Sweet Things. They released two singles on the Date label.

Choir Boy

Herb's singing career began at seven in the church choir. Dave Kapralik and songwriter-singer Van McCoy visited the D.C. record shop where Herb worked after graduating from high school. Suddenly the boy behind the counter

broke into song. Herb won an audition and was signed to a Date contract. He had released a single before pairing with Peaches.

"The Sweethearts," are not steadies. "We're just good friends," insists Herb. "A lot of our fan mail asks us if we're married and so many people ask us if we've set the date. I guess to our fans we're sweethearts. That's our image so I guess we've got to uphold it."

Young Love

Peaches and Herb, believe young love is fine, although they're too busy with their singing careers to think much about it.

"Older people always think that young love is just infatuation. But it depends on the individual. Some people mature earlier than others and really do fall in love when they're young, said Peaches."

"Older people just forget sometimes," adds Herb, "how they felt when they were young."

We asked the duo who their favorite Rhythm and Blues artists

are. Peaches laughed a little and exclaimed,

"Why Peaches and Herb of course!" Then she added, "I really admire Dione Warwick," her singing, her personality; just her, period."

Herb had his answer to that question all ready. "My favorite R&B artist is Mary of the Supremes. She is out of this—but don't print that!" Herb is very polite and often shy person. For him to admit such tremendous admiration for a girl—is well—out of sight.

Much of Peaches and Herb's material on their "*Let's Fall In Love*" album is chosen from a repertoire of top 40 hits and old standards. "We enjoy singing old standards," said Peaches, "that's what made us. But now we're looking around for some original material too."

The couple's new single, "Close Your Eyes," a track off their first album, has just been released.

With Love . . .



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Lee Mallory — The Message Is Love

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And you always have it, no matter how hard your
mind tries to take it away and over-arrange it for
you, it persists and carries you where you want to go . . . —Lee

By Rochelle Reed

He just couldn't stay in one place. By the time he was 16, he'd run away from home three times, once hitch-hiking to New York and back. When he finally left home for good at 18, he moved through San Francisco, Denver, Chicago, Cleveland, New York City again and Maine. He tried to "disappear" in Mexico City but wound up back where it all started for him, Southern California.

For Lee Mallory had come to terms with himself. A long hair in a crew cut world, but definitely not his world. He's now 22, a young, hardworking singer-songwriter with two almost-hits behind him.

People used to find him strange, mostly because of his ideas, and he adds, "I always had a feeling I was strange too. Lots of things didn't make sense anymore in a normal suburban society. Least of all, the television set."

So he left home. "I decided it was time to stop playing around and go back East where the nitty gritty music was getting into something serious."

"The Beatles had hit and they were the first rock group that was

really good. From that point on, I realized they would be here to stay. They'd made it so big, there was no reason they couldn't say anything to anyone.

"At the time," Lee says, "I didn't like rock and roll except for the Beatles. But I do now, although some parts are very good, some fair and some completely rotten."

Meanwhile, he spent his time looking for Utopia, "the perfect place to be where there were lots of happy people."

He came very close, but he didn't find it in Maine or Mexico, so on the advice of a friend, he decided perhaps what he has to say should best be said to a mass audience—the pop world.

His message is that of the Flower children, the Human Be-In's, the Now Generation. In fact, he'd just come back from a Be-In when he stopped at *The BEAT*.

"I saw 20,000 happy people there, just standing around liking each other," he said thoughtfully. It was a good thing for Lee because his message (a musical combination of folk and rock), is simply "Love." And as his poem says, "Love surely does . . . *lots*."



THE 5TH DIMENSION—a new dimension in sound inspired by modern harmony and soulful blues.

5th DIMENSION—UNIQUE GROUP WITH LOTS OF ROCK AND SOUL

By Jamie McCluskey

The Fifth Dimension is a new dimension in sound. It's the new sound, a convergence of all the musical influences of the 60's embodied in a unique and talented group.

Inspired by modern harmony combined with the soulful rhythm of contemporary blues singers, the 5th Dimension have created their own dimension in pop music.

Discovered while on a Ray Charles tour, they cut a single titled "I'll Be Lovin' You Forever." But before it began to climb, their version of the Mama's and Papa's "Go Where You Wanna Go" hit the charts.

Outside of the Dimension, there is a growing phenomenon of pop music. From their inside track looking out, the 5th Dimension have many ideas on this development.

Standards

Marlynn: "When I think of the term 'pop music' I think of the standards and the well-established singers like Frank Sinatra, Nancy Wilson, the late Nat Cole—this type of a singer and this type of music."

"The way that they refer to 'pop music' nowadays—I think a better term for it would be 'commercial sound,' because that's really what it is more than a pop sound."

Lamont: "I think pop music is very pleasing to describe—we'll just take the term 'pop' which is short for 'popular' and popular means the majority and what is more commercial? Pop tunes sell more than any other tunes in the nation, so why not call it pop? Popular is money!"

One of the controversies currently raging in any dimension of the music industry is the difference between pop music and rhythm and blues, and the connection of "soul" with R&B. The only problem is that no one seems quite certain what any one of these three terms really means.

Inside Soul

For example, Billy explains that "soul music" is "something that a person has inside." He continues to explain that it must be something which is deeply felt and sincerely expressed by one individual but most important—is simultaneously deeply felt by someone else who is listening. It must be a mutual emotional experience.

As far as the restriction of "soul" to the Negro singers is concerned, Billy is quite emphatic: "Everybody has soul . . . everybody! Doctors, lawyers, businessmen . . . everybody." Billy feels that if a person really believes in and feels what he is doing, then he is doing it with soul. "The doctor

is operating with soul, because this is his profession. Soul is in every person."

Lamont agrees with Billy as he explains: "I think soul, in terms of music, is not only the way the singer feels, but the way he makes someone else feel." For Florence, "Soul, in music, is whatever makes a person react emotionally." For the way they will express the song makes it pop.

Lighter Music

"To me there are actually two categories of pop music. At one time, when I thought of pop music I thought of the large bands and also groups of people singing standards. However, after listening to the pop stations on the radio, I think more of the popular tunes of today are done in a certain style which is really sort of hard to explain. It's not a very heavy rhythm type of music, but the music, to me, is more involved than, say, the R&B—the arrangements and production—and also, it's a lighter type music, usually, than R&B. To Florence, soul should also be something to which the listener can relate and associate with."

But meanwhile, the 5th Dimension are working on their first album and another single which, hopefully, will spread their new dimension in sound to many more people.



BEAT Photo: Bobby Johnson

LEE MALLORY—working and waiting for the one big hit.

You Jest!

Turning On

Even *Sing* plus eight other tracks. For *What It's Worth* is probably the most outstanding on the album but the rest has a pleasant sound.

HERB ALPERT AND THE TIJUANA BRASS, *Casino Royale*. Herb's suave horn sound promises to make this a winner for the A&M artist. . . . **LOU RAWLS**, *Dead End Street*. Monologue, Lou socks out with a stirring feeling in monologue and sound.

FOUR SEASONS, Beggin'. Although Frankie Valli is still featured, he doesn't come through as strong in this as in previous hits. A good sound, somewhat harder than usual. . . . **THE LIVERPOOL FIVE**, *Cloudy*. This English quintet's sound is a little different from the others. They're looking for a hit but don't know if this is strong enough to carry them to the top of the charts. . . . **NEIL DIAMOND**, *Girl, You'll Be a Woman Soon*. A painful treatment of great lyrics by Diamond is backed up by an easy sound, which is a little different from the chart pop. . . . **THE HAPPENINGS**, *I Got Rhythm*. This very Groovy Greenwich revival has a strong vocal arrangement and great dance beat. . . . Look for these singles to go high on the charts.

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BEAT AT THE MOVIES

SHAKESPEARE—THE EASY WAY

Ever try to read Shakespeare in original Middle English? It's like another language, isn't it? Even in translation it's pretty rough stuff. But the drama of William Shakespeare is required in all high schools, so sooner or later we all have to try and handle it.

Well, there's an easier way—the film version of Shakespeare's *The Taming of the Shrew* would have done the old Bard proud. It has Elizabeth Taylor and Richard Burton and colors and sets that you have to see to believe.

The story takes place in Padua, Italy, a pretty rollicking town. Katherine, played by Elizabeth Taylor, is the despair of her father, Baptista, she's got a temper that scares men off. Her sister in contrast is the sweet and gentle Bianca who is pursued by every man in town. Their father decides that the only way to get Kate off his hands is to announce that no one can marry Bianca until a husband is found for Kate.

The suitors of Bianca come up with a mate for Kate in the person of Petruchio, a lusty but impoverished gentleman, played by Richard Burton. He has come to Padua to find himself a rich wife. When Petruchio learns that Kate's dowry will include 20,000 crowns and half of her father's lands, he starts to woo her at once.

Her temper tantrums and violent resistance to his embraces do not discourage Petruchio. He chases her through the house and onto the roof, finally catching her in a huge vat full of feces. He then announces that they are to be married the following Sunday.

The rest of the film deals with Petruchio's subsequent "taming" of Kate and his incredibly successful results. It's definitely a film that should be seen and can be enjoyed by everyone. Some of the humor is fantastic.

After seeing the film, read the play in its original form. Odds are you'll end up appreciating both a lot more.

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