

POP FESTIVAL

SOUVENIR
ISSUE

25¢

KRLA

Edition

BEAT

JULY 15, 1967



a
STORY
reveals
his
BEATLES
sessions

BULCON
criticizes

FESTIVAL



EXPOSED
SIDE

INTERVIEWS
and

RIOTOS

KRLA BEAT

Volume 3, Number 9

July 15, 1967

MUSIC AND MONTEREY

Enter
the
Young



BEAT Photo: Ed Conwell



BEAT Photo: Ed Conwell

Words and Music by Terry Kirkman

BEAT Photo: Rick Scher

Here they come
Here they come
Here they come
Some are walkin' some are ridin'
Here they come
Some are flyin' some just glidin'
Released after years of being kept in hidin'
They're climbin' up the ladder rung by rung

*Enter the young... Yeah they've learned to think
Enter the young... More than you think they think
Not only learned to think but to care
Not only learned to think but to dare

Here they come
Some with questions some decisions

Here they come
Some with facts and some with visions
Of a place to multiply without the use of divisions
To win a prize that no one's ever won
Enter the young*

Here they come
Some are laughin' some are cryin'
Here they come
Some are doin' some are tryin'
Some are sellin' some are buyin'
Some are livin' some are dyin'
But demandin' recognition one by one
Enter the young*

*Chorus

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BEAT Photo: Ed Conwell



BEAT Photo: Rick Scher

**TEN FULL PAGES OF EXCLUSIVE INTERVIEWS
AND PHOTOS FROM MONTEREY**

BEAT Cover Photo (Cass, Hendrix): Ed Conwell

BEAT Cover Photo (Conrad Elahi): Rick Scher

How The



The Monterey International Pop Festival was a fantastic success by all accounts. It was a real victory for the art of pop music over commercial exploitation. Artists like the Mamas and Papas, the Byrds, Hugh Masekela, the Association and Simon and Garfunkel came to exchange ideas in almost continuous concerts.

The idea for the first, tremendously ambitious pop convocation was born a scant two months ago one night in John Phillips living room. The evening of April 4, Alan Parisier, dropped in on John, the lanky bearded Papa of the Mamas and Papas, and his wife, Mama Michelle, to try to convince them to headline a profit-making festival in Monterey.

Over Coffee

Paul Simon of Simon and Garfunkel was visiting with the Phillips at the time. Over coffee the two singers talked the promoter into a non-profit festival designed to upgrade pop music. Parisier was convinced it might work and so went along with the non-profit scheme.

The Phillips-Simon team soon picked up support from other major figures in the pop world. The Mamas and Papas' producer, Lou Adler, Donovan, Mick Jagger, Paul McCartney, Jim McGuinn, Andrew Oldham and Smokey Robinson either lent support or joined the festival's board of governors.

Obvious Absence

Some obvious top-pop personalities like the Beatles, Bob Dylan, and the Rolling Stones were missing from the program. They were all invited but couldn't make it for some reason. Folk artists were ignored because it was felt that they are represented at their own festivals. All artists performed free and the proceeds from ticket sales were funneled into a specially created organization known simply as, "The Foundation." The funds will be used to create scholarships for music students, give financial

assistance to pop performers and start courses in such pop topics as copyright laws, song composition, agents' practices and other often poorly understood areas, as well as establishing future festivals.

Hard Work

Agents, artists and businessmen surprised themselves at how hard they were willing to work for free. The festival brought out people's hidden creativity. David Wheeler, formerly a part-time public relations man, recruited and unemployed commercial artist, Tom Wilkes to design a program book. The team spent 12, roughly, 18-hour days whipping out an impressive 96 page book. The team had worked together so successfully, they were commissioned to do the cover for the next Rolling Stones' album and ads for the Stones, the Beatles and the Beach Boys.

Phil Turetsky, the festivals 47-year-old unsalaried Business Manager was an important link in making the festival into a reality. He used the previous Monterey Jazz Festival as a model to balance expenses against the festival's intake.

Hang-Ups

Papa John and the rest of the festival's planners worked hard at anticipating possible hang-ups for the June 16-18 event. John put in countless hours at the festival's Hollywood office constantly on the phone with the director or the Monterey fairgrounds or one of the many companies involved in setting up outdoor campsites to handle the overflow crowds. Tugging at his scraggly beard and fingering his ever-present black fur cap, John, the President of the festival's board of governors, arranged for leasing grounds outside Monterey, hiring shuttle buses, making sure food was available and handling complaints and demands from the artists. Not too surprising perhaps, was John's report that most of the artist problems came from the lesser known groups. The stars seemed relatively undemanding.

BEAT: Can you comment about what's happening this weekend in Monterey?

Brian: Very groovy scene. We've been very busy recording. I just came away for a few days and it's so nice to get on someone else's scene. It's a very beautiful scene happening here.

BEAT: A lot of people have been sort of critical of this kind of happening in this country. The uptight people.

Brian: They're frightened of trouble but I don't expect any trouble, do you? It has been wonderful. I have been walking freely amongst everybody. Yesterday I was walking through and joining rings of kids and fans. You know I've never had a chance to do that much before. People are very nice here. I like it.

BEAT: Would you like to see this kind of thing happen all through the world.

Brian: We have had one in London and there are going to be more. But of course it should happen. I think it's wonderful. The new generation's expressing itself. This is one way of expressing itself.

BEAT: Do you like what's happening with the new generation?

Brian: Yes, very much. There's lots of hassles but things always have to get worse before they can get better. There are mistakes on both sides.

BEAT: What about the Stones—what's happening with them?

Brian: We record practically all the time as the Beatles do. We just got about a week off so I came over here with Andrew (Andrew Oldham, Stones' manager). The others have sort of split to various places. I think I'm not quite sure. But nobody seemed to get it together to come over here. I wish they had 'cause they have missed a very nice scene.

BEAT: What do you think about the Beatles new album?

Brian: It's great. It's too much. It's really good. I did a Beatles' session the other night, actually. On soprano saxophone, of all things. I've taken up playing reeds again. I used to play reed instruments. I bought a soprano saxophone the other day and ever since I have been doing sessions on it. There are soprano saxophones on the Stones' records, future Beatles records. You know, it's a funny thing—you get hold of something and put it on everyone's records. It's great. There's a very nice recording scene going on right now in London.

BEAT: There have been rumors that the Stones and Beatles are going to record together. Could you comment on that?

Brian: It would be at a certain stage. It would be a very nice thing. We are getting very close as far as work is concerned. Whether actually we could—well we could work something out together. From one point of view it might not be a very good thing because our direction is slightly different from theirs. Lack of distinction because of the joining up of the two might be lost. That's the only thing that could spoil it, I think. There will certainly be schemes. We spend an awful lot of time with each other now. We've got a lot of mutual ideas.

BEAT: It certainly would be wild from the standpoint of a combination of sounds. It would seem to me that you would come up with something really unique.



BEAT Photos: Ed Carroll

Brian: It's happening already. As I said, I did this Beatles session—mixed on a Beatles session, various things. Paul's done a couple of ours. You know, it's already happening.

BEAT: It's taking that direction, anyway.

Brian: Yeah, and that's not a bad direction.

BEAT: We're glad to have you in Monterey.

Brian: It's nice to let people know we're still functioning. Still around—still on the scene—still doing all we can.

BEAT: How long are you going to be over here, Brian?

Brian: I'm just going to be here for a very few days. Just a little break from recording and everything.

BEAT: Are there any immediate plans for coming back over after the court stuff is cleared up?

Brian: No, not at the moment but everything's going to be all right. The big job at hand is to get the L.P. done and we're spending an awful lot of time on it this time. It's going to be more of a production. We've really put some thought into it because people are still liking our albums so we're trying to really give them something that will take them on a stage, further. And so that they will take us on a stage further.

We feel at the moment that our important work is to be done in the studio rather than in baseball halls and stadiums around the

country. You see, once you've been around the country once or twice people have seen you and it's a question of what's to be gained by going around again. But, there's a lot to be gained by letting them share our progressions because we are progressing musically very fast.

BEAT: You're in a position to please yourselves more now, aren't you?

Brian: Well to a certain extent that's always been true. But, we can't really please ourselves. We have too large a public who depend on us to be able to please ourselves.

BEAT: That's the best costume I've seen at the Festival. It's beautiful—a work of art.

Brian: Well, it's Old English and European stuff.

BEAT: Did you fly here?

Brian: Yes I flew in the other night. I came by New York and Los Angeles. I spent about one hour in New York and five minutes in Los Angeles. Then I was flown straight out here on a jet. The Mamas and Papas, I think, own it or rent it or something.

BEAT: Any schedule after the Festival?

Brian: I've got a few things to take care of at home so I might be leaving as soon as the festival is over. On the other hand, I might just take in Los Angeles and New York on the way back and look up a few old friends. It's nice to come over here. I'm glad I came.

BEAT: There's a Love-in scheduled for Los Angeles soon. Have you heard about that?

Brian: It's such a different scene over here from back home. You have more of a problem or at least it's more acute over here than we do.

BEAT: Which problem is that?

Brian: The whole problem of social change which is going on around the Western world right now. It's going on in the Eastern world too, but in a different way. We won't talk about that.

BEAT: Do you think the Pop Festival would look like this or have an atmosphere like this if it had been

held in London rather than in California?

Brian: Yeah. We've had a similar affair in London and there are going to be more. I would like to see these affairs become a regular part of young community life because I think these people here—from what I've seen so far—are acting as a community. They have the community spirit, the community feeling. I haven't seen any signs of any trouble or any enmity. It's very nice. People are showing each other around and it's very beautiful. I'm glad I came. I'll have lots of nice things to say when I get back home.



"I CAME OVER HERE WITH ANDREW"



BEAT Photo: Ed Caroff

TOMMY SMOTHERS: "Before we get started, we want to officially welcome you to the first annual third, the third part of the First Annual International Monterey Pop Festival. My brother couldn't be here tonight because of various reasons and working with someone else like you work with your brother... my brother's a straight man and it's kind of difficult... I'm gonna find it difficult talking and being with you people because no one plays it straight here either."

"Of all the places in the country they could have put this Festival was here in Monterey... where Big Sur and the gorgeous... where the broad Pacific Ocean, crystal blue... sparkling... bring waves crashing against the rocks... strewn shores where majestic pines reach their hands up and fleeting to the sky... where wind torments and the beauty of the rocks and water and trees and green... here in Monterey—in this lousy weather! At least you know it's here in America... where in America we always say 'progress is our most infinite product.'"

"But there's nothing to worry about because it is beautiful country and there's a phrase that sometimes when the weather's not particularly the way we want it it's always good to use and I'd like to share it with you. It's kind of a cliché and it goes like this: 'The hills are always greener on the other side of the grass so it really doesn't make much difference, does it?'"

"By the way, all the people who've been around for the past couple of days—you've noticed how smooth everything's been going and a great deal of credit is due to about 150 young men around here—the Flower Fuzz—so let's give a hand to Flower Power."



BEAT Photo: Rick Schor

BEAT: Just wanted to get your comments on what's happening here in Monterey this weekend.

MICKY: Well, it's pretty obvious.

BEAT: Have you seen anything here that would be a justified criticism of any kind?

MICKY: Yeah, there are a lot of policemen around that aren't doing anything. They don't have to be here and they look pretty funny in their uniforms.

BEAT: Do you mean that they look out of place?

MICKY: Obviously, they look out of place. They're walking around with nothing to do.

BEAT: Would you like to see this scene repeated?

MICKY: I'd like to see a place for this to happen every day. Like if there was a big place—a reservation—kind of tribal area where anybody could come anytime they wanted to and do anything they wanted. I'm looking to set up something like that now where people could set up a candle booth. Just a kind of a fair but have it like all the time and there would be slow periods and fast periods—but have it there all the time.

BEAT: Speaking of tribes, I notice you've got a beautiful costume on. Where did you get it?

MICKY: I made most of it myself. I tried to get as close as possible to my Indian heritage—the Chicksaw.

BEAT: Do you have some Indian heritage? I'd like to hear about it.

MICKY: A lot. Well, my great-grandfather was a Chicksaw Indian and Uh, I've been trying to track down as much as I can, you know.

BEAT: Have you got any interesting background about some of your ancestors. Some of the things they might have been involved in as far as the white man.

MICKY: Yeah, they got put on a reservation.



BEAT: How are you enjoying the happenings here?

OTIS: "Very great, you know. People everywhere you know and everybody's having a good time. The music's great, too."

BEAT: What about the people who have been criticizing the fact that this is going to be happening here in Monterey. Have you seen anything here today that would give people a reason to be down on it?

OTIS: "No, I haven't seen anything that has taken place yet that's very bad. Everybody just out here having a good time. People come dressed just like they want to. Everybody's natural and having a good time, you know. And I think it's a great thing."

BEAT: Do you think this is something that we should have more of in this country as far as freedom of expression in that area?

OTIS: "Right. Freedom of expression. Yes."

BEAT: What about the police. What has your personal experience been with the man?

OTIS: Well, the man has been very great you know. Nobody has been giving anybody any trouble. There have been no kinds of fights or nothing. Everybody is together and even the policemen are kind of shocked themselves to see what's going on and I think it's very great. I think the end of it's going to be very great, too."

BEAT Photo: Ed Caroff



I'm overwhelmed and I'm especially very happy because this is something that resembles very much the music festivals we have in our country (India). You know, the whole audience sitting outside under the sky and open air thing and very sort of informal. At the same time very well organized. Of course our festivals go all night, you know. They start about 6 o'clock and end about 7 or 8 in the morning. But, beautiful... and these young people are so beautiful... and I love them so very much and I'm so grateful to be loved by them also. I was very happy and very inspired and in some moments I really felt beautiful feelings. Feeling God, as we say. They were beautiful listeners, also—Ravi Shankar.

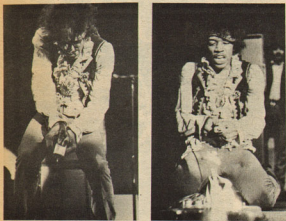
Candice Bergen: "I think the Hippies are getting power and the Establishment's getting worried."



Man, there's so much going on... I couldn't begin to tell you... there's an enormous quantity of people here. Most of them are really grooving. There are very few police. A great deal of enjoyable spirits and good vibrations and flowers and good people. The only thing there's too much of is photographers and there really aren't too many of them. Everything is happening man, music, people, festival and everything. It's beautiful. It's just the nicest scene I've ever seen—David Crosby.



Lookin' Out


BEAT Photo: Ed Gossard

BEAT: How do you feel about being back home, Jimi (Hendrix)?

JIMI: It's very, very, very, very beautiful. Very . . . very . . . very . . . How long can I say this—very, very, very. Keith Altham from England—he says that Donovan wears golden undies. I don't know about that.

BEAT: This is for a pop music newspaper.

JIMI: O.K. Well, he doesn't man, he doesn't, honest, he doesn't.

BEAT: You're on tomorrow night, right?

JIMI: No, (turns to friend) when are we on?

FRIEND: Sunday night.

JIMI: Yeah, not till Sunday. Big build up, you know, blah, blah, blah.

BEAT: This is the first time you're appearing here since you went over to England, right.

JIMI: Yeah, the very first time.

BEAT: Hey, is this guitar especially for here?

JIMI: Yeah, for the show tomorrow—I mean, for whenever we play.

BEAT: That's a groovy outfit.

JIMI: Yeah, look at these little shoulder pads—for American football. You should see the English football (soccer). It's so ridiculous. They run around with their little hands up in the air like little pigeons—run around and kick things, you know. Things pertaining to football.

BEAT: Well, we'll catch you tomorrow night.

JIMI: Yeah, man, die.

BEAT: (To friend of Jimi Hendrix). Can you tell us a few things about Jimi's stay here. Is he to be here long? **FRIEND:** Yes, he's got a week at the Fillmore Auditorium in San Francisco. I think Jimi's going to stay over here for about a week after the Fillmore.

BEAT: A friend of ours told us that he saw Jimi in England recently. We hear that he's very big over there.

FRIEND: Yes, he's a giant over there. He's had three singles in the Top 10 and he looks as if he's on his way to another one. And his L.P. in Europe at the moment is outselling everything except the Beatles' album—which is quite a lot.



DOUG MCCLURE: Frankly, my reaction to the Pop Festival is that I'm not dressed right. From what I see, I think it's marvelous. Everybody's conducting themselves well, taking pictures and enjoying it and I think it's very good. I guess a lot of people want to find some derogatory remarks for people to make but I certainly can't find anything wrong at all. Parents shouldn't worry too much. It's very good. I think it's a rough time for the teenagers and the young people. Maybe they express themselves in a way that another generation might think is weird or whatever. I think they should, frankly. It's not an easy world to live in today. In any group like this, there are a few things that go on that I can't condone. But you know, on the other hand, there are a lot of things that I really like. There are a few things that I don't care for personally, but nothing that I would really like to give my views on. That happens in any group especially when there are teenagers around. There are always a few who take things and carry them to the extreme. But generally, it's good.

EXCLUSIVE

'It's Drake Myself And Smitty Now

BEAT: We are now talking with Phil Volk. What are your future plans, Phil?

PHIL: Future plans? Everything's kind of like smoke right now . . . up in the air. We have things like contracts and other things going with the record label, but we should be on our way as soon as we can get in the studio, we'll be all right. It's just sewing up the record deal—probably with Columbia or some major label that will believe in us and do the right thing. It's Drake and myself and Smitty now—all formerly Raiders. Like I say, that's pretty illegal, you know.

BEAT: Illegal?

PHIL: Yeah, being a Raider.

BEAT: Why is it illegal being a Raider?

PHIL: I stand on the 5th Amendment on that one because things are in the air. But, anyway, it's (the new group) called The Brotherhood.

BEAT: How much longer will it be, do you think?

PHIL: Summer's really a bad time to release anything. It's really slow except for right now—this is nice here. But, you don't release records here at the festival. Like let's say good things come in 3's, hopefully. That's the triangle we have going now with the Brotherhood and this Fall we're hoping it will be exciting and fun 'cause we've got a lot of ideas that we've never been able to use before because it's pretty illegal being with the Raiders. And now, you know.

BEAT: What do you think of the happening here?

PHIL: It's very tense. It's so new. Such a nice pro-



ROGER DALTRY OF THE WHO. "This is fantastic . . . the whole of the West Coast . . . the whole of America. At least, where I've been. That's not very much of it but it's just like coming home now. We have a thing like this in England called the Jazz and Blues Festival. We've done it for two years. It's sort of the same situation. It's slightly out of London, in the country. It's similar in a way but not on anything like this scale. It's quite fun but this is completely on its own. I don't think there's anything like this anywhere."



neering little effect. I mean it's big—real big.

BEAT: Have you been doing a lot of walking around and digging the other scenes?

PHIL: Well, you have to do a lot of walking just to get here and that's when you really feel like it's happening. Then when you get here you are satisfied and pleased that it's happening and it's big 'cause it's a first, isn't it? I'm really happy about it. I really hope it doesn't get closed down for any reason. Everybody's pretty legit with their motives. Everybody's enjoying it. 67's the year for fairs—Pleasure Faire, Pop Fair, it's fun. I'm a small town boy.

BEAT: From where?

PHIL: I used to be a 4-H. That's when fairs were like—oh, Pat Boone and things like that happening.

BEAT: Yeah, like cow shows and blue ribbons.

PHIL: Go into the barns at night and talk to the animals.

BEAT: I noticed you were talking with a dog out there.

PHIL: I've always been close to animals.

BEAT: It's a beautiful thing.

PHIL: I think I'll give it all up and move into the woods. On a game reserve just for peace of mind. I think for a year. It's been a pretty freaky world for the last two years.

BEAT: I hope it gets less freaky.

PHIL: Yeah, it's becoming very natural. That's our (The Brotherhood) whole aim—to be very natural. Try to do the best you can at that moment.



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Outside



By Mike Dougherty

An era was born or should I say it blossomed at the Monterey Pop Festival. Tommy Smothers labeled it the era of the Flower Fuzz from the same stage where more than 50,000 new people heard 22½ hours of the grooviest music ever cooked up for a mass audience. The local police who bedecked their motorcycles with garlands of orchids were the friendliest. Their Chief, Frank Marinello said that "I have been through nine Jazz Festivals and when I was told that this would be five times as large I was flatly opposed to it. We have 30,000 citizens in Monterey and 46 regular officers and the Festival people were talking about an influx of three or four times our population. From what I've seen of these so-called hippies I have begun to like them very much. I've even made arrangements to be escorted through Haight-Ashbury district by some of my new friends." The police felt boss vibes and no serious goofs happened. Bless the Monterey Flower Fuzz.

Psychiatrist

As a precautionary measure the County of Monterey provided a tuned-in resident psychiatrist, freakout guide, Dr. Charles Rosewald and, as if to provide an astro-balance, the new Jules Alexander group brought their own out-of-site resident astrologer, Arthur. Dr. Rosewald found no freak-outs to administer to and Arthur read the star charts well, because the new Alexander group grooved. Two county nurses, Marjorie Close and Jean Borden officially moonlighted the gig. Marjorie wished aloud that she had been born twenty years later so that she could enjoy "this new kind of music that much longer." She also observed that the entire medical group in attendance was "all tuned in, not turned on." Only a few minor accidents, the kind that happen in any crowd, required first-aid.

The First

Monterey was probably the first huge gathering in modern history involving teenagers, where no transistor radios were visible, the stage was always "live" and so was the audience. Outside of the arena a New Delhi bazaar-like atmosphere prevailed with throngs of new people, many resembling the brawling characters from that scene in "The Way the West Was Won," in a happier frame of mind, and others garbed in the flowing costumes of Hindus on a pilgrimage wending their way to stall after stall that lined the grassy mall.

Overhead orange, pink and red oriental

fish kites darted below the blanket of grey Pacific fog and weather balloons taut on their cables proclaimed MUSIC LOVE AND FLOWERS to the world at large. As usual, somebody didn't get the word. During the Saturday afternoon concert which included the Canned Heat, Big Brother and the Holding Company, and County Joe and the Fish, U.S. Army helicopter #65120 made seven, low, noisy passes over the peaceful music-filled arena. Country Joe had an appropriate rebuttal—he invited the crowd to join in on a sing-along to the tune entitled, "Don't Drop That H-Bomb On Me, You Can Drop It On Yourself." Joe, wearing a yellow flower behind his left ear, said, "Want everybody that don't want the H Bomb dropped on them to sing-along." The crowd response was out-of-site and you know, U.S. Army helicopter #65120 had made its last pass for the day.

Transfixed

Later that same afternoon, however, a delta-winged U.S. Air Force fighter buzzed the arena while Big Brother and the Holding Company were on stage. The crowd sat transfixed as their noses told them more about the two worlds that we live in than any writer has yet been able to do. Held in for minutes, by the overcast sky, was the philosophic smog of today as everyone shared whiffs of the residual mixture of burned jet fuel and sandalwood incense. Even the paradoxical fellow wearing a New York State American Legion cap atop his curly rubber-banded tresses stopped running in the center aisle and raised his nose to the heavens as Big Brother, wearing U.S. Army surplus fatigues, punctuated by platoon sergeant stripes, blew the vocal on the Viet Nam Rag. That even zapped the lovely flower girls who came to the concert to boy watch.

Rivers

Johnny Rivers, bathed in purple light, expressed a prevalent phase in psychedelia by wailing the loaded message lyric to, "Help Me Get My Feet Back On The Ground." I suspect that the Beatles are saying almost the same thing in, "Fixing a Hole." They seem to be telling some of the hippies that it's time to pull themselves together and to really do something productive with their new found awareness. If this becomes a question of argument with Timothy Leary, who advocates the drop out, I'll have to go along with Rivers and the Beatles, they really have the viable audience. Creative fulfillment is still the biggest turn on of all.

Looking In



BEAT Photo: Ed Caruff



BEAT Photo: Rick Kohn



BEAT Photo: Frank Rosta



BEAT Photo: Frank Rosta



BEAT Photo: Ed Caruff



BEAT Photo: Ed Caruff



BEAT Photo: Ed Caruff

Larry Ramos, newest member of the pleasant sounding Association, who led off the concert on Friday night, recently pleaded with the parents of youngsters in his native Hawaii and their offsprings to take the trouble to listen to the lyrics of the new music. "The sound is groovy," Larry smiled, "but the way to bridge the generation gap is to listen and understand."

Politeness

Eric Burdon and the Animals, who blew everybody straight out of their minds on Friday night with a super, the-way-things-are-going-to-be-electronic-rock-set, approached the generation gap bridge with a blistering critique of the older folk entitled, "Gimme My Gin." During the entire five concerts I didn't encounter one bumper incident even at the always crowded hot dog stand. It was as though a new era of politeness had been superimposed upon a society which is marked by competitive rudeness. And, during the entire three days I saw one fellow in the arena sipping from one king-sized can of beer. The Eric Burdon rendition of, "Gimme My Gin," should be required listening for old folk who say they want to know what's happening.

The magnificent Lou Rawls took a shot at getting his Friday evening audience into the next highest gear by suggesting that henceforth everybody, "Sock it toward 'em." Lou is a guy who grabs you without seeming to want to.

A question that I kept asking myself throughout the performance was, "Why is it that so many electric guitar men also have electric hair?" The only answer I came up with was—those heads must be plugged in too. The Head Light Shows behind the group on the stage were positively plugged in and any attempt to describe them in print humbles me. Perhaps they were a little like coral reefs blown up under a microscope pulsating to the beat of a vital new life force. Amoebas splitting to a better scene and exploding in the process.

A Bug

At first, being a member of the working press without a V.I.P. white ticket bugged me. They told us nomad press that we would have to stay on our feet during the performances and that, "It was okay to be in there, but to keep grooving." That is like riding through some areas on a bike with long hair. "It's okay to go through but don't stop here!"

Later, I worked all that out in my head when the P.R. Director told a press meeting that on Friday night Life Magazine was refused admission to the arena but that the Berkeley Barb had been admitted.

Even though standing packed in the crowd was a lot like being in a sports car with too many people and not knowing what to do with that awkward arm, the Monterey Pop Festival was the super-groovy event of the year.

BEAT Photo: Ed Caruff



BEAT Photo: Ed Caruff

Monterey—'It Was A Good Beginning'

AS VIEWED BY ERIC BOURDON

"I think the Monterey Festival was a good beginning for what may follow in the next few years. But I think there were a lot of mistakes made on the organization side of it.

"I'm not putting anybody down in particular. It's just the fact that there was so many restrictions, too many people wearing different tickets of different colors and told that they couldn't go in certain areas and do certain things. Everybody was very paranoid and being on their best behavior and afraid that the cops were going to say something. They just weren't being themselves and I think festivals are for people to be themselves.

"I think people should be themselves all the time—not just at festivals. Everybody seemed afraid of being themselves.

"I don't think there was enough time given to the musicians to play. There was lots of people who felt the same as I did—that when we just got a band started to get through to the audience, we had to stop.

No Laws

"I think there should have been no restrictions—no laws at all. I think everybody should have been able to relax and enjoy things 24 hours a day.

"There was a small fairground on the campus (one of the college campuses) and anybody could go there and play all night long if they wanted to. It was organized by one of the guys from the Family Dog in San Francisco. This seemed to me to be more like the real festival should have been, with people just jamming together and having a ball. The actual Monterey Fairgrounds was sort of stifled with comments of 'no you can't go in there', 'yes, you can go in there' and 'oh, yeah, you can go in there, you have a pink ticket', etc. I'd just like to see a festival that's more open and free because the music is trying to teach people to be free. The music is teaching freedom and it should be a freedom festival more than anything else, I think.

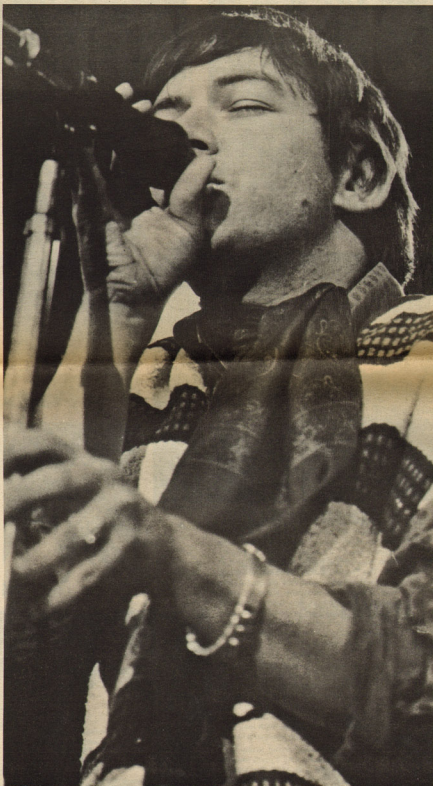
"We have a festival in England which isn't as big as the Monterey festival. It's the Richmond Jazz Festival. It's jazz and all kinds of music, really. It's just a music festival and it's much freer. I think the main reason is that the police here are more much 'taxed in their attitude.

"We don't have the same kind of police force in England as you do in the United States. They're much more easy going. We don't have the same kind of problems with the kids either—sort of liable to riot as much as the American kids are. Everything there is more relaxed.

Bit of the Two

"I'd like to see a bit of the two mixed together. Maybe if the festival's held in England next year that would be really good. I'd like to see that happen, really. That would be really good.

"The best points of being at the festival for me was just sitting around talking and communicating with the artists that I have wanted to meet.



BEAT Photo: Ed Carroll

"I was particularly bowled over by the attitude that the Grateful Dead have got towards music and towards life. They are completely

free. They live free and there was good incidents and it got through to me and the audience appreciated it. I was sitting in the audience

when they were on and the audience really appreciated them, too.

"There was one point when the

kids got out of the audience and tried to dance and the organization, which I have been complaining about, tried to stop them and the Dead wanted the kids to dance there. Good.

"If the musicians wanted the kids to dance there, and the kids wanted to dance there, and it's a music festival well who's going to stop them? Who needs to stop them? They don't need to be stopped. This is what causes riots and this is what causes trouble—stopping kids from what they want to do. They are not going to do any harm. All they want to do is dance, that's all.

"I'm kind of proud of Brian Epstein in a way 'cause Brian opened a theatre in London called the Saville Theatre which is strictly for popular music and they had Chuck Berry there. When Chuck Berry appeared there, there was a riot started because the kids wanted to get up on the stage and dance on stage with Chuck—and in the audience. They did not want to touch him or mob him, they just wanted to dance with him.

Manager Sacked

"The management took the strong arm and threw the kids out and Brian sacked the management. This was the first time anybody has done anything like that. It was because the management was to blame. He was the guy who incited the riot. The kids didn't. Neither did Chuck Berry. It's just free expression and to stop free expression at a jazz festival or a music festival is the most hypocritical thing you can do because that's what it's there for. It's a festival of expression.

"At the Richmond Jazz Festival in England, I sat around and watched other people jam and joined in with a few people. Jimi Hendrix and The Who among others.

"We intended to have a 'sit-in' with Pig Pen from the Dead. We went up to his house but we could not find any guitars, unfortunately. Still, we tried. But I learned a lot by just talking to the other acts there and by listening, talking and saying. That was enough.

Religion and Love

"To me, Monterey wasn't a pop music festival. It wasn't a music festival at all, really. It was a religious festival. It was a love festival. It was a demonstration of what we can do if we put our minds to it and how we can impress the people who think that we are incapable of doing things like behaving ourselves and listening to music and acting like human beings instead of acting like savages.

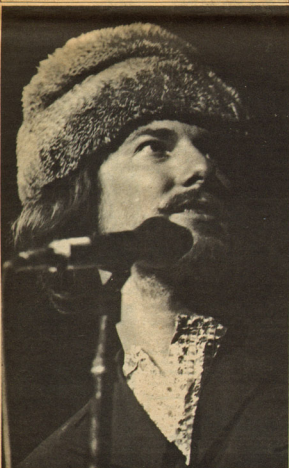
"I think it was all summed up in what the police chief said—that he was really impressed and that he was going to Haight-Ashbury and tour it. Also that he really wanted to thank the Hippies for what they did.

"When you can impress a guy like a police chief and leave a mark on his memory, it just won't stop. If you can impress a guy like that, you can impress anybody."

"... No Restrictions—No Laws At All"



MAMA CASS catches her breath during "I Call Your Name."



PAPA JOHN, in a black velvet robe, accompanied the big Mama.



MICHELLE AND DENNY, both in colorful Indian outfits, sat down onstage 'til Cass finished her song.

BEAT EXCLUSIVE

MAMA CASS: 'I Want A Bit Of Freedom Myself'

BEAT: What's your reaction to what's going on here, Cass?

CASS: What do you mean what's my reaction? I'm just as knocked out as anybody else. We've been planning this for a long time and it's really coming off beautifully.

BEAT: You're satisfied with the way everything's happening, right?

CASS: Absolutely. We've had no trouble. Everybody was commenting today while we were walking down by the booths how everybody was so quiet and orderly and having such good vibrations. It's really coming off just exactly like it should have. I couldn't be more excited.

BEAT: What have been your experiences with the policemen here?

CASS: Well, John knows more about that than I do. He was more active on the executive board. I was just having a baby at that time.

BEAT: Congratulations. Did you bring the baby with you?

CASS: No, I didn't, no. She's only seven weeks old and I'm afraid she might be too much for the festival. They're pretty open at that age and I don't want to close her down and bring her. Besides which, I want to close her down and bring her. Besides which, I want to close her down and bring her. Besides which, I want to close her down and bring her.

BEAT: Back to the subject of the police. You mentioned that John Phillips had handled most of the relations with them.

CASS: The police have been very cooperative. We've had a lot of meetings with them. John was coming up every two or three days to make arrangements. They brought in police from outside counties. With every policeman or plain clothes man on the job there is someone that we refer to as a Hippie

and the kids have been very cool. There has been no hassle. It's been very beautiful.

BEAT: What kind of response do you have for the local residents who have been putting this down?

CASS: Oh, I think they ought to be very pleasantly surprised by the fact that there has not been a hassle and that everybody has been mannerly. I think they should be very proud about it as there's been no disorder whatsoever. There was a little apprehension on the part of the citizens of Monterey but then they have a jazz festival up here, too. Whenever you have a lot of people you have some trouble. But there hasn't been any.

BEAT: So you suggest that the parents who are worried about the generation that their kids are living in should come here and take a look. Then make a decision on that basis.

CASS: Well, I don't know about that. Everybody has to make their own decisions. You can't come to a festival and say "yeah, here's my decision." But I think the parents are getting to know their children pretty well. I don't think there's any misunderstanding. If the parents don't understand their children, don't let them come to the festival. It's not going to help them understand.

BEAT: Have you been up here for all of the other festivals when they were held? The jazz festivals?

CASS: No... well, you see, I haven't been in California that long. I've only been here a year and a half, maybe two years. This is my first festival and I'm really excited about it. What can I say? It's a great thing and I wish more people could have come. Everybody is just so nice and quiet. You walk along and look at the booths and all the different things that people have brought to show at the festival and all the art work. I can't complain.

BEAT: Neither can we... it's real family.

CASS: Yes, great.

SPECIAL TO BEAT READERS

Due to the fantastic amount of photos and exclusive interviews which *The BEAT* was fortunate enough to obtain at the Monterey International Pop Festival, we know that you'll want to keep this issue as a souvenir and perhaps order another copy for yourself or your friends. So, we have made arrangements to print extra copies which you can purchase for our regular price of 25 cents plus an additional ten cents for postage and handling charges.

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GYPSY BOOTS LOOKS upset, but the rumor that Monterey Pop Festival officials wouldn't let him in for dressing too normal just is not true.



GRACE AND the Jefferson Airplane, who appeared at the Monterey Pop Festival, will perform at the Devonshire Fantasy Fair.

Fantasy Faire, Music Show Headlined By Top Groups

An unbelievable Fantasy Faire and Magic Music Festival is coming to Devonshire Meadows (near Devonshire Downs) Saturday and Sunday, July 15 and 16 from 10 a.m. to 6 p.m.

Continuous music will be provided by these great groups: The Jefferson Airplane, the Doors, the Grass Roots, Country Joe and the Fish, BFD Blues Band, The Mothers, The Solid State, the Iron Butterfly, Canned Heat, Kaleidoscope, the Rubber Maze, The New Delhi River Band, the Transatlantic Flash, the New Breed, the

Art Collection, the Second Coming, and the Powers of Evil. All these and many more top bands and vocalists.

But that's only half the story. Other added attractions include more than 100 arts and crafts exhibits, free flowers for everyone, a geodesic Dome light show by the Osley Light Company, Sitar players, flute, food, a gigantic bubbling Buddha, and a stratospheric balloon.

Where else could you find so much music and hippie art, and for only \$3 per person a day?



FLOWER POWER — KRLA deejay Dave Hull and a listener fan, Gretchen Langdale, point out that music, love and flowers definitely ruled at the Monterey International Pop Festival.

Two Monkees, One Stone Turn On To Pop Festival

Flower petals fell like colored snowflakes, multi-hued lights bloomed in psychedelic patterns of mind-bending geometries and the music became a living trip.

With concerts by the sea, the Monterey International Pop Festival collected 50,000 pop music pilgrims, hordes of hippies, throngs of teenyboppers and an out-of-sight collection of two Monkees and one Stone.

KRLA was designated the "official" station for the Monterey Pop Festival and had complete access to the super-security dressing room area.

Brian Jones, the only Rolling Stone to make the Monterey scene, didn't bother with disguise and was discovered tripping on the light show opening night. The fans were beautiful. They didn't push, shove or beg Brian for too many autographs. Everyone pretty much let the artists just do their thing when they weren't onstage.

The two Monkees who turned on to the Monterey music scene had even fewer problems. Peter Dinklage and Mickey Dolenz came dressed in American Indian costumes and had a blast.

Ravi Shankar, whose shimmer-

ing sitar drew a two-minute standing ovation after his performance on Sunday, said in an exclusive interview . . . "I'm overwhelmed! I am very happy because this festival resembles very much the music festivals in my country."

Brian Jones, the lone Stone to groove in Monterey, said, "I've just come away from London . . . we've been busy recording. I suppose the very up-tight people have been expecting trouble here this weekend. Personally, I don't. Our people are too beautiful for a bad scene."

"I've been walking freely among the kids," Brian went on, "and that's beautiful, too. I've never really had a chance to do that before . . . you know, with the mobs and autographs and all. The people here are really very nice about all that."

"There are a lot of policemen around that aren't doing anything," said Monkee Mickey Dolenz. "They don't have to be here and they look pretty funny in their uniforms."

The police really didn't have much to do but, actually, they were very cool. They came on with flowers.



HUGE PEACE balloons flew over the Monterey Pop Festival crowds.



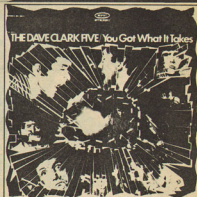
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KRLA NEWSMAN Jim Steck interviews Brian Jones.



"I COULDN'T BE MORE EXCITED" shouts Mama Cass during break in Festival concerts.

KRLA PICKS UP ON THE ACTION AT OUTASITE POP FESTIVAL

"This is beautiful... this is beautiful." Mama Cass laughed over and over again as she sat in the press headquarters on Saturday night at the Monterey International Pop Festival.

Cass was being interviewed by disc jockeys Reb Foster and Johnny Hayes of KRLA, which was sending complete coverage of the fab fest out to a network of 18 top rock stations from coast-to-coast.

"What's your reaction to this scene in Monterey," asked Reb.

"What do you mean 'what my reaction is?'" shot back Cass. "My reaction is the same as everybody else... we've been planning this for a long time and it's really coming off beautifully."

Johnny and Reb asked Cass if she was happy.

"No Trouble"

"Absolutely... absolutely. There's no trouble... everybody was commenting about walking down where the booths are and everybody was quiet and orderly and had such good vibrations... it really showed me a lot... just like it should have. I couldn't be more excited."

Johnny wondered aloud about the people who were up tight about holding the festival in Monterey.

"I wasn't in on most of the planning," smiled Mama Cass. "I was having a baby at the time... but the police are very cooperative... we had lots of meetings with them... like every few days to let them know what was coming up. They brought a lot of police in from other countries and they have some plain clothesmen dressed like hippies, but the kids have been very cool and the happening is beautiful."

"How about the people in Monterey who didn't want the festival here?" asked Johnny.

Pleasant Surprise

"I think they should be pleasantly surprised. I think they should be very grooved about it. There's

been no disorder... and there was, I imagine, a little apprehension on the part of the citizens of Monterey... but they have a jazz festival up there, too. Any place you've got a lot of people... you've got to expect some trouble. So why worry?"

"Well, how about the parents who are up tight about this generation," Johnny went on. "Do you think they'll come to the festival, look around and come to a decision based on what they see here?"

"Well," said Cass, "I don't know about that. I think they really have to make their own decision. They can't come to a festival, take a look at everything and say 'yeh... here's my decision.' I think parents are getting to know their children pretty well. I don't think there's any misunderstanding there and if parents won't let their kids come to the festival, it's not going to help them understand."

Next to go on the air was Otis

Redding. Otis stepped up to the microphone...

"Out-of-Sight"

"What's going on is out-of-sight! I haven't seen anything so far that could make it a bad scene... people are just out here having a good time. They're doing what they want to... and wearing what they want to... they're just being natural... and that's cool."

The KRLA disc jockeys asked Otis what he thought about the spirit of freedom reigning at the Monterey Festival.

"Freedom... yes," wailed Otis. "Freedom of expression... yes. That's what I want to see more of. Everybody is just kind of together... I think the policemen themselves must be kind of shocked to see what's going on... it's too groovy."

That pretty well summed it up for Otis Redding and all the artists at the Monterey International Pop Festival. Monterey was a very good scene.



"CHIEF" MICKY NESMITH whoops it up for Festival.

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"Where Are Headquarters?"



Where Else? . . .



MUSIC DEPARTMENT

AND THE WORLD

FROM THE EDITOR . . .

If you stop to think about it, it was amazing how well the Monterey Pop Festival came off. Taking into consideration the fact that there was every conceivable type of person wandering around Monterey—hippies, suit-and-tie parents, young adults from everywhere, entertainers, record company executives, publicity men, disc jockeys, the press, service men—it was almost unbelievable how well everyone got along.

No matter where you went in Monterey, you were bound to run into at least one entertainer—Brian Jones strolling around the Fairgrounds in his fur-collared cloak, Eric Burdon eating a plate of spaghetti at the counter of the La Patio restaurant, Russ Giguere having breakfast in the coffee shop of the Casa Munras Motel. Yet I never saw an entertainer being hounded by autograph seekers, refused service by a restaurant due to long hair or "wild" clothing, or scoffed at by senior citizens of Monterey.

Another interesting thing about the Festival was the civil attitude of the Monterey Police. No doubt there were some run-ins with the law (with that many people in the city, there had to be) but I saw none. What I did see and hear were hippies walking up to policemen and prefacing their questions with "Excuse me, sir." And the police, for their part, were polite and helpful rather than condescending and brusque. It should prove to the rest of the nation that under-25's (regardless of how they're dressed or how long their hair is) and law officers can, and do, get along very well.

Entertainment for the concerts was about as varied as is musically possible. For instance, on one show you'd have the folk of Simon and Garfunkel, the cool of Lou Rawls singing "On a Clear Day," the mixed bag of the Association and the blue-eyed soul of Eric Burdon. Each act usually wound up entertaining for over half an hour and could, if the audience demanded, return for an encore. Individual acts were introduced by everyone from Tommy Smothers to Peter Tork from Andrew Oldham to John Phillips.

There were more than enough interesting side notes to the Festival: Johnny Rivers dressed as a hippie and was given a very poor reception . . . Brian Jones paced up and down in search of a seat for the opening night's concert . . . The Who shocked the audience by smashing one of their guitars against an amplifier . . . Jimi Hendrix had everyone believing that he was about to burn the entire place down with a can of lighter fluid and a book of matches.

And so the world's first pop festival went to its way. Besides being a financial success, it proved something much greater than that. It proved that people, regardless of their race, religion, political and personal beliefs, clothing or hair length, can co-exist with a minimal amount of trouble and a tremendous amount of good times.

That alone made the Monterey International Pop Festival worthwhile.

Revere A Tyrant? Jim Valley Denies It

Former Raider Jim Valley emphatically denied reports that he and three other departed members of the group left because Paul Revere was a tyrant and impossible to get along with.

"Paul wasn't hard to get along with," he told the *BEAT*. "This tyrant was not really true. He would always explain why he felt strongly about something when he did."

Jim said he left mainly because the Raiders didn't record the kind of material he wrote. "I've written quite a few songs, but the Raiders weren't doing that kind of thing. They did mostly R&B and Stones-type material. I wanted to go out and do other things and experiment. The situation got to be impossible," Jim revealed.

Jim is now recording solo for Dunhill Records.

A stage concert in Birmingham with Herman's Hermits at the end of July will kick off Jim's first series of live appearances.

Going it alone after working for groups most of his career can be hard for an entertainer, but Jim apparently likes it that way. "Dunhill seems to think I'll be successful. If things go right, I would do it," he said.

Jim said he had a record cut over a year ago called "There is Love" released in his home town of Seattle without his knowing about it. "It did fairly well there," Jim said confidently.

He added that he plans to stay solo, at least for the time being, and is not considering joining former Raiders, Smitty, Phil Volk, and Drake Levin in their new group.



FLORENCE BALLARD NO BREAK UP IN SUPREMES

Florence Ballard, rumored for weeks to be leaving The Supremes, has announced that she will remain with the group.

The possible break from the trio was made obvious last month when Florence skipped a Hollywood Bowl concert and another Motown singer replaced her. This was one of several occasions that Diana and Mary have used another vocalist to replace her.

Florence reportedly had been considering a break from the group for a long time, possible intending to open a shop dealing in either antiques or fashions (she is an amateur decorator and has designed the interiors of both Diana and Mary's homes).

"I felt the time had come when I could not progress any further in show business," she reportedly stated about her almost-exit from The Supremes. However, she reconsidered and is now back in the group. "The decision is final," she said.

Fund Started By Sinatra

Four annual Musical Performance Awards totaling \$5,000 have been established by Frank Sinatra in conjunction with the University of California at Los Angeles College of Fine Arts.

First prizes of \$2,000 will be given to both a vocalist and an instrumentalist with \$500 second prizes in each category. The awards, which are expected to rank among the top music prizes in the U.S., were set up by Sinatra to help promising students develop their talents toward a professional career.

Mick, Stones Rumored To Star in New Movie

LONDON—It is being rumored that Rolling Stones leader Mick Jagger may be the main star in a movie, "Only Lovers Left Alive." Jagger, it is said, will star in the film, and not the group as a whole, but the other four Stones will make appearances in the production.

Allen Klein, the Stones' U.S. business manager and producer of the film, would neither confirm nor deny the rumors. "Wait till the film comes out and see" was the only answer he had for interested Stones' fans and reporters when they asked him about the rumors.

When asked for details of the film, which is due to begin production soon, Klein said, "I'd sooner let the film be made than see what's happened."

He said Mick and Keith Richard would write all the music for the film, but he would not reveal where the film would be made.

The film was adopted from a book by English writer Dave Walis and tells what happens when



MICK JAGGER
a group of teenagers take over control of Britain.

Plans for the Stones to star in the film were first announced last year in May.



Davy Jones Still 1-A

Monkee Davy Jones has not been declared exempt from the U.S. draft, despite the fact that English newspapers have printed that he received a 2A classification because he supports his father.

"It is absolutely untrue," stated a Screen Gems official when he learned of the claim. "We've received no word from Davy's draft board." He added that Screen Gems has no idea when Davy's classification will come up for review. He is now 1-A.

However, speculation is high that the British-born Monkee will be exempted from the draft as he does indeed support his elderly father. But the rumor that Davy may be too short for the Armed Services is unfounded. Though he stands a mere 5'3", Uncle Sam says that is tall enough.



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DRAFTABLE DAVY

across the BOARD

MAKING THE NEWS



Beatles Writing Songs For Full Length Color Cartoon

By Tony Barrow

The Beatles have written and recorded new songs for inclusion on the soundtrack of a full-length cartoon film which will be shown in cinemas throughout the world as a main feature early next year!

The film, produced in color, has the tentative title "Yellow Submarine." The project is a direct result of the highly enthusiastic reception given to The Beatles' television cartoon series which has yet to be scheduled for showing in the U.K.

King Features of New York, the powerful organization behind the TV cartoons, are handling the production of the full-scale picture. The Beatles handed over to production executives the first recordings of the special new songs at a

meeting which took place during one of the group's most recent sessions at the Kingsway Studios in central London.

"Yellow Submarine" will include many existing Beatles' hits plus three entirely fresh compositions designed exclusively for the soundtrack. Two of these are Lennon/McCartney creations; the third will be written by George Harrison.

Current plans are to delay the commercial release of all three recordings until the cartoon film is seen. At that time the Beatles will bring out a single to coincide with the screening of the picture. To

minimize the possibility of copyright leakage between now and the spring of 1968, a full security clamp has been put down on the titles of the three original songs involved.

For all records up to and including their "Sgt. Pepper" album, the Beatles have used studios belonging to EMI Records in St. John's Wood, North London. Since the end of April they have been moving around several independent recording studios including Olympic at Barnes and Kingsway at Holborn. The first of the three cartoons was started at Olympic and completed at Kingsway.

MIA ON TV

Mia Farrow is finally returning to television after her departure last year to marry husband Frank. She will star in a two-hour television special, "Johnny Belinda." It is a remake of the movie by the same name and will be filmed in color for viewing on ABC-TV.

Ho Will Guest

Don Ho will put in a guest appearance in a early fall segment of ABC's Hollywood Palace series. Ho will star along with the Don Ho Show featuring the Aliis for the Sept. 29 taping. Reprise is currently negotiating to record the television appearance and include it in one of Ho's soon-to-be-released LPs.

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JEFFERSON AIRPLANE

July 15, Anaheim, Calif., Convention Center.

HERMAN'S HERMITTS

July 21, Oklahoma City, Coliseum; August 5, Chicago, Ill., International Amphitheater.

SIMON & GARFUNKEL

July 21, 22, Opera House, Chicago, Ill.

SUPREMES

June 29-July 19, Las Vegas, Flamingo Hotel.

RIGHTOUS BROTHERS

July 25-30, Chicago, Ill., Opera House; September 11-17, Greek Theatre, Los Angeles, Calif.

BUCKINGHAMS

July 7, Lake Schaeffer Monticello, Indiana; July 15, Lake Geneva, Wis.; July 21, Marne, Michigan.

4 SEASONS

July 17, Owensmill, Maryland.

DIONNE WARWICK

July 11-30, Los Angeles, Calif., Century Plaza Hotel.

ANTHONY & THE IMPERIALS

July 19-August 1, San Juan, Puerto Rico, Flamboyant Hotel; August 10-Sept. 6, Las Vegas, Flamingo Hotel.

SPANKY & OUR GANG

July 13, Brockton, Mass., Brockton State Fair; July 15, Birmingham, Alabama, Operte Armory; July 22, Weymouth, Mass., Weymouth State Fair Grounds; July 28, Indiana Beach, Indiana; July 29, Luxemborg, Wisconsin.

KEITH

July 15, Riverside, Rhode Island; July 16, Wallingford, Conn.

NEW VAUDEVILLE BAND

July 23-29, Atlantic City, New Jersey, Steel Pier; August 6, Davenport Iowa Fair.

SEEDS

July 19-21, Minneapolis, St. Paul, Arena; July 22, Arlington, Chicago, Cellular Club.

SERGIO MENDES & BRIZAL '66

July 31-August 5, headlining at the O'Keefe Center, Toronto, Canada.

DAVE CLARK FIVE

July 5, Knoxville, Tenn., Civic Auditorium; July 7, Tampa, Fla., Curtis-Hixon Auditorium; July 8, Washington, D.C., D.A.R. Hall; July 9, Wallingford, Conn., Oakdale Music Fair; July 10, Owings Mills, Md., Painters Mill Music Fair; July 12, Toledo, Ohio, Sports Arena; July 14, Providence, R.I., Rhode Island Auditorium; July 15, Virginia Beach, Va., The Dome; July 18, Columbus, Ga., Civic Auditorium; July 19, Atlanta, Ga., Municipal Auditorium; Little Rock, Ark., Barton Coliseum; July 21, Chattanooga, Tenn., Civic Auditorium; July 22, Greenville, S.C., Memorial Auditorium; July 23, Camden, N.J., Camden County Music Fair.

TREMELOES


July 7, Hyannis, Mass., The Surf; July 8, Salisbury Beach, Mass., Surf Ballroom; July 11, Mendon, Mass., Lakeville Ball Room; July 12, Newport, R.I., July 15, Houghton Lake, Mich., Houghton Lake Casino; July 16, Benton Harbor, Mich., Blossom Lanes; July 17, Saginaw, Mich., Daniel's Den; July 21, South Bend, Ind., Notre Dame; July 22, Leesburg, Ind., Tippecanoe Gardens.

YARDBIRDS

July 10, Thevilline, Wisc., Teensville; July 11, Algonquin, Ill., New Place; July 12, Aurora, Ill., Crimson Cougar; July 19, Colorado Springs, Colo., Lakeside Amusement Park; July 21, Santa Rosa, Calif., Fairgrounds; July 28, Sacramento, Calif., Governors Hall; July 29, Concord, Calif., Fairgrounds.

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Bill Cosby is finally going to make a movie. The "I Spy" man announced that the film, "Busman's Holiday," will be shot in the Spring and concerns a bus driver (Cosby) in New York who decides to take his bus cross-country to California. The movie stands to be unusual in that there will be little dialogue ("since he's driving alone," says his publicist, "who can he talk to?"). Roy Silver, Bill's manager, will be the producer and the film will be a Campbell-Silver-Cosby Corporation production. Keep it all in the family.

Happy Announcement

Sonny and Cher Bono have happily announced that they're expecting a baby... Dickie Smothers has cut a solo album to be released in the fall. Marks the first time that either of the popular Smothers Brothers has recorded solo... Paul Revere and his new Raiders are doing okay for themselves—\$75,000 gross in 14 dates. The new Blues Magos and the Who are set to go out on the Herman tour this summer. The Who, by the way, were totally knocked out by the reception they received in Detroit, San Francisco and Monterey.

Had to laugh at the news out of Tokyo. Seems that the New Latin Quarter there has hired five skinny, Twiggy lookalikes in order to give the patrons an alternative for the more buxom hostesses. They must be joking...

The idea of girls dancing in cages which has been popular at numerous night spots, all across the United States has now spread to Spain. Only thing is—in Spain the girls get paid \$5.00 a night for their tere-sichorean feats.

For those of you who may have thought otherwise, Roy Orbison is still very much alive. Opens at the Embassy Club in Toronto on July 17 for a two week stand. Meanwhile his movie, "The Fastest Guitar Alive" is getting itself ready to open across the country.

Janis Fink????

Funny how entertainers come up with their stage names—Janis Ian's legal surname is Fink. However, Janis decided that Fink would never do so she changed it to Ian—her brother's name... Englebert Humperdinck, decided that his legal name was much too common and so borrowed the name of the author of "Hansel and Gretel" and became Englebert Humperdinck. Strange...

QUESTION OF THE WEEK: Will Johnny Rivers revert back to his old "clean-cut" image since his newly acquired hippie image failed to go over?

Hendrix Surprise

Despite the fact that the world first heard of Jimi Hendrix because of the tremendous success he met in England, Jimi is an American who has been on the music scene for quite some time.

Chas Chandler, ex-Animal, discovered Jimi in Greenwich Village and brought him to England. Jimi, as you know, took England so much by storm that the latest "in" thing in London is for the guys to have permanents so their hair will resemble Jimi's—whose hair, by the way, is natural.

The Left Banke certainly had their share of inter-group problems—but I hear that they are now all straightened out and the Left Banke should have a record out almost immediately.

Providing, of course, that Tommy Smothers has recovered from the Pop Festival (don't laugh—most of the people who attended still haven't—it was that much of a gas) "my brother and myself" take something of a vacation before appearing at the Greek Theatre in Los Angeles for a week beginning July 31, and then step into a Sahara stint in Las Vegas on August 8. Their successful television show resumes taking again on August 25.

Glad to see that the Four Seasons are doing so well. They're throwing a cocktail party for the Seasons at the posh Beverly Hills Hotel next week, which will include a special performance by the group. Next issue we'll have all the photos and story of the party—should be interesting.



BILL COSBY



SMOTHERS BROTHERS

Paul McCartney: 'If You'll Shut Up About It I Will'

By Tony Barrow

On the evening of Monday June 19, thirty six hours after the British press had reported and examined Paul McCartney's statement regarding LSD (originally contained in a lengthy interview given by the Beatle to Thomas Thompson for *Life* magazine), Independent Television News sent a reporter to Paul's home to film a follow-up interview on the subject. This was broadcast throughout the UK via the commercial TV network at nine o'clock the same evening.

The following is a direct verbatim transcript of the TV conversation:

REPORTER: Paul, how often have you taken LSD?

PAUL: Er, four times.

REPORTER: And where did you get it from?

PAUL: Well, you know, I mean, if I was to say where I got it from, you know, it's illegal and every thing, it's silly to say that so I'd rather not say it.

REPORTER: Don't you believe that this was a matter which you should have kept private?

PAUL: Well, the thing is, you know, that I was asked a question by a newspaper and the decision was whether to tell a lie or to tell the truth, you know. I decided to tell him the truth but I really didn't want to say anything because if I'd had my way I wouldn't have told anyone because I'm not trying to spread the word about this but the fan from the newspaper is the man from the mass medium. I'll keep it a personal thing if he does too, you know, if he keeps it quiet.

But he wanted to spread it so it's his responsibility for spreading it. Not mine.

REPORTER: But you're a public figure and you said it in the first place. You must have known that it would make the newspapers.

PAUL: Yes, but to say it, you know, is only to tell the truth. I'm telling the truth. I don't know what everyone is so angry about.

REPORTER: Well, do you think you have now encouraged your fans to take drugs?

PAUL: I don't think it will make any difference, you know. I don't think my fans are going to take drugs just because of it. But the thing is that's not the point anyway. I was asked whether I had or not and from then on the whole bit about how far it's going to go and how many people it's going to encourage is up to the newspapers and up to you, you know, on television. I mean you're spreading this now at this moment. This is going into all the homes in Britain and I'd rather it didn't, you know. But you're asking me the question and if you want me to be honest I'll be honest.

REPORTER: But as a public figure, surely you've got a responsibility to not say any...

PAUL: No, it's you've got the responsibility. You've got the responsibility not to spread this now.

You know I'm quite prepared to keep it as a very personal thing if you will too. If you'll shut up about it I will!

A few hours before the ITN newscast Paul repeated his desire to emphasize the point that the last thing he wanted was to encourage or even condone the taking of LSD amongst Beatles' fans or anyone else. He said he did not under any circumstances wish to advocate the use of the drug for anyone else and he hoped people would understand this.



... AND WORLD REACTION

The new Beatle controversy concerning LSD is affecting an astonishing number of people. The *BEAT* sought to obtain a consensus of opinion from people involved in the pop scene directly and indirectly.

A police officer in Los Angeles was appalled at what he called "the irresponsibility of the statement. McCartney should realize his influence on his fans and act accordingly." He went on to express his hope that teens who were undecided about the drug would not now go against their better judgment and experiment with LSD simply "because a Beatle took it."

Teachers seemed equally dismayed over the statement. Christine Freed, a Sociology teacher at a high school, said she spent a good deal of her time discussing Paul's statement with her classes. She said although she felt the remarks could have some very detrimental effects on teens, she was relieved to hear that her students did not feel influenced by McCartney's statement.

Without Thinking

The fans themselves seem to be divided between those who think that Paul was just being honest and those who think that he acted without thinking. Susan Lefter, a 17-year-old from Chicago, expressed regret that "her favorite Beatle was endangering his health by taking LSD."

The *London Daily News* tended to agree with Susan when they stated, "Perhaps millionaire McCartney ought to see a psychiatrist who will explain just why LSD is regarded as a dangerous drug. Perhaps he ought to see a psychiatrist anyway."

Unauthorized Possession

"Perhaps Mr. McCartney ought also to consult a lawyer who will tell him it is an offense to be in unauthorized possession of LSD."

However, not all of the comments were antagonistic. Many people felt that Paul was entitled to his opinion and that personal honesty should not have to be sacrificed to public opinion.

Whichever you feel, it is certain that the controversy surrounding both LSD and Paul McCartney's statement concerning its use will not be quieted for a long time.

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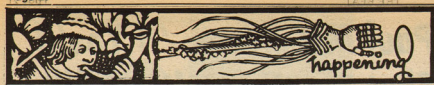
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Cher To Solo In 'Chastity'

Sonny and Cher are splitting up; but only where records and movies are concerned. They have decided that Cher will solo in a movie written especially for her by Sonny, but he will not be her co-star.

The film will be called, "Chastity," and according to Sonny, who will pen the film, it will be "a serious character study, extremely contemporary with no music. And it will not be the usual type of movie—not the usual plot involvement and resolution. It will be very contemporary. There's a need for this kind of picture from Hollywood. Europe has been mopping up with it."

"Good Times," the couple's first film together has just been released. Their decision to separate their movie careers parallels a similar decision regarding records. For quite a while now, Cher has been waxing solo on records and albums, while Sonny concentrates on producing and writing.



Grace To Get Off Airplane?

A rumor that Grace Slick, lead vocalist for the Jefferson Airplane, will leave the group soon were emphatically denied by their American spokesman, Bruce Kane.

"As far as I know Grace intends to stay with the group and will stay with the group," Kane told the *BEAT*. He attributed the rumor, in part, to an article about the Airplane featuring Grace in *Look* magazine.

Ripe for Rumors

"Now that the Airplane are on top they're ripe for rumors because they're in the spotlight. People are creating these rumors — as they're based on fact," said Kane.

The Airplane have called off a scheduled tour of England for this month, but no one is sure why. British papers reported that extensive commitments in the U.S. have kept the group here.

Doing Well

The Airplane's British spokesman said "The Airplane are doing so well in America at the moment that they can't make it to England in July."

Kane, however, told *THE BEAT* he did not know the exact reason for the postponed tour, but he guessed the group had to finish recording a new album.

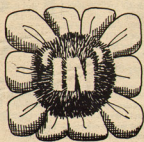
PEOPLE ARE TALKING
ABOUT the alleged \$40,000 the *Beach Boys* have thus far spent on their "Heroes and Villains" which may or may not ever be released... how many people have picked up on "Lucy In The Sky With Diamonds"... who would threaten Engelbert Humperdinck and why... where Russ Giguere is going to put his gold record for "Windy," providing of course that he gets one... the opening of a top Motown group being absolutely packed with record people and wondering if that's why they received so many ovations

...the fact that Spanky is actually a girl... the latest place for flowers being beads — honestly... how long David Crosby is going to let his hair grow... the 5th Dimension going up faster than most people predicted, especially on the pop charts where they stand back-to-back with the *Mamas and Papas*... why the *Four Seasons* keep away from Southern California when they're so hot on the charts

...what bad luck seems to follow the *Hollies* everywhere they go... the fact that if *Dave Jones* has been re-classified his studio knows absolutely nothing about it... why that piece of "art" was put on the cover of *Janis Ian's* album and the fact that she's changed her name from Fink to Ian... the hang-up the *Royal Gardens* seem to have with planks... what is taking Plastic Man so long to make it and wondering if it ever will and what it means if it doesn't... the amazing fact that *Frankie Laine* just may have a huge hit on the pop charts

...Peter Turk sipping coffee in the Gaيتي on the famed Sunset Strip... Micky Dolenz jumping (or falling) into the swimming pool at the Hollywood Bowl... Paul McCartney telling *Life* Magazine that he's all in favor of LSD... the Miracles never missing... Frankie Valli beating his fellow Seasons by a mile in the pop charts and the question being whether or not they'll catch up... Percy Sledge singing "Love Me Tender" and

wondering if Elvis should follow suit by cutting "A Man And A Woman"... whether or not there will be open rioting this summer between the hippies and Hell's Angels



...whether or not Holland will be the next "in" place now that London has been declared "out"... the fact that Herman can do much better than that... the fantastic comeback Ray Charles has made

'67—Paul's Turn For Putting Foot In Mouth

By Tony Barrow

It's just about one year since JOHN LENNON innocently sparked off worldwide controversy via some seriously considered opinions he expressed about stagnation in the church and the contemporary popularity of Jesus Christ and The Beatles.

This year it is obviously PAUL McCARTNEY's turn! The 1966 Lennon quote was first printed in a *London Evening Standard* feature written by Maureen Cleave and reproduced in America via *Datebook* magazine. The 1967 McCartney quote was first printed in a *Life* feature written by Thomas Thompson and reproduced in Britain via the *News Of The World*, the largest Sunday newspaper.

In gist, McCartney gave the *Life* interviewer a brief but entirely honest answer to a question about LSD. "After I took it, it opened my eyes," he said "We only use one-tenth of our brain. Just think what we could accomplish if we could only tap that hidden part!" He went on to simplify the complexities of world politics by suggesting that if statesmen took LSD there would be any more war, poverty or famine.

The irony is that Paul's story broke boldly throughout the U.K. national press on his 25th birthday, Sunday, June 18.

The largest headline of all blasted its way across the front page of *The People*. In words two inches tall *The People* screamed: BEATLE PAUL'S AMAZING CONFESSION — "YES—I TOOK LSD."

The *News Of The World* carried a front page picture with the heading BEATLE PAUL SAYS: I TOOK LSD. Inside the paper devoted one entire page to a verbatim reproduction of the Thomas Thompson article from *Life* together with a couple of Henry Grossman's photographs.

The *Sunday Mirror* filled its front page with news of China's H-bomb explosion and a 20-year-old typist accused of taking cabnet office papers. But the main headline on Page 2 shouted: MIRROR DOCTOR RAPS BEATLE PAUL. The *Sunday Mirror* doctor wrote: "It is not for Paul McCartney to say LSD is or is not addictive. It is a great pity that someone of this popularity should be associated with drug-taking of this kind. Anyone who takes LSD except under proper medical or psychiatric supervision is asking for terrible trouble."

Of course a bunch of Fleet-street reporters invaded Paul's home in St. John's Wood, North London, to invite application of the original *Life* quote.

Paul told them he thought a lot of rubbish was talked and written about LSD. "I had read a lot of sensational stories — like calling it the 'heaven and hell' drug. But that's nonsense" he told the *Sunday Express*.

"I am not, never have been, and never will be a drug addict. The need today is for people to come to their senses. And my point is that LSD can help them. It's obvious that God isn't in a pill but it explained the mystery of life. It was truly a religious experience. It means I now believe the answer to everything is love" he told *The People*.

Confirming that he had taken several trips ("incredible experiences which brought me closer to God"), Paul emphasized at all stages of his press interviews that he was "not advocating that anyone else should try the drug." The last thing he wanted was for his fans to stampede to LSD.

He said "A lot of people talk about LSD without ever having experienced it. I just wanted to understand this drug. I really sincerely hope that people don't get the wrong idea about me. I do not want kids running to take it when they hear I have."

and wondering why no one has yet made a movie based on his life story... the Doors believing that they're representative of America 'cause they're a "melting pot" so to speak... Lesley Gore staying in there

...why the Stones have been so quiet lately and whether or not it's true that Mick cut a single with Marianne Faithfull and that the Stones played on "Sgt. Pepper" in return for the Beatles are going to sit-in on the next Stones' album... whether or not the Tremeloes are actually going to tour Stateside... who exactly are Jon & Robin and the In Crowd... the unbelievable success of Tommy James and the Shondells and wondering whether or not they've changed their stage act during the past year

...John and Paul writing three songs for a full-length cartoon-movie tentatively called "Yellow Submarine" starring gues who? Micro skirts replacing minis and wondering how far things will go... Brian Jones attending the

Monterey Pop Festival despite his pending trial in London... whether or not the Beatles were really at the Pop Festival disguised as Hippies...

...Cher making her solo debut in the movie "Chastity" to be filmed without Sonny... Ravi Shankar releasing a single, only his second in ten years... Dylan's "Don't Look Back" being about as honest as a documentary can be and hoping ABC will do as well with their film of the Pop Festival...

...John Barry having to rewrite the title song from "You Only Live Twice" because Nancy Sinatra couldn't make the range...

Dunhill going on a talent search with the aid of the Los Angeles City Board of Education... the San Francisco papers trying to convince the Hippies to live in Los Angeles instead... Sonny and Cher expecting their first child... Lulu being so good in her first movie and wondering why "How I Won The War" is taking so long to be released...

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THE NEW LOOK in men's hippie fashion emphasizes jeans and a beard.

SWITCHING ON



BEAT Photos: United Press International

MINI-SHIRTED KNIT DRESSES with shawls are latest in party attire.

It All Depends On Where You're Going or

What To Wear To A Love-In

Company Paperwork



WAYNE, NEW JERSEY—Four employees of the John H. Breck Company in Wayne don't mind taking a good look at some company paper work even during a coffee break. They seem to be studying every detail as a secretary, clad in a miniskirted paper dress, makes her way down the corridor. Breck officials supplied the paper duds for the secretarial staff—but what would **YOUR** employer do?

Winter has been flung, spring has sprung, and thoughts of summer clothes have turned to the psychedelic scene.

Everyone ponders the question of what to wear to the office. But foremost in everyone's mind is what to wear after office hours, to late night discotheques and at Saturday afternoon love-ins.

After numerous jaunts to San Francisco's Haight-Ashbury and other hippie happening places, BEAT has been able to compile what shall be known as:

The Hippie Guide To Fashion

Fashion today, according to our experts, can be broken down into three categories—the non-hip, semi-hip and hippie.

Non-Hip

Don't bother to worry about your wardrobe and wear what you wore last summer. So much for this category.

Semi-Hip

You can be found in every office, over every typewriter, behind every desk. You're the work-day square, the late night swinger. Your fashion problem is the greatest.

First of all, follow the fashion forecasts. Wear the demure summer dress, the small stacked heels, the button earrings to work. Do not wear sandals, ponchos, Army surplus jackets or beaded headbands to the office. If you must wear an identifying hippie symbol, sport a hammered silver ring or pin. Under no circumstances should you wear fresh flowers in your hair.

Larger department stores are carrying psychedelic prints in more or less ordinary styles. We suggest that you invest in these if your office will allow shocking colors. Otherwise, stick to the more subdued pastels.

Hair, if it is long, should be worn up on the head, not falling long and straight. Or if you can safely wear it down, keep the ends curled and part it on the side. A center part tends to reveal that perhaps you join those crazy kids in the park when they get together to do heavens knows what at love-ins. Your boss might not like this.

In other words, each day you must strive to preserve the image of the clean-cut American teen. But after work

First replace the suit or simple dress with jeans. It is better if you do not wash these too often, for fear of spoiling their appearance. If you only have newly purchased jeans, we offer this formula for getting them into shape: tie in knots, roll down the street, then practice drop kicking them for two blocks. Splatter lightly with paint, then cut small holes in the knees and pull individual threads 'til they look frayed.

Secondly, top your jeans with a knit shawl or denim blue shirt. This can be fairly new, though you must leave it unironed.

Add as many beads, necklaces, bells, buttons, pins and flowers as you wish. (Warning: In some parts of the country, it is passe' to wear more than one button at a time. Be sure you check what is the standard mode of dress in your area before pinning on more than one button.)

Headbands are particularly in vogue this season. You can purchase them for as little as one dollar in psychedelic shops.

Footwear, if it is worn at all (Girls, if you go barefoot, do not wear polish on your toe nails. It is a sure giveaway that you are a put-on), should be sandals, or moccasins, preferably hand made. Local sandal makers usually start their prices at about \$10. Tire tread soles are the best buy. Moccasins are also in vogue and range in all colors and styles. In colder climates, we suggest the knee-high type, as you can wear several layers of socks under them.

Hair should be worn long and straight, or short and extremely frizzed. Girls usually identify themselves by wearing pierced earrings in both ears, while hippie males wear only one earring.

What to carry. We suggest flowers (these should also be wound in the hair and beard), or a tamborine. Also carry a bowl and spoon to love-ins so that you can share in the food. Do not carry a thermos bottle or lunch box.

Hippie

You already know what to wear. Just carry a Army surplus jacket (Navy is out) in case it rains.



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Happy Birthday Jeff Hanna!

HAPPY BIRTHDAY PAUL MC. Love, Elise

Debbie Ferrante,
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Janice

PERSONALS

YELLOW BALLOON—remember us? Donnie with a "K". Phyl P-H-Y-L and Sue. From the Teenage Fair.

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Jenny loves a "Krum" . . . Sue

Love is . . . Pride and Joy

Charlie and Traitor—Rocky and Winnie—we're in love.

Steve (James) . . . lesson two?

The Surf stompers are outside

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I LOVE GEORGE HARRISON—Barbara

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Lee is lov—Mark

Floyd & Jerry's "Love Me Girl" is happening!

Lee rules

Jerry Watts Is Too Superfine—Marcianne

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