Mick Freed; Hero Or Not?

LONDON — Is a popular entertainer responsible only to himself, or does he have a duty to his fans as well? That's the question most being asked now that the Rolling Stones have been freed of their previous drug convictions.

Mick Jagger was quick to lecture reporters after his victorious appeals trial. "In private life my only responsibility is only to myself," he said. "Responsibility is on the gentlemen of the press who publish details of a person's private life."

Opinions Differ

His opinion differed greatly from that of Lord Chief Justice Parker, who presided at the appeals trial. The judge told Jagger, "Whether you like it or not you carry great responsibility because you are an idol to a large number of people."

A number of Britain's establishment newspapers have stated that Jagger, because his actions presumably influence millions of kids, was punished severely in order to set an example. Now that he has been freed, however, the papers are beginning to ask whether smoking marijuana and taking pop pills have become more respectable since the Stones' trial.

Originally Jagger had been sentenced to three months in prison for possessing four amphetamine pep pills. His sidekick, Keith Richards, was given a year for allowing guests to smoke hemp in his country home.

On Probation

In the appeals trial, Jagger argued he bought the pills in Italy and brought them legally to England. The judges lifted his sentence but warned Jagger that he would have to serve the sentence if he were convicted of any other crime in the next 12 months.

Richard was freed because, the judge said, the lower court had made a mistake in telling a jury that police had found a naked girl in his house, clad only in a rug. There was no evidence, they said, that the girl had been smoking hemp.

"Lovely," Jagger told his fans after the trial. Richard, whose face was dotted with chicken pox, said "I feel spotty."

The News of the World newspaper gave police the tip which sent them to Richard's house June 29, and teenagers and hippies have since demonstrated against the paper for allegedly persecuting the Stones.

Harrison Arrives Stateside; Explains Controversial Ad

LOS ANGELES — Beatle George Harrison arrived at the Los Angeles International Airport for what he described as a "little bit of business and pleasure." Accompanied by his wife Patti, who was dressed in the Hippe garb reminiscent of the American Indian, the youngest Beatle was greeted by about 300 fans and a battery of the press.

George admitted that he had no plans for an extended stay in Los Angeles. "I expect to be here no longer than about five days. I have no plans, just come and try and get a bit of peace. You know, I'd like to see a few friends and a few people, that's the only thing I'm here for. And just a few things concerning business."

When asked why the Beatles have decided to give up concert tours, George answered, "It would be hard to pinpoint the problem just in a few words. There's so many different things we'd like. You see, we're all growing, sort of physically and mentally and we've got to progress, and concert tours are too much in one rut. I think a lot of people realize this. We're more able to experiment with music and just generally do lots more things that we've always wanted to do.

"You know, in order to do something new, you've got to cut something out, and touring was the thing we were getting the least satisfaction from, because it was getting too big. It was too many politics being attached to it, when all we really are was a pop group coming to sing to the fans. But it was getting into big political things all related to it, that you know, added up to the decision to stop it."

One reporter mentioned that there was a rumor that the Beatles were going to produce a new album with the "old Beatle sound." However, George denied the rumor, stating, "the Beatles have always been trying to progress with us. So all I can say is the next Beatle album is, well, we don't know. But whatever we do, we try our best."

Legalized Marijuana

Recently Harrison along with the other three Beatles signed a petition to the English Government urging the legalization of marijuana. The petition was also signed by 63 other British citizens and was addressed to the Home Secretary, Roy Jenkins. The advertisement appeared in a full-page story in the London Times. When asked about his reason for supporting the legalization of marijuana, Harrison said, "I think if somebody can go and buy a crate of
Get Around To The Great Motown Sound . . .

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Thrifty
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It's Happened . . . Aretha's Arrived . . .
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AVAILABLE AT YOUR
Thrifty
CUT RATE DRUG STORES
AND AT CUT RATE PRICES, TOO
FROM THE EDITOR...

What a hassle! BEAT reporters and photographers have been scouring the entire city attempting to gather photos and speech from Beadle George Harrison. As often happens, if you try hard enough you can do almost anything and the staff's extensive work has paid off.

Of course, you've already seen and read our efforts on page one but the next issue we'll have more photos and more words from Harrison.

Whether you dig or despise the hippies, unless you completely close your eyes, you cannot discount them. They are a fact. We've waited most of the summer, marking time and watching to see if they would increase, decrease, or drop off the face of the earth.

They chose to increase and we've decided to wait no longer. Our analysis of the hippie's beliefs, his life and his purpose are on pages six and seven.

So every so often, we feel that we must go out on a limb and take a stand. On page four you'll see what our view on censorship of popular records is and why we ask the burning question "Mom and dad — has it really changed that much since you stood where we stand?"

In less serious vein, we've seen our necks out and predicted that Bobbie Gentry and her self-penned "Ode To Billy Joe" will stand out as the most talked-about and played record of the year. So, we tracked Bobbie down and spoke to her at length over lunch. Read the interview on page six and find out what "Ode To Billy Joe" really means.

Louise Cricione

Monkees Hit In New York

NEW YORK — The Monkees were met by less-than-capacity audiences during their three-day stint at the Forest Hills Music Festival, but were nonetheless well received during their 45-minute program.

The three concerts drew 161,900, some 6,330 less than the tentative stadium's three-night capacity.

The Monkees sang, nuggest and kidded through their show which never let up in its intensity and variety. All of the group's hits were on the bill, including "I'm A Believer" and "Pleasant Valley Sunday," their latest smash.

One of the highlights of the fare came when Micky Dolenz did a takeoff on James Brown. Twice, Micky had faked out wrap his for a bit of a prostrate form in a blanket and escort him off the stage.

Despite the screams of hundreds of teenagers, the Monkees powerful amplification enabled the group to be heard by everyone.

The show also featured Lynn Randell and the Jimi Hendrix Experience.

TRENS Len and Dave

Petula Clark Tour

Petula Clark will travel throughout Canada for two weeks of concerts in late September following completion of "Finian's Rainbow" in which she is starring.

Sandle Shaw Film Mixed

LONDON — Plans for British singer Sandie Shaw to make her dramatic film debut sometime this autumn have been scrapped.

Her manager said a part had been found for Sandie, but when the final script was read it was decided that it was not suitable for her.

Three other film offers are being considered, but are not likely to start this year.

TRENS Len and Dave

TRENS Coming To U.S. Again

LONDON — A world-wide tour for the Tremeloes, who only recently returned from an American stint, is currently in the making.

The British group has been invited back to the States for three weeks starting November 6. This will be followed by a week of television and personal appearances in Hawaii and seven days in Latin America.

As a result of their tour of the U.S., the Tremeloes have been signed to do a Coca-Cola commercial for TV penned by two members of the group.
MAKING THE NEWS

BEACH BOYS FORM OWN RECORD CO.

LOS ANGELES—Capitol Records has agreed to produce any new Beach Boys' albums under their own label called Brothers Records. This new label will also produce records made by other artists.

This agreement indicates that the Beach Boys' contract with Capitol Records, which was not due to expire for a few years, has been changed to allow the Beach Boys more freedom.

The first record to be released under this new label is the Beach Boys' "Heroes and Villains."

Diamond Shines In New York

Neil Diamond will open in August at the famed club, "The Bitter End." Diamond is also planning on performing in Central Park under the new policy of summer entertainment in the park.

Recently Diamond has completed work on the Mike Douglas television show, and has also recorded a Coca Cola commercial. He is presently working on perfecting his stage act to include a wider range of material which will allow him more freedom of creativity.

SAM THE SHAM IN A NEW DEAL

Sam the Sham has signed a new contract with MGM Records for another three years. The contract also includes an option for the singer to star in two movies, also for MGM.

Hollies Nix Pop Tours

LONDON—It's no more package tours of Britain for the Hollies! Apparently fed up with the conventional pop screamers, the English group is planning instead, a series of "An Evening with the Hollies" throughout Britain's major cities.

In the words of group member Graham Nash, "I'm personally fed up with the screamers. We are putting a lot of effort into our work, and we believe the kind of people who go to concerts—as opposed to pop shows—would be prepared to listen to us quietly."

GAYE HITS ABOVE PAR

CLEVELAND—Marvin Gaye, a man who rarely combines business and pleasure, did so not long ago and came out a winner in both ways.

In Cleveland for a three day nightclub stint at Leo's Casino, Marvin put on a great entertainment show before record crowds. At the same time, however, Marvin decided to enter the 1967 Six City Holiday Open Golf Tournament just for recreation.

He emerged from the tournament with the first-place trophy to the utter amazement of his friends, including Barry Gordy, president of Motown Records.

Hey Mom & Dad—Has It Really Changed?

Crusading moralists are mounting their most determined campaign to date to censor pop music lyrics with the familiar battle cry that they are "going to pot."

A new wave of anti-pop music sentiment at a Time Magazine of several months ago is being spread through syndicated newspaper articles and the extreme censorship policies of some radio stations. One such story gleefully predicted that the movement to exclude all "objectionable records" from the air waves will become the practice within the near future.

Sight Beyond Nose

Censorship advocates charge that a lot of pop music contains dirty innuendos, references to the pleasures of drug taking and general, all-around sinfulness. The same people who find nothing objectionable in Cole Porter's "I Get No Kick From Cocaine" complain that Dylan's "Mr. Tambourine Man" is a reference to a New York junkie; that "Eight Miles High" by the Byrds is an "out and out LSD song;" and that the Rolling Stones' songs are all dirty—just look at them.

The moralists apparently have short memories. Assuming they weren't hermits as yet, they undoubtedly thrilled to the songs of the great Cole Porter, such as "Love For Sale"—love for sale/love that's new and still unspoiled/love that's only slightly used." And then there's "Whoopee." Or possibly they liked George Gershwin—just about every song in "Porgy and Bess" can be taken suggestively, or maybe they're modern enough to like Frank Sinatra—but would you say "The One That Got Away" a Very Good Year," or "Blues In The Night" are sweet mother and home material?

Vice Removed

No question the issue is a big one. The question you have to ask the moralists is simply "what do you think you will accomplish by banning records? Will sex and drugs then be removed from our lives?" There is only one logical answer, they certainly will not.

The moralists are putting the cart before the horse. Records are not the motivating factors in the lives of America's young people. They never have been. Records (like books and movies) are sometimes the times, they do not create the times. Songs about drugs were not written in a vacuum. The drug movement was an important facet of life in the Western world long before the Byrds and Bob Dylan arrived on the scene.

And sex was here, we would venture to say, long before the Stones dared to say anything about it.

If the moralists find something disgusting about modern music, they must also find something disgusting about modern life.

There is, of course, the theory that when the under-21's hear the

(Turn to Page 11)
A Fish Story

If you were born February 19 to March 20, you're under the twelfth sign of the Zodiac, Pisces—the fishes. You're governed by Neptune, your best day is Friday and your lucky number, four.

As a Pisces, you're ruled by emotion. You're inclined toward the spiritual and you're a dreamy romantic. You're dignified. And you've a penchant for the arts. Your color is light blue.

That's part of the Pisces tale, as told on Columbia's fascinating new LP The Astrology Album. There are eleven other signs in the Zodiac.

You were born under one of them, and this remarkable record reads your very own horoscope, to a way-out musical beat. It's fun.

It's informative. It'll tell you who, why and what you are. And what you should be. You'll learn which of the top stars shares your sign.

(Mickey Dolenz, George Harrison, Brian Jones and Mark Lindsay are all Pisces!)

The album is packaged with a huge, handsomely illustrated chart full of facts, fantasies and the birth dates of your favorite stars. Bring it to your next party. For the time of your life.

The Astrology Album on Columbia Records

It's the only one of its kind.
Bobbie Gentry Reveals Message Behind ‘Ode’

Who killed Billy Joe McAllister? Or did he jump? What was thrown off that bridge? And why? These are just some of the questions raised by a controversial new song called “Ode to Billy Joe” written by a young Southern girl, Bobbie Gentry. The record is unique, a narrative rather than a song, beautifully depicting life in a small southern town.

Life in the South is very different from life in California. The church was terribly important in our lives, in every Southerner’s life. It was in the church that I learned my music. First in the choir and then advancing to quartets and sextets.

“I had no real playmates as a child (she lived on a farm) and so the piano that we had became my best friend. I began to play when I was three or four, and I used to always try and play on the black keys because I remembered the lady who played in church always played on the black keys. It wasn’t until I later studied piano formally that I realized most hymns and gospel songs were written in minor keys.”

Southern Life

It is her ability to remember the details of Southern life and relate them in a song that has produced a work of the importance of “Ode to Billy Joe.” Her weaving of a mood and recreation of a situation is flawless. The deep tragedy of Billy Joe tempered with the normalcy of a family eating dinner is remarkably effective.

“The message of the song is to show how little people actually care about other people. How they can discuss this terrible thing calmly as they ask for more food. I wanted to show the casualness and the unawareness of people.”

Although there has been a great controversy over what they were throwing off the bridge, Bobbie negates this aspect of the song saying, “It is not really important what they are throwing off the bridge. The important thing is that people don’t really care what happens to another person. I don’t really know what they are throwing off the bridge, exactly. It is not important. The girl broke up with Billy Joe up on the bridge, so maybe it was some token of their relationship that they threw off the bridge. But it wasn’t a person and she didn’t push him. That becomes obvious if you listen to all the words in the song.”

Her parents didn’t know of the relationship because perhaps Billy Joe was of another religion, which would be very important to a Southern Baptist family, or maybe because he was from the wrong side of town, as the line ‘nothing ever comes to any good up on Choctaw Ridge’ suggests. At any rate, her parents weren’t aware of what was going on.

Does He Die?

“Only the preacher knows for sure what had happened, that she was with Billy Joe. I feel he would use that to get close to the family.”

The Mother wants the girl to marry the preacher, as do all good Southern Baptist families want their daughters to marry preachers. The same was true for me, whenever I would visit my grandparents, they would always have the preacher come to dinner, hoping that I would marry him.

“I never say for certain that Billy Joe is dead, only that he jumped. So it’s not necessarily suicide, but it certainly isn’t murder. Billy Joe was alone when he jumped.”

He jumped because things were too much for him, but the girl didn’t have any idea that he would do a thing like that. In the end, she sort of goes mad at the end, throwing flowers off the bridge, rather like in ‘Hamlet’.

No Pattern

“But I want to add that not all of my songs are sad or as deep as this one. Many of my songs are happy, in fact, most of the songs on my album are happy. They all deal with life in the South, but I don’t want to start a pattern.”

ORIENTAL RELIGIONS greatly influence the flower children whose doctrine is peace and love.

By Jacoba Atlas

SAN FRANCISCO – Five o’clock in the afternoon. The going home traffic already crowding the freeway to a frustrating halt.

The sounds of the busy day still echoing through the ears of the people in their cars. People looking forward to home, a cool drink, some television, any departure from the aggravating competition of the day.

A young girl, fresh from the road, walks into a section of the city ready to put all the city’s noises behind her, ready to commit herself to herself and not to the city.

She is 17, a runaway, one of the hundreds of young people who pour into San Francisco’s Haight-Ashbury district every day of this summer. They have come in search of a life that will give them more meaning and satisfaction than the one they left. Like some, she may find it for a while at least. Or like others who expected a Utopia, she may find only disillusionment and heartache.

The Hash-berry, as it is called by the papers, is already crowded with people. Hippies stand on street corners, lie down on sidewalks, stroll along the street. They are dressed in strange costumes that immediately give them an identity with the street.

Critics say they are uniforms. Indian head-dresses are worn, hand-loomed materials are made into dresses, flowers are everywhere.

By nightfall, she will find a home, or more likely a small space on a crowded floor, in a “commune.” She will become a part of the district, a statistic for Time magazine, another dilemma for the city fathers, and a constant source of irritation for her parents. But for the moment she feels like a pilgrim who has found Mecca.

American Dream

She has left the American Dream far behind, and entered into a world which preaches no negative doctrines, makes no demands, gives no edicts. The people on the street speak only about love, “trip,” other people.

Why young people are flocking to the Haight and streets like it across the world is a question every major publication has sought to answer.

The world’s preoccupation with the Hippie is amazing, but not surprising. The love generation scares the Establishment because it cannot understand what is happening, and this luck of understanding creates new fears.

In retaliation the mass media coins phrases to explain away the strangeness of this new culture. Almost as if to say the Hippies will be less of a threat to middle-class America if one can read about them in the Sunday supplement, the papers relate the love-ins, the pleasure-fairs, and the rock concerts with incredible regularity.

The Hippie movement is a world-wide happening. There are Hippie colonies in London, in Paris, in Amsterdam, in Madrid. Each country brings its own particular culture to the movement, but there is the common theme of love and peace.

There is hardly a section of the country that is not affected in some way by the Hippie culture. Psychedelic stores have opened everywhere. Psychedelic posters advertising everything from movies to restaurants have sprung up.

“Trips Festival”

The first “Trips Festival” organized in San Francisco by novelist Ken Kesey in early 1966 have since developed into the love-ins, be-ins, pleasure fairs throughout the country that have attracted everyone from movie-stars to high school teachers.

The middle-classes have eagerly embraced the light shows, and even Jacqueline Kennedy has purchased psychedelic colored boxes for her children.

Music is the communication for the Hippies, and the pop world has seen the influx of what is now called the “San Francisco Sound” or “psychedelic music.”

Groups such as the Jefferson Airplane, the Grateful Dead, Big Brother and the Holding Company are bringing the Haight to the world. Strobe lights create the illusion of “trips,” and this com-
What Does It Mean?

The Hippies also ignore race issues and to a great extent the Negro is excluded from hippie legal reality. This is not due to any hippie prejudice, but because the Negro does not see his place among the Hippies.

Anti-Intellectualism
Surprisingly, there is a creeping anti-intellectualism among Hippies. Education under the system is scorned, and only spontaneous knowledge is deemed worthwhile.

New Religion
Some Hippies have formed their own religious order called the Neo-American Church. This church bases its tenets on the Native American Church which is an Indian religious order that uses peyote as a part of its rituals. So far the courts have not recognized the Neo-American Church as being a legitimate part of the religious community and have refused to exempt its members from income tax restrictions on the use of peyote.

The Hippie has also discovered the Orient and the Near-Eastern Indian. Incense, oriental diets based on the ying and yang principles of masculine/feminine foods and yoga are studied and put into practice.

Indian chants and Egyptian prayers are also used to obtain mental "highs." One prayer is the Hindu chant, "Hare Krishna, Hare Krishna, Krishna Hare, Hare, Hare." This is repeated for twenty minutes. The continuous repetition of the proper words is said to produce a "high."

The Hippies' most disturbing trait is his passion for drugs. He seems unable to recognize the danger or else believes it to be a necessary risk to obtain what he wants.

"I know there is an enormous possibility of a bad trip, especially the more I take acid, but it's my mind, and my body. I consider it unimportant in relation to the mind-expanding experience of a good trip," said one in a typically fervent defense of LSD.

Doctors disagree. Recently UCLA Neuro-Psychiatric Institute published results of genetics and chromosome break-up (a process that happens when a person takes LSD). The results included horrifying cases of schizophrenia and malfunctioning.

There have been other casualties among the drug-taking hippies. Many have believed themselves to possess super-human powers and have taken leaps from high windows in the drug-induced belief that they could fly. Still others, reacting to acid with paranoia have committed suicide.

The Diggers
Sharing is the by-word of the Hippies, not charity. The Diggers, patterned after a group of 17th century English farmers who lived collectively, are a form of Hippie social work.

They have houses where newly arrived flower children can spend the night free of charge, and they also serve hot meals in parks. Outside San Francisco they operate two farms and run a store in the Haight where clothing is given away.

But many have declared the movement a transient one. And certainly this summer has seen the influx of many pseudo-hippie people into Haight-Ashbury. People who are looking for an easy road to freedom, a superficial escape from pressure, real and imagined.

Many old-time Hippies—people who believed in the love cosmology before it was immortalized by Scott McKenzie—are leaving the cities.

One old-time Hippie put it this way, "These young kids leave their parents' $50,000 homes and come to the city with no knowledge of how to take care of themselves. They're under-age, their parents are frantic, they have no idea of what life is about. They're even panhandling. Rebellion was something that was never done in the Haight before this summer."

Many of the older hippies are moving out to the countryside. Divided into self-proclaimed tribes, they leave the city and its restrictions to find a more comfortable way of life outside the glare of publicity.

Trying To Live
The sincere Hippie is only trying to live, he is not trying to make the cover of Newsweek magazine. In the countryside he is escaping from the watchful eye of the news media, the restrictions of the police, and an influx of the teen-age summer hippies.

The Hippie has been called everything from a degenerate to a saint. One sociologist says the Hippies are an important contribution to the betterment of society as a whole.

"The hippies are a barometer of our sick society. They are drop-outs who are turned off by war, poverty, political phoniness and the 'game' they see around them."

But San Francisco columnist Dick Nolan sees them differently. "The world is the slob world, comprising society's sad sack, trampling around in Halloween costumes, reciting slogans as meaningless as their barren lives. They are pitiful," Nolan writes.

Pitiful or admirable, the hippies may have provided, in their own unorthodox way, a service to mankind.

They have awakened some of the complacent to a growing need within our culture to redefine our values. To redefine what is meant by success, what is meant by failure.
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TWO BIG SHOWS
8:30
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BY THE SEA
CHEETAH

'best under the sun'

baby, turn on a tan!

BULLETIN

A large hairy creature has been reported stalking and lurking on the streets of greater Los Angeles and Hollywood. It has been identified as the "KRLApe."

The creature is part of a massive promotion launched by Dick Morland and Associates to promote the successful image of KRLA and its 21 SOLID ROCKS album entitled "Son Of KRLA."

The Ape will participate in a motorcade — with trimmings — on Sunset Strip at an undisclosed time. Beware... the KRLApe is here!

who is
FRED PAUL

BACKSTAGE AT SHEBANG, Casey Kasem and Gypsy Boots crack up over pictures of Gypsy at the Monterey Pop Festival.

ICE HOUSE GLENDALE
George Sharp
Hypnotist
Ends August 13

Ends August 13
Hearts & Flowers
with their hit
"Rock 'n Roll Gypsies"
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"Elusive Butterfly of Love" with
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—and—
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GROOVE-IN 4 P.M.
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$500.00 GRAND PRIZE
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WED. — FASHION SHOW

And That's the Word-in-Hollywood
JOHN GARY PUTS CHARM INTO YOUR SUMMER VACATION
Young Stuff—the Heirs to Herman's Pop Throne??

So you want to be a rock and roll star. Most people do, but few get the opportunity of having a producer from a large record company discover your unknown talent. Just such a phenomenal thing has happened to three young men from Southern California. While playing at their usual high school dancenight one night, Ken Handler from Canterbury records heard them and his words “flipped.”

“I feel there’s a need right now for a young group, to appeal primarily to the teenybopper audience. This group will fulfill that need.”

The group is called the Young Stuff and is composed of two twin brothers and their friend from high school. They are all accomplished musicians: Jon Tulius is 17 and plays the drums, his brother Tom plays lead guitar while Terry Waters plays rhythm guitar.

Their image is that of three young urbanites, the type of young people who are enjoying what they are doing. When Handler first approached the group, they thought it was some sort of joke. Tom laughed, “We thought he was nuts, we just paid no attention to him. But after a few days they decided they had nothing to lose by trying, and the rest of the time has been spent constantly working on their sound, their performance and their image!

Talk Money

What do these boys do when they’re not working? It was a little difficult to get any straight answer out of them. Tom offered some suggestions of what they did with their time off, “we cruise around a lot and let people groove on us.”

Terry added that they like to go into department stores and when people criticize their long hair or strange clothes, they reply by saying they’re rich. Does this work? “We just have to talk about money, and the people shut up, unless they tell us it’s too bad we can’t afford hair cuts.”

Along with promoting their image of happy young men, they stressed that they were not part of the Sunset Strip scene. Terry answered, “we don’t put down hippies, we’re not of that crowd.” Tom added, “I like light shows and things like that because they’re strange, but I wouldn’t want to play it in one.”

They want rather material things for their future, no long philosophical discussions for them. Jon wanted to get enough money together to buy his parents a house in Greenbelt. Mostly they just wanted to talk about girls, girls and more girls.

Handler says that he has never handled a group more willing to work and learn the business. The Young Stuff tended to pull down some groups who have everything handed to them, who isn’t committed to their music. They do all their own arrangements, and although their new single “Poor Boy” is not their own composition they plan to record their own material in the future.

Poor Boy

“Poor Boy” is the culmination of weeks of work. It is a straight rock song about an old man who can’t afford his girl friend. The group feels that a lot of teen-age people who are singing about, and the girls who feel sympathetic.

The song states, “I know its hard times but that is no longer true for Tom, Jon and Terry. They are the lucky ones, who were “discovered” in the best Hollywood tradition and are now working very hard to live up to the trust the record company and their producer have shown in them.

The future includes radio spots, television appearances and a tour through the Mid-West. An album will be finished in September, and from there, the group, under the guidance of Ken Handler, will play by ear.
The Best On Record!

Three Instrumental Blockbusters

Now Available At:
MONTGOMERY WARD DEPARTMENT STORES
Twenty years ago it was Judy Garland with "Over The Rainbow"

Ten years ago it was Elvis Presley with "Heartbreak Hotel"

TODAY IT IS TONY BRUNO WITH "SMALL TOWN BRING DOWN"

"Gotta Fill Myself With More Than Home Made Pie"
Alpert Heads The C/F Charity Drive

Herb Alpert has accepted the post of Honorary Campaign Chairman for the Cystic Fibrosis Foundation's "Young People's Walk-In," to raise $50,000 dollars in Los Angeles, Ventura and Orange Counties. Announcement of the appointment for the annual fundraising drive was made by the Foundation's Film Industry Campaign Chairman, Ben Gazzara.

Alpert will spearhead a campaign to raise charitable funds through a door-to-door solicitation September 9 and 10. It is estimated that 10,000 young people between the ages of 18 and 25 will join the Walk-In.

Commenting on the special fund raising effort, Alpert stated, "It gives me great pleasure to head this campaign for Cystic Fibrosis. It provides an opportunity for the young people of Los Angeles to demonstrate their importance to our community in this particular area of social responsibility. I am confident, they will respond eagerly to a call for help from the thousands of young C/F victims."

Those joining the Walk-In, Alpert advised, will be invited, free of charge to a special C/F "Op-Hop" at the Hollywood Palladium, Sunday evening, September 10. The "Op-Hop," featuring many popular recording and stage performers, will be staged by Casey Kasem, Chairman of the show and dance. Kasem, KRLA's popular disc-jockey, will also emcee the star-studded performance.

Funds raised by the young adults will be used to help support the Cystic Fibrosis Foundation's two medical centers in Los Angeles, located at UCLA and Children's Hospital. Cystic Fibrosis, a genetic children's disease for which there is no known cure, affects a child born every two hours.

Those wishing to join the Walk-In may do so by telephoning the Cystic Fibrosis Foundation in Beverly Hills: 275-1660.

KRLA NIGHT AT THE BOWL

The Lovin' Spoonful and Simon and Garfunkel packed the Hollywood Bowl with fans eager to hear these two unusual acts with their varied and different sounds.

Simon and Garfunkel who opened the evening sang in their usual beautiful harmony and impressed the audience so, they received a standing ovation.

The Lovin' Spoonful appeared next, and sang for the first time with their new member Jerry Yester, brother of Association member Jim Yester. Jerry who has flaming red hair was an excellent addition to the foursome, and those fans who were unhappy over the departure of Zal Yanovsky were completely won over.

JERRY YESTER, brother of Association member Jim Yester, replaced Zal Yanovsky who said he had grown "bored" with the Lovin' Spoonful.

KRLA's CASEY KASEM has been chosen as Chairman of the giant star-studded Cystic Fibrosis "Op-Hop" to be held at the Hollywood Palladium, Sunday evening, September 10th. The show and dance will climax the C/F "Young People's Walk-In" - a two-day door-to-door effort to raise $50,000 for support of the two C/F medical centers in Los Angeles.

All those joining the September 9th and 10th Walk In will be the guests of Casey at the "Op-Hop" that Sunday evening. You can help yourself to the FREE evening of fun and entertainment and put yourself in the running for some fantastic prizes (such as a Suzuki motorcycle, a Munoz stereo-pack and more) and help the C/F children all at the same time. Just call 275-1660 and find out how you can join. Do it right now and tell 'em Casey told you to call... he'll be looking for you at the "Op-Hop."

Pick me up NOW at your local record emporium

The Lovin' Spoonful

JERRY YESTER, brother of Association member Jim Yester, replaced Zal Yanovsky who said he had grown "bored" with the Lovin' Spoonful.

PAUL SIMON performed his own compositions at KRLA night at the Hollywood Bowl.
TOFRAN: Our floor has a hole, Our windows need oil, The smoke came thru both, And interrupted our sleuth. With Love

Now you drive me!!
H.B. Soupplains

Nelda Glick is watching us
"Shades of Sound - BOSS"

"Pandora Forever" God isn’t dead — HE’S just in different places

Love Birthday Janie, Micky
I love Joey — I really do!
The Monkees only ape the Beatles!!!

BOB BARTHEL, WHERE ARE YOU?! WHAT’S HAPPENED????

PLEASE WRITE — Loretta
Beatus are love — Burbs ‘n a spiece

MIKE — PLEASE

SONNY & CHER POSTERS
11½ x 14½ — $1.00 each postpaid... Seper Co. 2573 Tendilla, Wood- linds, California 91364

Joy, my flower child, play "Painted Doll" and remember the love I have for you, Bobby.

Happy Birthday to Dave DeFosse, Jim Bunnell, and Jim Burdine of the INRiODES.

Happy BIRTHDAY WEDDING ANNIVERSARY, JOHN LENNON!!!

Happy Birthday ZAK STARR!!
MIKE... is it love?

Beatle Fans: Come to cherish memories... August 28th 8:30 P.M., Dodger Stadium
I love ‘em Paul McCartney
Be my Rock! You Too!!!

"Mature music appreciators appreciate the Beatles."

"John Lennon: What more can I say?"
Joe Lucas drinks Kool-aid, Monkees forever!!!

To Peter Tork... I was made to love you... Sharon

Formality breeds distrust, but THE KOLLEKTORS from Greenwich Village love you.

Paul —
Happy 18th Year Your Fren’ Deb

Oriental cool — George Harrison

REACH COSMIC AWARENESS without drugs save man kind from destruction. Write for free booklet, "Cosmic Awareness Speaks," Organization of Awareness, Box 115E, Olympia, Washington.

SLEEP-LEARNING, self-hypno- nosis, details, strange catalog free! Autohypnosis Box 51-26, Olympia, Washington.

Now you drive me!!
H.B. Soupplains

Nelda Glick is watching us
"Shades of Sound — BOSS"

THE ROBBS NATIONAL FAN CLUB
Write: P. O. Box 350
Beverly Hills, California 90213

SKY SAXON — Happy Birthday! Charley’s girls: Jan & Sandee
DAVEY DOES...
Liverpool Five Fan Club, Write: 15068 N.E. 13th, Bellevue, Washington
Jim Fair is great! Bruce of the Revelles is funny BEATTLES RULE!!!
Leader of the Buckingham’s lives forever, Chicago Loves You.
Monkee AND Beatles forever Dan, You’re a groove — Carol
Mick Jagger — Happy Birthday All Our Love, Alyn & Maureen
Monkee people are barely DUMB! Beate people are SMART, Beautiful, Strapped Great — etc., etc., etc.
Happy Birthday Barb — July 22!!
HAPPY BIRTHDAY SKY Levite Rules
THE HARD TIMES RULE!!
Equal time for Groovy Monkee Normandy Bombsite — What? GEORGE HARRISON HAS STAR QUALITY!!
Psychodelic Invasion is great!
Happy Birthday Rick Huxley & Denis Payton — Love Nancy and Sandy
DAVE CLARK has what it takes
Denis Payton and Dave Clark!
HAPPY BIRTHDAY PAUL
from Steve
JOE, LUCAS DROP DEAD!!!
Happy belated from London, Joni — Lots of Love — Jim Cook
CRYINGTIME IS COMING August 28th — Beatus we love you
We hear visions of success — Fans of the
LOOKING GLASSES
Phyllis Welcome Back — Lorne
See better through the LOOKING GLASSES
Seattle has the finest CITY ZU in the world! (Naturally)
Gandalf Grooves
T.C. ATLANTIC, TWIN CITIES BAND REALLY HAVE IT!

"Mona" "Shake" — Rick
Debbie Wyres LOVES Jim Pilster... Always
Hippi Luvs Mike
Bee Bang

GEORGE HARRISON — WOW!!!
Beattles Disintegrate — Monkees Groove
Steve — I love you
"Frank Sinatra" Janet from "Philthy"
KOREN GAULD

are Psychadelic
Lenore Loves Tom Courtenay and the Beatles and the Cubs.
BEATTLES SHALL STAY ON SNAILS, BUT MONKEE FANS EAT THEM!!!

TO WAIT: The doll was a joke, your curiosity to provoke, But we want you to know, No pins do we throw.

BARBARA LOVES GARY AND SPOCK!
University of Nebraska, Runnables, Coachmen, Bumbles RATE! Girl named SAM
Is Bjorn McCulloch in?
Andree has soul! — Bon
LIVERPOOL FIVE — Did your amplifiers really
"Stay stung by the Bee Gees? Join their new fan club! Exclusive photos which were never printed anywhere before are offered to members only! For information write to: The Bee Gees Clan c/o Cathy Dakin 1170 Ocean Parkway Brooklyn, New York 11230
RYDER RIDES 4EVER!
Billy Lewis is fine
Bari — Cherryheid.
Wesston Loves Sunnysnuff
Happy Birthday Carig Robb... Karen
Happy Birthday Deddie
Monkee Star Forever! Luvs, Firease "RINGO FOR PRESIDENT"
Happy Birthday David Crosby! — Linda
— Bobby — "Painted Doll" for you alone. I love your flower child.
WANTED: Negatives of photos taken of Monkees in concert. Can buy or will return if requested.
Sandy Sue
1111 Wassen Ave. S.W. Roncevaux, Va. 2015
BEETLE People grow up!

"The Museum"
Rick McWilliams rules!
Handsome is:
Ricky, Tom, Doug — Fang
Dave Clark Says
"Hi Rick Williams"
Rick luvs CHANCES R — Peanut shell
Doug — Alligators Swat out of the eye
BEATLES AND LOVE forever

Happy Birthday Keith Allison — Cathy
HAPPY BIRTHDAY SKY
Joyce — didder, didder and happy 15th birthday — Julie
Happy HELATED BIRTHDAY to Cris Donahoo in Maryland someone you know.
BLOW YOUR MIND with "Mrs. Griffith" by THE RUBBER MAZE — call request lines NOW.
Tandy is bitchin’ Barbara
Happy Birthday Jackie — Love the Scamp
We’re behind you Paul — you’re still the Grooviest
Dena Kumitake — Happy Birthday — Judy
" Mick Jagger is..."
Queen Shaz and Project Hill
F . L . G . I miss you — your D’ Blackwood Conspiracy Wishes Karen Happy Birthday
Come—August 28, Dodger Stadium, BEATLES

NATIONAL TOP 25 SINGLES
1. ALL YOU NEED IS LOVE... Beatles
2. LIGHT MY FIRE... Doors
3. I WAS MADE TO LOVE HER... Stevie Wonder
4. PLEASANT VALLEY SUNDAY... The Byrds
5. WHITE SHADE OF PALE... Procol Harum
6. WHITE RABBIT... Jefferson Airplane
7. MERCY, MERCY, MERCY... Bucknhamas
8. GIRL LIKE YOU... Young Rascals
9. SILENCE IS GOLDEN... Turtles
10. CARRIE-ANNE... Hollies
11. BABY I LOVE YOU... Aretha Franklin
12. CAN’T TAKE MY EYES OFF OF YOU... Frankie Valli
13. WINDY... Association
14. JACKSON... The Jackson 5
15. WORDS... Monkees
16. MY MAMMY... Happenings
17. SOUL FINGER... Bar-Kays
18. HEROES AND VILLAINS... Beach Boys
19. MORE LOVE... The Righteous Brothers
20. I TAKE IT BACK... Sandy Posey
21. COLD SWEAT... James Brown
22. THANK THE LORD FOR THE NIGHT TIME... Neil Diamond
23. SOCIETY’S CHILD... Janis Ian
24. COME GO WITH MY BOAT... Minor Moments
25. TESTIFY... Parlemens

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RECORDS FREE FROM RC®
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in RC® Cola

while you swing to your favorite stars!
RC and music, perfect partners for the
perfect lift

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with 6 cork liners or
seals from R.C. bottle
caps over 100 Capitol
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What’s more, you choose from top albums by today’s biggest stars, including the Beatles, David
McCallum, Frank Sinatra, Lou Rawls, Buck Owens, Petula Clark, the Outsiders, Nancy Wilson, Dean
Martin, Sonny James, the Beach Boys and many others.