

Official WHO Fan Club  
(Chicago Branch)  
2410 South Springfield Avenue  
Chicago, Illinois 60623

NEWSLETTER—SPRING, 1968

Hello everyone!

The new WHO single "CALL ME LIGHTENING"/"Dr. Jeckyll & Mr. Hyde" is now out, and I'm happy to say selling well and making it in the charts all over the country. So, let's all keep promoting it, and for heavens sake, if you haven't bought it, get out and get it!!!!

PETE TOMASHEW WRITES FROM HOLLYWOOD

After San Francisco we went directly to Vancouver in Canada. The trip was made by coach and took three days. The bus, however, is one we hire ourselves and is fitted with beds and all modern conveniences—like beer and Scotch and comics and numerous back copies of Playboy to help us while away the hours.

Luckily heaven and Kit Lambert (Who co-manager) intervened and arranged a week's press and recording work in Los Angeles. We have lots of friends in L.A. and heard that the Cream, Animals, and Ritchie Havens were playing at various night spots in town.

Unfortunately, we proved to be so busy that there was little time to get to see any of them.

We made vague contact via friends. I did bump into Vic Briggs of the Animals at Ritchie's press opening at the Troubadour Club (I was too late to see Ritchie play). Keith also bumped into him at the Whiskey A-Go-Go, but that's another story!

When in Los Angeles we normally stay at the Beverly Hills Hilton Hotel. This time, owing to reduced finances (Decca Records were footing the bill), we stayed somewhere more modest. Lucky for Decca! Last time we stayed at the Hilton, the bill was \$1,500 for a few days. Pop goes the weasel!

Our first job was to finish our latest recording "Call Me Lightning". We recorded a trial tape in England and finished it in Gold Star recording studios in Hollywood.

They have an echo chamber there which must be the cleanest, deepest sounding in the world—like Grand Canyon or something. It has been used by Phil Spector on many of his productions. Most of the Righteous Brothers hits "River Deep, Mountain High" and much early Chiffons work is recognisable for its deep resounding reverberation.

Jim Hilton is our engineer there, and he's extremely helpful and good tempered. A lot has been said about the different merits of British and American studios, but as we record more and more it becomes clear that a lot depends on the engineer.

Glynn Johns, for example, who engineers Small Faces hits, achieves a characteristic "tight" sound wherever he works. The Bee Gees, ourselves and many other groups are engineered by Dameron at ITC studios.

Our second recording project in Los Angeles was the recording of a song



called "Little Billy". This is a jingle, similar to "Olorono" on our last album. It is planned for use by the American Cancer Society on U.S. radio stations. The song dissuades youngsters from taking up smoking.

Americans will hear a lot of it because the American Government has granted the society as much air time to dissuade people from smoking cigarettes as there is time to persuade them to buy them. If it does well it could be released on a future album or single.

In order to amuse ourselves and get our "boats" on celluloid into the bargain we decided to make a funny film. It was meant to be something like the plug we did for "Happy Jack" everyone playing robbers.

We found an old deserted warehouse in Hollywood and overcome resistance from the officious watchman by putting money in his hand. It looked very much like the factory used in the closing scenes of the "Ipcress File". Subsequently our funny film turned out rather macabre.

The director was a brilliant young man who recently made a much praised short film for Jimi Hendrix. He really deserves all the plugs he can get. Unfortunately, I've forgotten his name.

Next on the menu was Decca Records press reception for us at the lush, expensive, fabulous, overwhelming Beverly Hills Hilton. Decca never let us forget it.

Next door to us was another absurd get-together. A party of "Shriners" were celebrating something (they are similar to England's Freemasons) and were all wearing little red turbans.

As we walked through one of them said: "Keep America beautiful--cut your hair". We suggested America would benefit in beauty if they took off their stupid hats. Oh dear. Trouble.

Actually, after a few beers they were very much like anyone else. Drunk.

Our reception was a success. If only for the fact that all the Who arrived.

Our stateside publicist Henry Rogers took us to the Factory. It really is an amazing discotheque. It was, as the name implies, a factory. It's huge inside, covering over the size of an average British dance hall. It still uses the old freight life, and chandeliers hang from the girdered ceiling. Despite this it is homely and typically Hollywood in every way. A far cry from Traffic's cottage in the country.

Traffic's latest album delighted all us Whas, and we were disappointed when Dave Mason left to go solo. However, we just heard his latest release and, with any luck, it will be a big hit for him. Traffic's new single also is a sensation. If it gets to the top five I'll take back everything I said about England's young marrieds.

Our road manager, Plum, must be their greatest fan, and spends most of his spare time with their equipment man, Albert. A horrific pair!

The last thing we did in L.A. before we left Canada was to visit music's greatest fans, B. Mitchell Reed and Ed Mitchell at their new underground radio station, KROQ-FM in Pasadena.

We were amazed to find that the studio is really underground, under a church, in fact. The atmosphere in the studio was fantastic, progressive pop, rock 'n' roll and blues pouring out over L.A. John Cage records even!

B. Mitchell wasn't expecting us, but all the same he stopped the show to give us an airing. Unfortunately, L.A.'s powerful police force is out to crush the hippy movement in that area. They have already closed down great clubs and there are

rumours that one of the finest, the Whiskey A-Go-Go, is soon to go. Next stop is Canada. The whole of March and some of April has yet to pass and we are all homesick.

HOPES!

I hope that you all got to see the Who some time during this past tour. As always, I've heard it's so far been very successful.

RUMOURS

They say the Who will soon release a new L.P. called "The Who's Greatest Flops". Of course, this will consist of hits in the U.K., but because of an uninterested record company and lack of air exposure were flops here in the States, until "Happy Jack".

REMINDERS

Pictures, etc. advertised in the previous newsletters are no longer available, until future notice.

And too, I must ask again, if you write to me and would like a reply please enclose a self-addressed stamped reply envelope. Thanks!

BYE

So, until next time, I'll say bye for now and remember .....

Think WHO!!!!!!

Linda