One of the best of the newer groups is the Mama's and the Papa's. Along with Simon and Garfunkel, the second top group to attain their initial popularity in Boston, the striking quartet hails from the West Coast. Both the "Sound of Silence" and "California Dreamin," the initial records for the two groups, became hits in Boston two months before they did in the majority of the country. The "Sound," an October number, was Boston's hit number one in the nation in January and is one of 1966's five million-sellers along with "We Can Work It Out," "Lightning Strikes," "Ballad of the Green Berets," and "These Boots Are Made For Walkin';" "California Dreamin;" a January hit in Boston, is still number sixteen nationally after hitting a peak of four.

Potential required

Most stations won't play a song unless it demonstrates sales potential, either by selling in a major market or by being by a name group. Thus generally a new song by a well-known group will break everywhere at the same time (an exception is when stations try to predict the group's next single in advance by picking the best cut on an album). Often songs by new groups will break out very early in the group's home area. Examples of this are "Time Won't Let Me" by the Outlaws in California and "The Chester" by Bob Kuban and the Cheaters in St. Louis. Another prime factor in where records break is that certain cities are favorable markets for certain types of music. The pre-rock college record buyers in Boston were seen as the type who would be most likely to go for the "Sounds of Silence" and "California Dreamin;" thus they were released here first. The rest of the nation jumped on the bandwagon only after they became hits here.

Dirty Water

Along these lines, I am at a loss to explain the behavior of the Stansell's "Dirty Water." The song describes nocturnal activities along Boston's Charles River. It was naturally released first in Boston and received five weeks of concentrated airplay by Arnie Ginsberg, but it was a tremendous flop here. However, it is currently number two in Miami, Florida, and Columbus, Ohio. The Mamas and the Papa's newest single, "Monday, Monday," the story of a man who hates Mondays because that was the day he lost his girl, shows signs of being one of the year's biggest hits. It has immediately hit the top ten in Philadelphia, Syracuse, and Los Angeles.

East Campus dance held in Talbot Lounge tonight

As a result of a recent poll, the East Campus Social Council will hold an acquaintances dance in Talbot Lounge. East Campus is extending an open invitation to all MIT secretaries and students (including graduate students). This dance will take place at 8 pm Friday in East Campus' Talbot Lounge, which is located behind Walker Memorial. Admission is free for girls and $1 for men.

THE M.I.T. GILBERT AND SULLIVAN SOCIETY is proud to announce its production of "THE PIRATES OF PENZANCE" or "THE SLAVE OF DUTY"

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Directed by Nancy Ellen Fitch, Musical Direction by John M. Rainier, Conducted by William Greenman.

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THE TECH
FRIDAY, APRIL 15, 1966

[Image of a page from a newspaper, with ads and articles related to music, events, and product promotions.]