A recent and very important development in pop music is the development of 'underground groups'. These groups, such as the Butterfield Blues Band, the Fugs, and the Mothers of Invention, whose music generally appeals to college-age people as opposed to rock 'n' rollers, find that their material does not fit in with that of most radio stations and thus they must rely on personal appearance and word of mouth to push their product. A prime breeding ground for such groups are coffeehouses in major cities like Boston's Unicorn. These groups generally do well in album sales without even bothered to release singles, which are more dependent on airplay than are albums.

**Underground groups**

Another category of 'undertown' groups are the very talented groups who have failed to catch on with the record buying public for some reason. Among these are Jefferson Airplane, the Blues Project, and the Butterfield Blues Band. Their material is sizable and they have released both singles and albums. However, their music is too good to appeal to the teeny-boppers who buy most of the singles, and so their albums sell and they don't get airplay. They rely on college house performance and word of mouth to make themselves known to college students who buy their albums.

Jefferson Airplane's amplified blues is one of the most popular groups. The Butterfield Blues Band made itself known to the music world at the 1965 Newport Folk Festival. Their loudly amplified blues was better received there than on 1955 rock 'n' roll charts. However this combination of good rock 'n' roll with random notes on the back of their second album, their major purpose is to put across so blues purist can fail to recognize Butterfield's harmonica is the group's trademark, lead guitarist Paul Butterfield's amplified blues is better appreciated in the folk scene. They introduced themselves to Boston's college crowd in a very popular run at the Unicorn in the fall of 1965. Since then two albums have come out and both have made Bibbo's list in Billboard's 150 best sellers; their current one, "East-West," featuring two long instrumental numbers, "The Work Song" like Herb Alpert's "Lonely Avenue," never sold as well as their first album. Their unusual topics, instrumentals gives them something of a clean humor, humorous because of the unusual topics, instrumentation, and method of presentation. However, drastically gone must rely on coffeehouses in major cities like Boston's Unicorn. These groups generally do well in album sales without even bothered to release singles, which are more dependent on airplay than are albums.