

The Times

The Heeey Baby Days of Beach Music: The Memories and the Music

By Meredith Carter

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A well-researched paean to 1960s Southern soul music, “The Heeey Baby Days of Beach Music: The Memories and the Music” is a challenge to read — literally. Standing almost one foot tall, stretching about a yard when its 552 pages are opened and weighing a bicep-bending 10 pounds, “Heeey Baby Days” could have a shot at shattering a Guinness record. (Think coffee table casual, not bathroom reader.) Still, with its lushly-illustrated pages and exhaustive research, “Heeey Baby” is worth the extra elbow grease.

Author Greg Haynes devotes much of his first book to waxing nostalgic about his years as a party-happy young band promoter in southern Georgia. Haynes fills the book’s second half with research and factoids about popular and lesser-known ’60s soul bands. He critiques bands from the Carolina shores to the Louisiana bayou and Mississippi swamps to sunny Florida, devoting entire chapters to groups from each state. Included are photographs, song lyrics, interesting factoids and commentary from local musicians and historians. Haynes also includes two CDs of vintage recordings and a CD featuring a listing of the era’s active bands.

The book, which retails for \$59.95, is available for purchase at Barnes & Noble in Myrtle Beach and Paige Sawyer Photography in Georgetown. In addition, “Heeey Baby” comes with 12 CDs filled with performances by ’60s groups.

Exhaustively researched and fun (if cumbersome) to read, “Heeey Baby Days” is a must-have for beach music enthusiasts or anyone who appreciates swell tunes.