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## *The* Heeey Baby Days OF BEACH MUSIC

Stories and Remembrances of a Southern Music Genre GREG HAYNES



*The memories & the music*  
A RARE READS PUBLICATION

# The Heeey Baby Days OF BEACH MUSIC

Stories and Remembrances of a Southern Music Genre by GREG HAYNES



## The memories & The music

In late 2001, after spending over 30 years reminiscing about those years he had as a band promoter in the late 1960s, Greg Haynes realized that if some-one didn't make a permanent record of the unforgettable music, times, and events of those days in the Southeast, the memories would be lost forever.

During "The Heeey Baby Days of Beach Music", scores of bands sprung up all over the Southeast, each imitating the big, highly danceable R&B sounds coming from record labels such as Motown, Atlantic, Chess, and others. And although these bands, which were largely white, covered the top hits of the day, they did it their way — with big brass sounds that created a party atmosphere you just had to dance to. They drove their unairconditioned station wagons and Flexible buses all over the Southeast, making unforgettable parties in auditoriums, national guard armories, fraternity houses, and beach clubs. Many wrote and recorded their own original tunes. Some went on to fame and fortune. Some returned to "civilian" lives as dentists, salesmen, brokers, doctors, and Indian chiefs. Some still make parties today. None have lost their passion for the music they made back in the '60s.

"The Heeey Baby Days of Beach Music" is the first book written by Greg Haynes. Greg's original intent was to focus primarily on just the bands and performers with which he had a direct connection in the '60s either as a promoter, booking agent, or party participant. Curiosity and interest segued into an exploration/undertaking that became this "Stories and Remembrances of a Southern Music Genre".

The book was designed as a coffee table publication and contains 552 tabloid size pages. The book includes an Index, Band Directories, approximately 800 treasured images, and 2 CDs of rare and collectable tracks.

We invite you to to relive the memories and the music of your favorite era - an era some may refer to as "The Heeey Baby Days of Beach Music."

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