

FROM THE VAULTS: PHILLIPS: ZODIAC: FESTIVAL: CHART: INFINITY  
geneology: **gene pierson**

... an actor. He has spent two years at a Sydney drama school and now has private lessons with an Auckland teacher. But he won't become a professional actor for some time yet . . . he hasn't the time!



There is little in Australian music that Gene Pierson hasn't involved himself in; and there is little that he has attempted that has not yielded success.

**Gene understands the vibrancy, the unpredictability and the huge potential of not just the music market but the burgeoning genre of New Age, Ambient, Indigenous, and World music.**

Over the past thirty five years Gene has touched so many bases in the Australian music and entertainment industry that he has emerged as one of its savviest, most consistent and most respected principals.



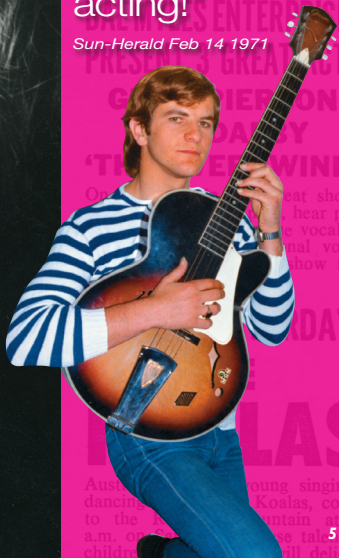
# Gene Pierson





“If I don’t become a film producer I’ll become a Prime Minister. After all, it’s all to do with acting!”

Sun-Herald Feb 14 1971



Australian young singing dancing Koalas, com to the contain at a.m. on use talkie childr will deli



**Pop Life: it's a boy thing**



**In the beginning: Gene Pierson & The Inturns:**  
L to R: Peter, Graham, Gene, the bass player and  
Richard 1965 Kings Cross

**Life as a 'Pop' Star: Don't ever let a chance pass you by...**



POP-SINGER HIGH ON NEW ZEALAND'S TOP  
TEN LIST, WANTS TO BE AN ACTOR, BUT  
**singing takes up all his time!**







Beginning as a performer on Bandstand, Gene has been active as a talent booker, television presenter, rock journalist, actor, record company owner, music publisher, conceptualist, record producer, A&R director, artist manager, field recording engineer, and international promoter of Australian talent and music.

I am a 17yr old teenager who is a great fan of "The Groove" and I have been out, a lot of other here in Auckland agree with me.

I was very proud to have GENE PIERSON of "The Groove" reach the 21 year old mark recently from himself over his resident s Hauraki's here in Auckland appeared in dances in Auckland, and wherever he has a Fan Club with in my record "L... made a great and I'm s record which a couple of June" and Me".

I've met quite a few very very always read I know that catered to his and is think He even read as I saw usually don any singer honestly "has got to heard. So possible that Gene on the "The Groove his fans will create it. I "Larry's R Avengers" have Gene you don't th ed anything told you is I hope the Gene Pier

or "The Groove" that you could please write and tell

ASAP

# GENE PIERSON — ARTIST OF ALL MEDIA

I buy "Groove" regularly and especially love the Gene Pierson columns, Avengers and Fourmyula articles. I also think it a very good idea to start publishing articles well out for the Fourmyula articles. Pierson's won-



regular per-er-friendly, ight efforts gnition, and bership has b secs don't d how about

igs and Di-o and agree is also very

Gene Pier- until I saw too much. I ealand at out him. He about him. I if you please ould you tell

gazine for a in June, yet piece of in- ted Minds' ou printed a

Auckland. rson on the

I like to say small photo eciated both ou will do a

only heard Better luck for the pic-

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 COLLARBY PLATEAU, 2098

### FAN CLUB

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 9 Keith Street,  
 PEAKHURST, 2210

**ALL PHOTOGRAPHY**  
 Phillip Morris  
 Co-Set Photographer  
 7 Myrtle Street,  
 CROWS NEST, 2065

ON GENE PIERSON'S  
 FIRST WORLD TOUR OF  
 13 COUNTRIES — COMMENCING  
 FEB 13 '71 GENE TRAVELS

QANTAS  
 AUSTRALIA'S OWN ROUND  
 THE WORLD AIRLINE.

GENE PIERSON AUSTRALIA'S TOP ARTIST OF ALL MEDIA

Saturday at 5 and 8 p.m.

Back in Auckland for

... present ever, I also agree with what Gene says in "Pop Speak Out". I hope it won't be too long before we see him on the

on the cover to buy more ie with Gene. would buy it ne.

red names, would be the Gene

Friday 20/10/67.

Dear Gene,

Hi how are you. I hope you're  
feeling well.

I thought you had gone to England,  
I was dying for a letter off you and a  
photograph.

I wish I could see you again, I really miss  
you.

By the way I want to join your "fan club,"  
send me the details.

Warilla is terrible there's never anything to do,  
but were moving to Wollongong  
Christmas as my parents don't  
either.

I'm not as good as your  
but I'm trying. I must be  
bit of a bore, so you  
read anymore if you don't  
the idea of your fan



on the radio,  
no kidding  
this photograph  
it"  
Love

*By subscription*

MR GENE PIERSON

LOT "C" QUARRY ROAD

BOSLEY PARK

2164



# GENE PIERSON

In 1969 Gene Pierson, 22 year old Swiss born ex-Australian, returned to Australia from New Zealand and, with chart smashes such as "I Ain't No Miracle Worker", "Reach Out" and "See My Way", he soon emerged as one of the top performers on the Australian pop scene.

It was about six years ago that Gene left Australia for Auckland where he has since become the top recording star in New Zealand. He made his first appearance for Radio Hauraki at the 1480 Village and was immediately signed to an exclusive two year contract with Zodiac Phillips records.

His first record "Love, Love, Love" was an instant success — making the No. 2 spot on the New Zealand Top 20 charts and entering the ZUW charts in Sydney. His next three records followed the same pattern.

Gene has toured New Zealand extensively, appeared on every television, radio and pop concert hall in the country. His fan club has a membership in excess of 1,000 — this in itself is a great feat when considering the small population.

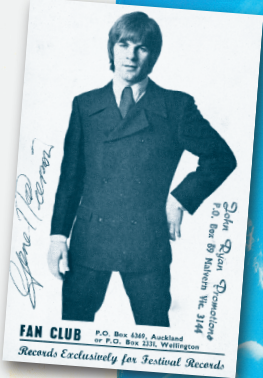
Gene spends most of his spare time modelling clothes, learning drama, writing columns in teen papers and taking a great interest in Metaphysics and Yoga.

At one stage Gene had journalistic ambitions and later developed a strong interest in drama. However he rapidly found himself becoming well established in the pop field and decided to apply himself fully in this direction.

Perhaps after another few years he may again revert to his earlier ambitions.

One of the greatest moments of Gene's career to date was when he was chosen to appear in concert at the Sydney Stadium with the Four Tops during their recent visit to Australia.

Gene has also appeared at many of Australia's top discotheques, dances, etc. and has made quite a number of television appearances. This has set him on the way to becoming one of the big names of the Australian entertainment world.





GENE  
PIERSON



MINI PIN-UPS  
of Gene Pierson



STADI  
TOMORRO  
01

American soul singer Lou Rawls chats to New  
Pierson at a reception in Sydney arranged by  
by his record company.

bid \$1000 for  
TV hero



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and we will buy  
fan - Jackie.

ROCK RECORDS EXCLUSIVELY



PHILIPS

REPRODUCED FROM ORIGINAL MASTERING & CASTER PRODUCTIONS  
YOU GOT TO ME  
GENE PERSON  
Epic  
Manufactured by Epic Records, Inc., New York, N.Y.

Capitol

GENE PERSON

Epic

chart

A  
Gene Person  
Epic

GENE PERSON

GENE PERSON

But whereas once his skills resulted in number one hits such as Substitute by Peach, Disco Duck by Jonathan James and Read My Lips and Sexy by Melissa. The indefatigable operator of the Laser Music organisation turned his career around in 1994 with the establishment of Oceanic Music. He anticipated the rise of a new form of audio experience and began releasing such world/indigenous artists as Kitaro, Gondwanaland, Charlie McMahon and Ken Davis. His prescience paid off grandly, with his deluxe Environmental Classics series of natural sounds set against compelling musical tones released in Europe, North America, South America and South East Asia. In February 1997 he launched the Indigenous Australia label, which carries the world rhythms of David Hudson, Ash Dargan and others. Sold primarily in Australia through the interactive machines of Holborne Australia, these releases have helped usher in a change in the very structure of the

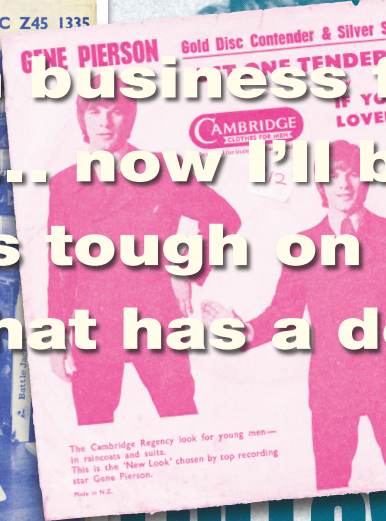
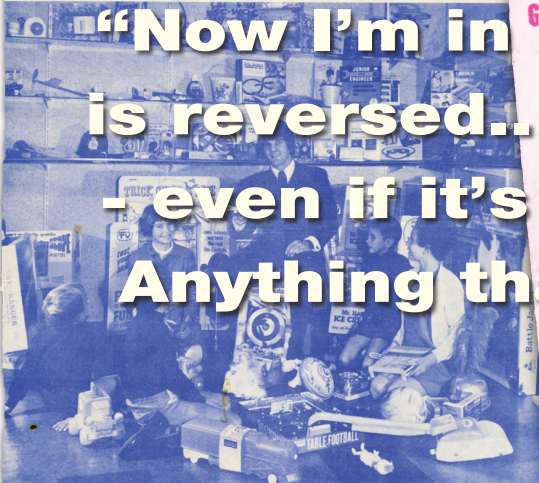
**GENE PIERSON**

*Sings his latest Chart Topper*

# ★ "TOYLAND"

ZODIAC Z45 1335

**"Now I'm in business  
is reversed... now I'll be  
- even if it's tough on  
Anything that has a d**



# LINCOLN ...

**THE GREATEST NAME IN TOYS**

**CAMBRIDGE**  
CLOTHING FOR MEN

20 and for styling by Hardy Amies

# FOLLOW UP



Life as a TV 'Star': Uptight then Outsight...

## TELEVISION

The old teev's a bit lean again this week, but watch out for Today Pop in the Today Show on Friday Morning (channel 7). It's compered by Gene Pierson and the guests will include someone from this very office (Go-Set, that is!)



● ABOVE: Keith Foster, of Sydney Bistros, Gene Pierson and David Elfick combine for a few words of wisdom on the Today Pop segment of ATN7's Sydney Today program.



hammering the show with



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the sign of a keen surfer.  
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IND — the sign of a keen surfer.  
helps with the surf cog



Once upon a time...

**You could win a date with beautiful Gene Pierson.**

# TODAY POP-

## rubber duckies and corn flakes



● David and Gene. Actually this photo had his hair cut but they both like it so going in Go-Set.

**SYDNEY** singer and disco person **Qantas Pacesetter** tour to invest scene as anyone else. Here's his rock age... a far cry from the bub

It seems rather appropriate American broadcasting, especially at a The whole purpose of our world tour Qantas, was for research into enter exchange of ideas from overseas something the

The two brightest things on the Sydney pop scene are **Today Pop**, with **Gene Pierston** and **David Elfick** — and the **Sydney Segment of Happening 70** with **Dal Myres**. This week we are giving you the behind the scene story of the **Today show**, next week it's **Dal's** turn to feature.

Gene started compering a short pop segment on the **Today Show** on **Channel 7** three months ago. It was a little five minute deal and by Gene's own admission he wasn't very good.

"I think that I really bombed the first couple of shows", Gene said, "in fact, if it hadn't been for the encouragement that the show's producer **Rod Kirk** gave me, I think I would have given up.

"Rod's a tremendous guy and he has taught me so much about television over the last few months. I'm not frightened of the camera any more, and doing the show has become fun."

The show has proved so successful that it now has its own name — **Today Pop** — and its time has been extended to 25 minutes.

Our own **David Elfick** is compering the show with **Gene**, and the two of them are so different that the show is always exciting and fast, yet they are a great team.

Gene, of course, is on the singing side of the business while **David** is a writer and interviewer. They even look different — **Gene**, with his new, clean cut, hairstyle, and **David** with his long curly locks — the sign of a keen surfer. He helps with the surf segment, as well as **Today Pop**.

"It's quite a scene getting up at five-thirty every **Friday morning** and rushing out to **Epping** to be on camera by half-past seven, but it's worth it", Gene said. "I really admire **Bruce Webster** and **Pattie Lovell**. They do it five days a week. And they always look so wide awake and happy. They must brighten up a lot of bowls of corn flakes with their early morning vitality."

One thing the whole **Today Show** is famous for is their surprise guests. **Today Pop** is no exception. **Biggest hit** so far has been **Go-Set's** photographer, **Phil "the phantom flasher" Morris** singing "**Rubber Duckie**" — complete with bath, scrubbing brush and, of course, a huge rubber duck.

After this performance, **Phil** looks all set for a **Rubber Duckie** career.

So take a look in at **Today Pop** on **Channel 7** every **Friday morning**. They're always giving away records, posters and lots of other prizes. And if you like the show, why not drop **David** or **Gene** a line? If enough people write in, chances are the segment may become a show in its own right.

— NEXT WEEK: BEHIND THE SCENES WITH **DAL** AND **HAPPENING 70**.



● Gene caught without makeup. He was on camera an hour after his area taken.

recently back from his round-the-world scene, is as dismayed by the Sydney radio present way **US** radio is responding to the the **Australian** scene.

erent heavy rock and blues **LP** tracks, plus a commercials created especially for their no car or soap-type ads; they are very selective about their advertisers' products.

The records are accompanied by a strong line-

The background of the page is a dark blue color. Overlaid on this background is a collection of numerous overlapping, semi-transparent teal-colored rectangles of various sizes and orientations. These rectangles are scattered across the page, creating a layered, geometric pattern. In the center of the page, the text "The Charts: Where Pop Life Begins." is displayed in a white, sans-serif font. The word "The" is in white, "Charts:" is in a bright yellow-green color, and "Where Pop Life Begins." is in white. The text is centered horizontally and vertically relative to the page.

**The Charts:** Where Pop Life Begins.



# THIS WEEK'S TOP TEN

- 1 LET IT ALL HANG  
- The Hombres - KF 5058
- 2 WOMAN, WOMAN  
- The Union Gap - BA 4611
- 3 THE BALLAD OF BILLY  
- Georgie Fame - BA 461173
- 4 BURNING OF THE  
- Jimi Hendrix Experience - 6
- 5 JACKIE -  
- Scott Walker - BF 326843
- 6 MONTEREY -  
- Eric Burdon & The Animals -
- 7 WE CAN FLY -  
- The Cowsills - MGMK 13886
- 8 ZABADAK -  
- Dave, Dee, Dozy, Beaky, Mich & Tich - TF 267770
- 9 THE RAIN, THE PARK & OTHER THINGS  
- The Cowsills - MGMK 13810
- 10 YOU GOT TO ME -  
- Gene Pierson - Z45/1330

## 22C'S FABULOUS 50

\* Denotes N.E. Pick of week  
\* His Pick of week

**SURVEY OF FIFTY HIT TUNES** 27th April, 1967

WEEK END		COMING SATURDAY		LAST WEEK	STAYS
RANK	TITLE	RANK	TITLE	RANK	WEEKS
1.	DREAM TIME (Larry's Rebels)	IMP 16	6	26. WAKE UP WAKE UP (Grass Roots)	BCA 37 2
2.	LOVE, LOVE, LOVE (Gene Pierson)	20D 4	6	27. MUSIC, MUSIC, MUSIC (The Mixtures)	HMV 38 3
3.	MASSACHUSETTS (Bee Gees)	GFIN 1	6	28. THE DAY I MET MARIE (Cliff Richards)	COL 5 8
4.	TOKERNO (Frodo Narua)	FES 6	8	29. APPLIED PEACHES (Cliff Richards)	COL 5 8
5.					

## 22C'S FABULOUS 50

\* Denotes N.E. Pick of week  
\* His Pick of week

**SURVEY OF FIFTY HIT TUNES** 27th April, 1966

WEEK END		COMING SATURDAY		LAST WEEK	STAYS
RANK	TITLE	RANK	TITLE	RANK	WEEKS
1.	LEGEND OF XANADU (Dave Dee, etc.)	IMP 4	5	26. A QUESTION OF TEMPERATURE (The Ballroom Boys)	LOW 40 2
2.	YOU GOT TO ME (Gene Pierson)	FUN. 4	5	27. 1941 (The Avengers)	HMV 29 3
3.	TWO DAYS (1910 Pressing Co.)	20D. 5	8	28. WITH EVERY LITTLE TEAR (Jackie Trent)	FTE. 18 8
4.	DELLAH (Tom Jones)	K.S. 1	7	29. FOREVER CAME TODAY, TAM. (Olivia Ross/The Supremes)	39 3
5.	VILLAGE (The Minkoes)	DEC. 2	6	30. TODAY (Sondie Shaw)	FTE. 19 8
6.	CONGRATULATIONS (Cliff Richard)	COL. 3	5	31. JULY IN DISGUISE (John Fred & Playboy Band)	FES. 12 18
7.	NIGHT TOWN (Mandrill Horn)	OOL. 10	4	32. KEEP ON (Bruce Channel)	OTS. 46 2
8.	FIRE BRIGADE (The Move)	FEB. 7	6	33. WHERE'S THE MELODY (Emma Lee)	FES. 38 2
9.	OVERLAPPING LOVE (The Love Affair)	PAR. 9	9	34. I F I BUILT A CARPENTER (The Four Tops)	TAM. 36 3
10.	YOUNG GIRL (The Union Gap)	CBS. 21	3	35. LADY MADONNA (The Beatles)	PARL. 30 6
11.	THEY'RE HUNTING			36. MEY OR WERE OR WHEN	

# The original and authentic survey of hit tunes as compiled from record sales

## TOP 40

Last Week Times In

the power

1. LET IT BE (Apple)	The Beatles	3	6
2. LOVE GROWS (WHERE MY ROSEMARY GOES) (Bell)	Edison Lighthouse	1	9
3. WIDE LOT'A LOVE (Atlantic)	Led Zeppelin	2	10
4. BRIDGE OVER TROUBLED WATER (C.B.S.)	Simon and Garfunkel	7	8
5. WHO'LL STOP THE RAIN/TRAVELIN' BAND (Liberty)	Creedence Clearwater	6	8
6. MA BELLE AMIE (Festival)	Hank Marvin	5	8
7. SACHA (Columbia)	Tea Set	4	13
8. MELTING POT (Philips)	Blue Mink	8	13
9. ALL I HAVE TO DO IS DREAM (Capitol)	Glen Campbell/Bobbie Gentry	9	10
* 10. A LITTLE RAY OF SUNSHINE (Parlophone)	Axiom	15	6
11. TWO LITTLE BOYS (Festival)	Roif Harris	10	16
12. TEMMA HARBOUR (Apple)	Mary Hopkin	12	9
* 13. REACH OUT (Festival)	Gene Pierson	19	4
14. WHEN JULIE COMES AROUND (M.C.A.)	The Cuff Links	16	8
15. VENUS (Penny Farthing)	Shocking Blue	13	15
16. SMILEY (Spin)	Ronnie Burns	11	16
17. YEARS MAY COME, YEARS MAY GO (Columbia)	Herman's Hermits	14	9
18. HE AIN'T HEAVY, HE'S MY BROTHER (Parlophone)	The Hollies	17	19
19. DON'T CRY DADDY (R.C.A.)	Elvis Presley	18	13
* 20. UNITED WE STAND (Deram)	The Brotherhood of Man	28	5
21. INSTANT KARMA! (Apple)	Lennon/Ono	30	2
22. DOWN IN THE ALLEY (Atlantic)	Ronnie Hawkins	23	6
23. YOU'RE SUCH A GOOD LOOKING WOMAN (Astor)	Joe Dolan	22	6
24. ARIZONA (C.B.S.)	Mark Lindsay	20	16
25. JULIA (Parlophone)	Ted Mulry	29	4
26. NIGHTS IN WHITE SATIN (Du Monde)	Samael Lilith	21	12
27. RAINDROPS KEEP FALLIN' ON MY HEAD (Columbia)	Johnny Farnham (Scepter), B.J. Thomas	24	21
28. SPIRIT IN THE SKY (Reprise)	Norman Greenbaum	33	2
29. SUPER STAR (M.C.A.)	Murray Head	25	4
30. COME AND GET IT (Apple)	Bad Finger	26	11
31. HONEY COME BACK (Capitol)	Glen Campbell	27	10
32. I.O.I.O. (Spin)	The Bee Gees	34	4
33. MY BABY LOVES LOVIN' (Deram)	White Plains (Scepter), Joe Jeffrey	39	3
34. WANDERIN' STAR (Paramount)	Lee Marvin	37	3
35. HAPPY (Deram)	The Music Motor	36	3
36. KENTUCKY RAIN (R.C.A.)	Elvis Presley	38	2
37. GOOD MORNING FREEDOM (Philips)	Blue Mink	DEBUT	
38. AIRPORT LOVE THEME (M.C.A.)	Vincent Bell	DEBUT	
39. WALK A MILE IN MY SHOES (Capitol)	Joe South	32	11
40. CONFESSIONS OF A LONELY MAN (Festival)	Johnny O'Keefe	35	5

\*SIGNIFIES STAR PERFORMER

●BEST SELLING VERSION

## 2UE'S MERIT AWARD DISC

"DAUGHTER OF DARKNESS"

(Decca)

Tom Jones

## 2UE'S MERIT AWARD ALBUM

"HEY JUDE"

(Parlophone)

The Beatles

Medicine Bottle  
Musique Best 50

1. EIN THE CHEYED
2. THE BALLAD OF
3. EASY SENTIMENTAL
4. HAIR
5. BAD MOON RISE
6. COME BACK AND
7. THE REAL THING
8. IN THE YEAR 20
9. RAGADIFFIN MA
10. FROZEN CHANGE
11. DEAR PRUDENCE
12. FURRY MAN
13. LA LA
14. WEATHER HONEY
15. GET BACK/DON'T
16. TIME TO FIGHT
17. SPINNING WHEELS
18. LIFE
19. BEARY I LOVE YOU
20. THE WALKER
21. TONIGHT/TONIGHT
22. WE'VE GOT THE
23. SALONS CAME JOE
24. THE WALKER
25. WAYS GET WHAT
26. BACK FEAR
27. SUGAR SUGAR
28. THE WALKER
29. THE WALKER
30. JAMAICA
31. THAT'S THE WAY
32. I LOVE YOU
33. LOVE IS ALL I HAVE
34. SPECIAL DELIVERY
35. SPECIAL DELIVERY
36. LISTEN TO THE
37. UNMELTED
38. UNMELTED
39. UNMELTED
40. UNMELTED

## 11-10 MEN

- \*15. CURLY
- \*16. CHERRY
- \*17. CHILDREN
- \*18. MAYBE
- \*19. KNOCK
- \*20. SO YOU
- \*21. SOOLA
- \*22. LONG
- \*23. LAY A
- \*24. BOOM
- \*25. LOVE
- \*26. TIME T
- \*27. MISS A
- \*28. RUN SA
- \*29. THE GI
- \*30. HEY, M

## 10 SURE SHOTS

- 1. KENTUCKY RAIN
- 2. AIRPORT LOVE
- 3. THE WALKER
- 4. THE WALKER
- 5. THE WALKER
- 6. THE WALKER
- 7. THE WALKER
- 8. THE WALKER
- 9. THE WALKER
- 10. THE WALKER

## TOP RELEASE

"NO TOP RELEASE"

## TOP RELEASE

"DON'T IT MAKE YOU  
Feet South  
"12 IN A BOX"



TOP  
40  
DISCS

# 2SM-GOOD GUY SURVEY

## LOVE GROWS (WHERE MY ROSEMARY GOES).

Edison Lighthouse	1	7
LET IT BE, The Beatles	9	9
TWO LITTLE BOYS, Rolf Harris	2	11
MA BELLE AMIE, Tee Set	6	6
WHOLE LOTTA LOVE, Led Zeppelin		
MELTING POT, Blue Mink		
TRAVELIN' BAND/WHOL' STOP		
Credence Clearwater Revival		
BRIDGE OVER TROUBLED WATER		
Garfunkel		
SACHA, Hank B. Marvin		
ALL I HAVE TO DO IS DREAM, Bo		
Glen Campbell		
TEMMA HARBOUR, Mary Hopkin		
REACH OUT, Gene Pierson		
WHEN JULIE COMES AROUND, Cuff		
SMILEY, Ronnie Burns		
INSTANT KARMA, John Ono Lennon		
VENUS, The Shocking Blue		
CARROL COUNTY ACCIDENT, Bobbie		
COME AND GET IT, Badfinger		
DOWN IN THE ALLEY, Ronnie Hawkins	22	5
HE AIN'T HEAVY . . . HE'S MY BROTHER, The Hollies	13	19
A LITTLE RAY OF SUNSHINE, The Axiom	30	3
JULIA, Ted Mulry	32	3
DON'T CRY DADDY, Elvis Presley	15	11
YEARS MAY COME, YEARS MAY GO, Herman's		
Hermits	20	7
YOU'RE SUCH A GOOD LOOKING WOMAN, Joe		
Dolan	29	4
NIGHTS IN WHITE SATIN, Samael Lilith	23	13
ARIZONA, Mark Lindsay	19	12
HAVE A LITTLE TALK WITH MYSELF, Ray Stevens	28	6
HONEY COME BACK, Glen Campbell	16	7
RAINDROPS KEEP FALLING ON MY HEAD, Johnny		
Farnham	24	19
RAG MAMA RAG, The Band	39	3
LET'S WORK TOGETHER, Canned Heat	38	2
I THANK YOU, Lionel Rose	27	10
WANDRIN' STAR, Lee Marvin	40	2
SUPERSTAR, Murray Head	33	8
UP THE LADDER TO THE ROOF, Supremes	—	—
STIR IT UP AND SERVE IT, Tommy Roe	—	—
CONFESSIONS OF A LONELY MAN, Johnny O'Keefe	37	3
YOU'RE EVERYTHING, Don Lane	31	16
ALWAYS SOMETHING THERE TO REMIND ME,		
R. R. Crooks	34	4

Last  
Week

Time  
In

- 1 EAGLE ROCK
- 2 HOW CA
- 3 LOVE HE
- 4 I DON'T

## NEW2UW Top 40

### 11-10 MEN HIT PICKS OF THE WEEK

JOHN MELOUNY  
THE CASE IN THE WIN-  
DOW — Petula Clark.  
JOHN THOMPSON  
EMPERORS AND ARMIES —  
Peter James.  
JOHN BURGESS  
RED SKY AT NIGHT — The  
Accent.  
WARD AUSTIN  
AUTUMN ALMANAC — The  
Kinks

ROD CHRISTOPHER  
LIKE NOBODY ELSE — Los  
Bravos.  
JEFF HALL  
LOVE, LOVE, LOVE — Gene  
Pierson.  
JOHN CRAWFORD  
KEEP THE BALL ROLLING  
— Joy & Techniques.  
GRAHAM SAWYER  
LADY BIRD — Nancy Sinatra  
& Lee Hazlewood.

- 11 MOZART
- 12 ME
- 13 IT'S
- 14 LAD
- 15 I A
- 16 HIG
- 17 RES

- 18 HELP ME MAKE IT
- 19 THE ONLY LIVING BOY
- 20 IF, Bread

## THE TOP

1. I DON'T KNOW I  
Helen Reddy
2. EAGLE ROCK, Da
3. DADDY COOL, Dr
4. L.A. INTERNATIONAL
5. IT'S TOO LATE, Ca
6. I DID WHAT I DID I
7. HOW CAN YOU MEN  
The Bee Gees
8. LOVE IS A BEAUTIF
9. LOVE HER MADLY,  
Gene Pierson
10. THE ONLY LIVING B
11. HIGH TIME WE WEN
12. WHAT THE WORLD N
13. I AIN'T GOT THE TI
14. DRAGGIN' THE LINE,  
Bonnie and Deleaney
15. NEVER ENDING SONG
16. TAKE ME HOME COU  
John Denver
17. BUTTERFLY, Matt Flin
18. SUPER STAR, Coleen He
19. DOUBLE BARREL, Dave
20. GOLDEN MILES, Healing

The Daily Mirror Top T  
record sales at David Jones



**Press Clippings: Those Were the Days...**

# NEW RECORDING STAR

Gene Pierson is a name you will be hearing a lot of in the near future.

21-year-old, Gene has been the number one pop idol in New Zealand for the past two years.

With three-top-of-the-chart hits behind him in New Zealand, Gene decided to try his luck in Australia.

His first recording "Reach Out"/"Oh, Sweet Love" is already flying on the national pop charts — three weeks in and number 12.

And in a short space of time he has appeared on Bandstand, The Tommy Leonetti Show, Blind Date and Don Lane's Show.

Gene doesn't limit his activities to singing... he produces his own records, is a male model, records commercial jingles...

The backing for his current hit is supplied by some of Gene's New Zealand friends working

as the resident group at Sydney's "Whiskey Au Go Go", The Simple Image.

Gene will be touring the country next month — so keep your eyes and ears open.



ELTON



from ELTON JOHN, now a world writing efforts with partner BERNIE Mac will be writing a stage musical. We know that these days, but we intend to make

0. THE  
4. UP  
5. CECI  
6. SOM  
7. HIGH  
8. UNIT  
9. MY  
10. WHE  
11. KENT  
12. WHA  
13. EVER  
14. WHOLE LOTTA LO

# Gene Pierson's comeback

One guy who's not short on the ability to promote himself is Gene Pierson — he's a veritable one-man hard line of it. He just uses up John Harrigan's spare photos making sure everyone knows what he's doing.

Gene's just completed a single which goes to the radio stations this week. It's the old Four Tops "Reach Out" Marilee Rush, you may remember it bombed Gene assures me his version based replica "Real Thing?", and I Greg Quill said last week, covers, Gene's songs that have already bombed are bad news.

"Reach Out" is also going on Jeff St. John's new album, and may be lifted as a single for him Somebody's going to miss out.

next. EIGHT shows straight watching what seemed an endless number of channels. I'd be precise — a trip through entertainment supremacy. Recent movies, tonight shows and cartoons are featured attractions.

It's not unusual to see unreleased movies like "Zachariah", the electric western. I pay



Gene had a minor hit here in 1968 with "Love, Love, Love". After that where he had a string of three number one records. But I doubt whether "Reach Out" will do the same for him plus. Still, we can only hope. And

The New York creative industry isn't big enough to support itself, although we may have the initial talent, finance seems the problem — so who's to blame? The Flip Wilson and Carol Burnett shows are by far two of the most expensive items put out by the American Television industry; each show runs on a half million dollar budget with direction, sets, news

an eye-opener after the

ated at sound and colour organ images more than "Strait and KIII's "Boss Girl" L's "happening 70". The only difference is that one really feels like an artist; the treatment is incredible — make up ladies and coffee meals at hour disposal enough to make any one feel like a Superstar!



ch for his new albums out soon.

1. (2) Thick As A Brick
2. (3) Machine Head
3. (1) Exile In Main Street



(6) Going On Down World Daddy Don't You Walk Wayne

## Pop show pleases

Perhaps the best pop show to visit Napier in recent years gave a performance in the Napier Municipal Theatre last night. It was "Blast Off '68", compered by John Annis.

The star of the show was Australian pop star Johnny Farman. Johnny, who has been in show business for only 18 months, topped the charts in Australia with "Sadie the Cleaning Lady". Gene Pierson, another Australian, was an instant hit with the teenage audience, as was Ray Woolf. Napier's Mike Durney, the big man with the big voice, gave an inspiring performance.

New Zealand's pop kings, Larry's Rebels, and the Hi-Revving Tongues were a great success.

### TOP 40 DISCS 2SM-GOOD GUY SURVEY

Rank	Disc	Week	Top 40
1.	LOVE GROWS WHERE MY ROSEMARY GROWS	1	1
2.	LET IT BE, The Beatles	1	2
3.	TWO LITTLE BOYS, The Beatles	1	3
4.	MA BELLE AMIE, The 5	1	4
5.	WOLFE LETTER LOU, Peggysue	1	5
6.	MEETING YOU, The 6	1	6
7.	TRAVELER, RANNEY	1	7
8.	CRUISE CHAMPION, BOSTON	1	8
9.	IF YOU'RE NOT THE RAIN, BLOOM AND	1	9
10.	WATER, BLOOM AND	1	10
11.	WATER, BLOOM AND	1	11
12.	WATER, BLOOM AND	1	12
13.	WATER, BLOOM AND	1	13
14.	WATER, BLOOM AND	1	14
15.	WATER, BLOOM AND	1	15
16.	WATER, BLOOM AND	1	16
17.	WATER, BLOOM AND	1	17
18.	WATER, BLOOM AND	1	18
19.	WATER, BLOOM AND	1	19
20.	WATER, BLOOM AND	1	20
21.	WATER, BLOOM AND	1	21
22.	WATER, BLOOM AND	1	22
23.	WATER, BLOOM AND	1	23
24.	WATER, BLOOM AND	1	24
25.	WATER, BLOOM AND	1	25
26.	WATER, BLOOM AND	1	26
27.	WATER, BLOOM AND	1	27
28.	WATER, BLOOM AND	1	28
29.	WATER, BLOOM AND	1	29
30.	WATER, BLOOM AND	1	30

● AUCKLAND's up and coming vocal duo THE REAL THING (Alan Galbraith left, Ken Murphy right) are one of the top acts on today's Pop Convention at Lower Hutt Town Hall. Fellow Aucklander GENE PIERSON (who is fast making a 'name' on the national scene) who will be featured on the show.

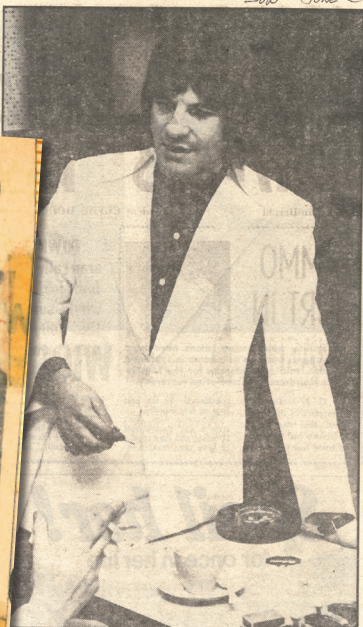
...the group Kings Cross clubs and ... With sold ... the group ... ly, b.t. even ... ed to try his ... singer. This ... move, and it ... ceases with ... Saturday

- ..... Jethro Tull (Reprise MS 2072)
- ..... Deep Purple (Purple TPFA 7504)
- ..... Rolling Stones (Rolling Stones COC 2-2900)
- ..... Niel Young (Reprise MS 2032)
- ..... Nilsson (RCA LSP 4515)

# in reverse



Gene Pierson caught by a fan after a show in Wollongong.



By HELEN STYLES

White suits are expected to catch on as a popular fashion for men in Sydney next summer.

...now they have the trade mark of the jockey. ... reason they have used on the fashion ... lies in the fact ... can now be kept ... and wear crimp- ... and stretch wool ... can be sponged ... white suits are ... ical.

## Sponge

...nger Gene Pierson, ... was wearing one ... re a recording ses- ... at Festival Studios ... week (see picture). ... "It's not a bad

...suit—except it makes me feel a bit like Ward Austin."

"It's from the shop another World."

"According to the proprietor, Neville Blackman, if the suit gets marked or you spill anything on it, you're supposed to be able to sponge it out."

Shortly after that he tested the truth of the claim by successfully riding himself of some cigarette-ash marks. The \$79.50 suit is styled with flared pants and inverted pleats in the jacket.

Let TELEX assist your hearing — in an INCONSPICUOUS way. **C.R.O.S.** Requires NO EARMOLD. Eliminates WHISTLING. Restores BALANCE & DIRECTION



**Keep on the go with**  
**DYNAMO** TABLETS  
 Increase alertness, mental activity  
 Counteract sleepiness, mild fatigue  
 with medically safe Dynamo tablets  
 FROM CHEMISTS EVERYWHERE  
 25c  
 85c

Smith  
Newton

C

K4775

# "GENE 4 TOP"

A "Groove" exclusive from Dalvanus Prime, of the Fascinations, in Sydney.

Currently on tour Australia-wide is our own Gene Pierson, he is promoting his single "Reach out, I'll be there" and billed with the fabulous 4 Tops who originally recorded the number. Sydney's Festival Manager, Mr. Barlow, told me Festival Records Australia are behind Gene 100 per cent. Although not a potential hit-maker while in New Zealand, Pierson is fast becoming the trend-setter co-getter on the Sydney pop scene. Chalking up three big successes in N.Z., Gene returned to Australia after a successful run as resident "C'mon" star for Amekal TV. Now that "Reach out" is climbing the charts, Gene is very busy doing cabaret, dance, radio and TV work. His Australian TV credits to date are "Blindside", "Uptight", "Happening '70" and "Late Show". At present Gene is leading a hectic life. Besides being a pop idol, he models fashions, records and is Public Relations Officer for Australia's Exclusive Nightclub-Chequers. Phil Smith, Gene's new manager, has a full schedule lined through to 1971. Early next year Gene leaves on a tour to Europe, recording in Italy and TV, radio and live appearances in Hamburg. Later he flies to London.

Pierson, himself of Swiss orientation, recently was guest star of ZM's Easter Show Pavilion and caused riot. Wherever he appears today his audiences are enthralled by his magnetism. At a recent pop spectacle Pierson outshone the show's special star, Russell Morris receiving ovations from a hysterical crowd of pop lovers.

It's a pity Festival Records of N.Z. have barred Gene single from release because of his previous sales record however, the original record ran for 11 minutes, we recorded in one take and features a top N.Z. group play background music. The record reached No. 2 in Hobart and is rapidly rising the charts in other states. The 4 Top sold 2-million copies of "Reach out, I'll be there" in U.S.A.; although Gene's version is more progressive, it will on the way to becoming a hit seller for Festival. Just released in Australia is an album featuring Elton McMark Lindsay, Oliver, Blood, Sweat and Tears, and o Gene. This again proves New Zealand's supremacy on Australasian pop scene.



**DAL MYLES ENTERPRISES  
PRESENT 3 GREAT ACTS  
GENE PIERSON  
ERL DALBY  
'THE SWEET WINE'**

On Thursday in two great shows at 11 a.m. and 1.30 p.m., hear pop star Gene Pierson, unique vocalist, Eri Dalby, and sensational vocal duo, "Sweet Wine". A show not to be missed!

● Gene Pierson was another support act at the Four Tops' Stadium concert. Even though "Reach Out" was originally a hit for the Tops, Gene sang half. Other groups on the bill were the incredible jazz-rock Complex and Simple Image.



"IF I d  
I'll bec  
all, it's

\*\*\*\*\*  
IF I  
LAUGH  
IT'S  
LAUGH  
THIN

118

... pictured here with yours truly and so  
... attended the fan club party last Sunday week  
... a great time and I'd like to thank all the artists  
... including ... Tommy Beaumont  
... ter and of ...  
... her mother

Members  
in Palm  
members  
(with gu  
gives on



**QANTAS/GO-SET  
NEW ZEALAND REPORT**

# Gene Pierson discovers New Zealanders are born free



New Zealanders feeling free (and cool)



Ever since Gene Pierson got off the plane he hasn't stopped talking about New Zealand. It is almost as though it was his first trip — though, in fact, Gene only came from there a year or so ago.

For the next few weeks Gene will be in a special uncensored version of "Women

Ever since Gene Plerson got off the plane he hasn't stopped talking about New Zealand. It is almost as though it was his first trip — though, in fact, Gene only came from there a year or so ago.

For the next few weeks Gene will be telling us everything he discovered in the "Qantas - Go-Set New Zealand Report". This first one is a brief introduction to the atmosphere that has produced groups like the La De Das, the Cleves, the original Freshwater and even Max Merritt and the Meteors.

That's if you can get Gene to stop talking about what a great trip he had with Qantas.

"One of the best parts", he said, "was the flight over. You know the anticipation and the planning — all the excitement that goes with travelling.

"We went first class with Qantas. And they really treated us like kings — I'm not just saying it. We hardly had to move — they gave us drinks, got us pillows or anything like that we needed. They even sponged Phil Morris' face when he was feeling a bit sick.

"It was just so good — and so comfortable — I think it's spoiled me for travelling any other way.

"When we got there though, the first thing I noticed was how free the people are. They really do their own thing, and nobody worries. You can look the way you want to, act the way you want to, see the films you want to.

It makes Australia look like a police state.

"In New Zealand there isn't the same feeling of restriction that dogs you in Australia. You can talk about anything you want to — even on radio and television. I was very surprised when they didn't try to stop me talking about drugs on radio.

"But they don't seem to care about that over there. They are open about everything. Their hard drug problem is probably the same as over here, population wise, but people accept smoking grass.

"In New Zealand, everyone likes the police. They stop and have friendly conversations while you're waiting to cross the road. Everyone respects them a lot more.

"There's no censorship of films — we saw an

uncut version of "Women in Love" (a book written by D. H. Lawrence) and it was the most beautiful film I've ever seen. Their officials seem to know the difference between artistic sex scenes and obscenity.

**The pop scene?**  
"On the average I think Australian bands are much better, but there are a few of the big groups in New Zealand who are a lot more exciting than some of our big groups. "But it's even harder for groups to earn a living over there than it is here because their population is so much smaller. That's why they come to Australia.

"There was one group called the 'Human Instincts' who were really incredible. They were much heavier than most bands — and they were only three pieces. They had amplified drums — with pick-ups on the skins and a reverb amplifier.

"Their material is original — in fact, all the groups in New Zealand only play their own material — and they have a very strong Maori influence. They were easily one of the best bands I've ever seen."



A taste of Qantas service and our photographer Phil Morris felt he could rule the world — particularly after he tried a little magic on the rocks.



The Human Instincts — with John Williams from the Rebels sitting in on electric drums.

You don't see many D.J.'s who look like this! Nerida and Brian are two of Auckland's top D.J.'s with the N.Z.B.C. Gene tells us that Nerida sometimes plays whole "underground" albums on her program.





The Reverend Roger Bush and Gene Pierson at 2GB last Friday, where their after-noon talkback show goes to air each week at 3.30 p.m. Gene often freaks the mums, but Rodge takes it all beautifully in his stride.



# groove

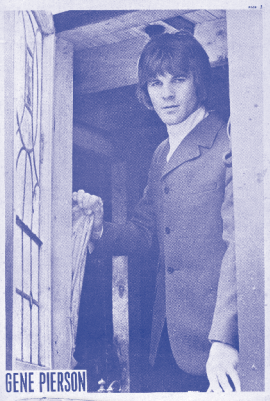
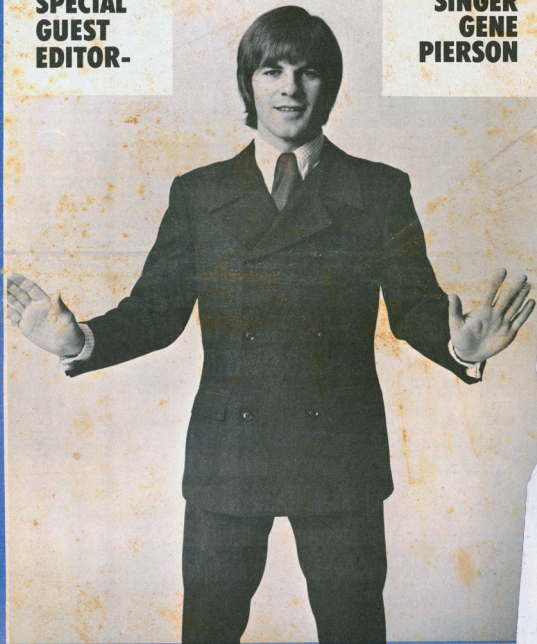
FORTNIGHTLY NEWSPAPER • 10¢

September 2, 1968

inside Why  
The Seekers  
Broke Up

**SPECIAL  
GUEST  
EDITOR-**

**SINGER  
GENE  
PIERSON**



GENE PIERSON



GENE PIERSON

GENE PIERSON CONTINUES HIS QANTAS ROUND-THE-WORLD POP INVESTIGATION.

# A LOOK AT TV IN AMERICA

I'm not going to tell you that all American TV is lovely — but believe me it's an eye-opener after the Australian standard.

In fact when we reached San Francisco on our next investigation of the pop scene, my first excitement after sampling the environment was coming face to face with real live color TV.

After getting into our motel room, we spent the next EIGHT HOURS straight watching what seemed an endless number of channels — 14 to be precise — a trip through entertainment supremacy.

Recent movies, tonight shows and cartoons are featured attractions.

It's not unusual to see unreleased movies like "Zachariah", the electric western, immediately through a complex of networks throughout the US. The big networks pay millions for exclusives — just shows what the power of a big audience is.

The Tonight shows — Johnny Carson, Dick Cavett, David Frost, Joey Adams, and Gene Kelvan

continue through until 6 am throughout the country.

Then daytime quiz shows, like "Movie Game", "Memory Game", "Dating Game" and "Jeopardy" take over. All Australian versions are just dead copies. Only difference is the budget, which makes ours seem like cardboard copies of steel Cadillacs.

The Australian TV industry isn't big, creative and financial enough to support itself, although we may have the initial talent finance seems the problem — so who's to blame!

The Flip Wilson and Carol Burnett shows are by far two of the most expensive items put out by the American Television industry; each show runs on a half million dollar budget with direction, sets, audience and a production, yet unsurpassed anywhere in the world.

It's rather a strange thought that with population of 3 million, San Francisco is near-equal to

Sydney — but has 33 radio and 14 television stations — that's competition!

KPIX 5 San Fran's foremost channel is a real brain scrambler, almost like a chinese torture camp — 24 hours of non-stop news, talk shows, cartoons — politics — and pop shows — I was very fortunate to appear on both KPIX 5 "Electric Impressions" a programme

aimed at sound and colour organ images more than format and KHJ's "Boss City" L'As "happening 70" bit. The only difference is that one really feels like an artist; the treatment is incredible — make up ladies and coffee maids at hour disposal enough to make any one feel like a Superstar!



GENE PIERSON... watch for his new album out soon.

## GENE OFF OVERSEAS

Gene Pierson, Sydney pop singer and publicity man for Sydney Bistros (the Chequers and Whisky a Go Go people) is off overseas.

He has left with photographer Philip Morris for an eight-month world tour which will take in the U.S., Britain, Europe and countries behind the Iron Curtain.

Gene and Phil will be meeting many of the biggest names in the pop world — including Elvis Presley, they hope — during their Qantas tour, and they'll be sending back reports to SOUNDBLAST!

Gene leaves at a time when his new record, "See My Way", has just been released on the Infinity label.

Flip side is yet another version of "Teach Me How To Fly", currently a big one for Geoff St John and Copperwine.

This was intended as the "A" side, when Gene recorded it eight months back, but release was delayed and Copperwine got in first — so it was relegated to the flip. Tough — for it's a better track than "See My Way" — but that's the way it is in the Top 40 game.



GENE PIERSON

environment was coming take  
face to face with real live version

# WHAT ELTON JOHN'S LIKE LIVE- LI!



by GENE PIERSON, who caught Elton's show during his *Quincy* investigation.

Whatever you do, don't miss Elton John while he still dominates. The guy really is a superstar, even though he's behind the scenes, and his rock shows are fun to be sure to be a part of Super-Chargers shows, with a second floor. It cost him that you for drinks — about \$2.50 a time. America did a good, all-around musical act; they were!

—They did quite a few members from their records — "The Stone," and a few other great numbers, that then Elton goes into his big rock version, playing some of the numbers, really pushing that piano, kicking it from it, but from the top. Jerry Lew Lewis style, playing with one hand up over his head.

It's great crowd-pleasing stuff. And of course, Elton was never gone just to add to the effect. The night we were here, Elton had a shirt with the name on it, right at a time that couldn't be any with it. And Elton John can do it, because his piano is so strong and funky, and the music — which would be "The Stone" — it was really wild. Elton did all the talking the night we were there, but he and Elton were discussing it at some point in the show.

I had a chance to meet Elton later. They say he's also, but he was full of British politeness. The night I talked to him, during some of the time in his life. Elton was in the room on the 11th floor. Elton was never released here, was in "early" stage and of changing long after Britton and Elton were first mentioned after the normal and last selling album, "see me because I think like to be Jerry and Elton." "Frankendemon" — I look into creating an orchestra. That eventually I'd like to get Elton and Elton are two superb songwriters (though I object to some of Elton's lyrics and two super songwriters) — that follows who like to write songs and that's it. The fact that Elton has a strong rock performance in his life, the kind of songwriter who believes he can render his own better than anyone else. And he probably has a lot of that's the song, not the singer that matters, and I think Elton may feel the same thing, for when he heard them to say that kind of performing. After all, Elton's songs and Paul McCartney's arrangements have a lot to do with it too.

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—GENE

# The problem of finding the right

**SO YOU'RE YOUNG:** you're part of the generation that wears jeans and patches on jeans and patches over patches. You're part of a generation of Australians that, perhaps far more than previous generations, understands their geographical isolation and resultant isolation from other cultures, traditions and other people.

Or if you're not Australian but American, Armenian or Austrian, there'll be reasons too.

There might be some particular thing you especially feel isolated from — music, art, or literature, the primitive, the emerging, the sophisticated.

So you're young and you want to travel. To freak out over Crosby Stills, Nash and Young or Andy Warhol, the Mona Lisa or the Tower of London, a corseteerie or a disco.

But also for you the implications of organised tours, tour directors and tour guides are an anathema. For you too, the expense is impracticable, undesirable or downright impossible. You might even think it's straight phony.

But you want to go . . . somewhere . . . anywhere. And you don't know anyone who's there and who can introduce you to the local scene.

So just how possible is it to arrive cold in Europe or the States with little bread, and turn on to the scene in place after place, country after country without those traditional prime necessities of guides and a great deal of cash?

It is not only possible but it's easy, it's fun and — in a new generation's parlance — it's cool . . .

"We sure made mistakes", Pierce says.

"But we only made them once and, as far as future trips go, we'll never make them again."

"We all were relatively inexperienced as international travellers so our mistakes were fairly inevitable.

"The younger generation", he continues, "is in many ways, almost forced to travel."

"Geographical and cultural isolation are now non-existent with the technological advances in communication.

"Little ethnic communities are now obsolete and travel which was previously held up as 'broadening the mind' is now really necessary for the mind to function with any degree of accuracy and objectivity.

"So really everyone wants to travel — even those in super-casual security jobs.

"But, in a sense, because it's comparatively new to get around the world in a few days, many don't know the right way to go about it.

"They grab a few travel brochures, trot off to New York and see the Empire State and come home feeling just about the same as when they left.

"These, of course, are the ones that can afford top class hotels and guides.

"Conspicuously their stay is all too short. And their sum return is usually a photo beside the Eiffel Tower or with a bushy background at Buckingham Palace. Often the Mrs. Everage they are trying to escape.

"To turn on to the rest of the world you have to live in it that means living with the people.

"If you don't want to end up in Sydney or wherever-ast at the end of an unending 'beat' trip or 'beat' voyage' you have to plan ahead.

"If your time is limited you start reading the appropriate local papers and magazines. You know what there is to see before you get there and can make allowances.

"Knowing where it's happening is the initial and major step.

"When we left Sydney there were three of us and we had a \$1000 between us.

"One thousand dollars is not much when you want to split fast train one way to another, and when you're playing everything by ear.

"Still that's half the fun. You figure out where you want to go, what you want to see, exactly where it is in relation to everything else — and then you turn your eyes to accommodation to facilitate it.

"All the tourist brochures in the world won't necessarily indicate just what is your particular scene; they may give an idea but you don't really know until you make it.

"And you want to be portable. No set times for places unless of prime importance.

"We stayed on Bechoemchor Island in Fiji. We got there, thought it was paradise — and it was if you wanted to get away from it all."

"But in our particular case we want to be with it all — not away from it."

"Had we arranged accommodation on a permanent basis it would have cost us and we would have been dead down."

"We weren't so we just split.

"But we made dumb mistakes too. There were things we could and should have checked on — like taxi fares — which we didn't.

"But we sure learn't by experience.

"San Francisco found us unable to work the phones, unsure of whether to take buses to the city or cabs to an unknown motel.

"We eventually took a motel



If your taste is a little bizarre, a visit to "The Monsters" home at Universal City, near Los Angeles, may well prove interesting.

"And then there are the circumstances. A brochure told us it never rains, there are no mosquitoes and no lizards."

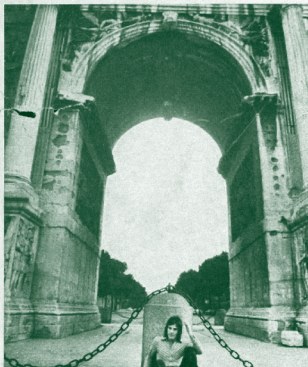
"There's probably a great ninety-nine per cent of the time.

"But it was our luck to strike the one per cent we slept out, it poured, we were eaten by mosquitoes, and lizards kept up a computer service across our bodies.

for the night that was just too damn expensive. So we phoned about and next day moved to another. It didn't have a coke machine in the foyer but it had a colour TV and it was far cheaper.

"We found a neat way to commute between San Francisco and Los Angeles on what are called 'hippie flights'.

"Even when you ring for a booking — if they are busy they



If your going to have some typical tourist photographs taken to show your parents you may as well pick a setting comparatively of the beaten track — e.g. The Arch of King Constantine, in Rome.

# ht scene amidst all the scenery



Getting away from it all in the middle of it all is taking a trip in one of Venice's ubiquitous gondolas.



Happiness — for some — is a tour of the Colosseum — without the usual guide. For all its disadvantages it has at least one thing going for it — it's cheaper.

apologies and switch you on to rock music while you are waiting.

"The music is so cool sometimes you don't care whether they finally answer or not.

"But actually you don't make a booking for the hippie flights.

"You just roll up at the airport at 12 p.m., 1 a.m. or 2 a.m., roll aboard and settle back for the 800 miles at a cost of \$12.

"The stewardesses wear hot pants and groove along the aisles dishing out chewing gum.

"In London accommodation was hard to find. The Information Centre found us somewhere at \$32 a day for three.

"But by looking around and phoning up we got a place at \$16 a day which the manager reduced to \$10 a day when we agreed to stay two weeks.

"I knew Sally Reed, Paul McCartney's secretary, from when she was a joune in New Zealand and she showed us around.

"Everybody talks about Rome. So did we after being there a while.

"There were strikes everywhere, a language barrier that immediately seemed insurmountable, and taxi drivers that seemed ringer for relations who had hotels, guest houses and stores in

every conceivable corner of the city.

"You were directed by a taxi driver cousin to a hotelier uncle and on to a pizza pie nephew.

"We ended up in an expensive guest house where service was non-existent.

"The owner began building his toilet at 3 a.m. the first morning we were there.

"From there it was train to Basle, Switzerland, then to Amsterdam on Easter night.

"It's not England that swings anymore — it's Amsterdam — we were told.

"And Amsterdam would need to swing — it was 32 degrees and we stayed the night in a park, along it seemed, with everyone else — there were 2000 people there!"

"Next night it was in a house with 50 hippies.

"On the way home the highlight was to be India — young people always talk about India — and we wanted to see the real thing.

"Landing in New Delhi it seemed like Newcastle with a few sacred cows, Indians and heat added.

"But the Information girl at the airport suggested the YMCA as a base and it proved excellent.

"Four rupees — about \$1 — a day — and, thankfully, air-conditioned.

"And we got back to Sydney with a lot of 'lets — ideas to use in places we haven't got contacts — ideas to find the scene.

"Ideas to save bread —

"Like studying up first — it never goes astray even if you do hardly any of the things you'd originally planned.

"Like budgeting to live on a sum you could live on in say Sydney.

"Like not getting hassled over accommodation, taking anything anywhere without checking what is available.

"Like talking to young people as soon as you hit foreign soil, there's always communication — communication that not only saves time and money but integrates you with the scene immediately.

"Like arranging with your bank for the money to be available for a return ticket if there's an emergency and you don't have Mummy or Daddy or Uncle Bert to call on for help.

"And your next trip — like ours, we hope — will be all that better — just something else again!"



# STATION'S LIST: 22 TOP POPS MAY GO

MORE than half the top 40 pop tunes on one commercial radio station program may vanish from Friday night.

Director of the Federation of Australian Commercial Broadcasters, Mr D. L. Foster, said today it is extremely difficult to define what labels and what entertainers will be affected by the dispute.

A spokesman for ZUE said today that the dispute would take off all 22 of the station's official "Top Forty."

They include char leaders, "Let It Be" from the Beatles, "Love Grows (Where My Rose Grows)" by Edson Lorraine, "Julia" by Karmal, "Light House, and "Little Ray of Sunshine" by Asylum.

Apart from the best selling numbers, those affected, he said, are "Whole Lotta Love" by James Brown, "Julia" by Karmal, "Up ed We Stand," "Temu Harbour," "Two Little Boys," "Reach Out (Melting Pot)," "10.15 Years May Go," "See you," "You're Such Good Looking Woman," "My Baby Loves Me," "Happy," "He's a He," "Good Brother," "Good M freedom," "Da ter of D'arkne," "Good luck to him!"

All records originally in Britain and from the larger Australian companies will be drawn from commercial station programs.

The ban results in a dispute over not between recording companies and the 114 stations associated with the Federation of Aus-

# K LIFT TO P SHOW

rocket procedures were super-erperston North Opera House on The "Blast Off 68 Pop Spectraight into orbit without any

eff was Revving continued most overpowering. But the crowd loved it.

The first billed artist to appear was Big Mike Durney. His bracket included "She Wears My Ring," which was well received. Unfortunately his well-modulated voice, even with speaker assistance, was not able to compete against the volume of the accompaniment.

reputation.

To the uninitiated to the modern pop scene the impact of the opening by the

The first of the two stars of the show to appear, Gene Pierson, was able to be heard because he controlled the volume of the accompaniment.



## Column.....



Eldrid Stobbing, bassman for "Hi-Reving Tongues", is currently in Australia lining up work for the "Invaders" he'll have an almost easier task than he did with Ray Columbus and the "Invaders" in early '63.

Wellington is a knock-out place. The Katt is great ..... and so are the girls at 75 Brooklyn.

The Beatles are releasing a two-in-one LP with 24 widely differing tracks. This will be their first under their own Apple label.

Engelbert Humperdinck has just bought a \$100,000 mansion nearby to Paul McCartney. Anyone for tennis?

An album to include poems is to be released very shortly in England and the States. It will feature Arthur Brown, the "Move" and the "Traffic". It would be very interesting to hear.

Barry Gibb, lead singer of the "Bee Gees", is now living in one of the most expensive apartments in London. For the privilege he pays \$165 per week. "Cherry."

John Rowles's new single, entitled "The Pain Goes on Forever" is still making no impression on the English charts. I feel that this is his vital record for him to keep up with the Joneses.

Is "Lady Willpower" mother of Gary Puckett and the Union Gap's "Young Girl"?

The audience bows to my plea — excellent showmanship.

Work on the new Paul Jones movie drama, "The Commitment", has been completed. Also featuring is music by the "Pink Floures" and the "Crazy Word of Arthur Brown". It will be interesting to see if it compares to his first film, "Privilege", which I consider a classic. Roy Orbison's new single, entitled "Heartache"—rather fitting, I'm sorry to say.

Bobby Gentry, by far my fave female vocalist, sings two "Beatle" tracks on her new LP.

The "Cheshire Katt" from Wellington are well armed with talent and a new kind of friendliness and vitality. Auckland groups take heed.

The new Simple Image LP cover is tremendous. I am told it was designed by a 14-year-old boy. I certainly send him my congratulations.

We are looking for kinky Christmas cards to send to people at the end of this year, so anyone with good ideas please send them to P.O. Box 6309 Auckland. Who knows, you could be a second "Picasso".

Till next time, keep swinging. —Gene Pierson.





**GENE PIERSON** is 24. He's a singer, a journalist, an actor, has a pop column and in general terms could be described as a businessman. In January this year he blasted off to "the world" with Qantas on a general promotional tour with the objects being to project an Australian image, the Australian fashion scene and Qantas — on a youth level.



**Hey! Hey! Hey!**

This week we have a happy winners corner to show you. First, there is this happy snap of Gene Pierson, Cleo and the winner of our night out at the Hawaiian Eye for all that beaut food and lovely service. Her name, if you remember, was Denise Miller and she and her friends listened to Heart 'n' Soul before the big names in the business.

We haven't a picture of the winner of our Johnny Farnham "Looking Through A Tear" competition, but we're sure they're just as



**Oh well . . . you have to put up with these things when you're a musician . . .**

beautiful as Denise. The winner was clubber 21310, Tori Sticpewich, and your album will be on the way next week Tori. Don't forget the "Just Zoot" and Pop Poll albums. You only have one more week to get in for those.

Our free night out next time will be with Mike Furber. To win the night of your life out with him you have to tell us who wrote the A

side of Mike's new single. A bit hard? Well, here's a clue. He's red-haired, drives a bulldozer and had a hit out called "J.I.A."

Send your answers on the back of an envelope together with your name, age, address and club number to:

**Mike Furber Comp.,  
7 Myrtle St.,  
Crows Nest, 2065.**



Former N.Z. singer Gene Pierson (now living in Sydney) chats with two older drag queens whilst visiting a N.Z. club recently. The drag-queens at Sydney clubs are usually younger — but Gene loves 'em all anyway (but not physically). He's played many Sydney camp dances, and says the audiences are great. "They're very open minded, so you can do anything you feel like on stage."

**TELEVISION**

The old teev's a bit  
an again this week,  
it watch out for Today  
op in the Today Show  
n Friday Morning  
hannel 7). It's com-  
ered by Gene Pierson  
nd the guests will in-  
lude someone from  
this very office (Go-Set,  
that is!)

GENE'S  
GOT A  
GIRL...

● THEY'RE going to hit the local pop scene — Gene Pierson and Sue Rawnsley.



Column.....



## Gene Pierson here Friday

Leading Auckland and former Australia popstar Gene Pierson is to appear in the city next Friday night. Gene is currently on a nationwide tour and is now on his way back to Auckland after successful appearances in Wellington, Christchurch, Dunedin and Invercargill.

On his return to Auckland Gene is to complete the recording of his first LP, to be released in late October.

In November he is off to Australia for major TV dates and a nation-wide tour, and is to return to Auckland for Christmas.

Gene's latest record, "Just One Tender Look" is currently chalking up good sales throughout the country.

In Palmerston North Gene is to appear at the Astoria with the Dizzy Limits (who came second to the Dallas Four in the National Tea Rave and the Toll Puddle Martyrs, and at 12.30 he will do a short spot at the Sorrento Club with the Sounds of Four.

News this week comes from Britain, where it is estimated the sale of the new Beatle LP with a list of \$37,000 and 27 tracks is bound to create a lot of interest. Some of the featured tracks are: "Everybody's Got Something To Hide Except Me and My Monkey", "While My Guitar Gently Weeps", "I Don't Care", and "Julia". I've been told by a contact in London, who's heard most of the tracks, that "Back in the U.S.S.R." is the best track on the LP and should quite easily be released as their next single.

Richard Harris, the fiery Shakespearean actor, has just added a Gold Disc to his acting accolades, is causing great controversy in the United States with his new record entitled "The Yard Went Forth". DJ's are refusing to play the record, as it is anti-Vietnam song based on the speech by the late Robert Kennedy.

Did anyone know Lulu was 20 this week? Next to Simon and Garfunkel, the highest paid musician in the States are Jimi Hendrix Experience followed by Diana Ross and the Supremes.

Well, I've finally found out who Meher Baba is! O. C. Smith, who recently had "Hickery Hollers" on the charts and is currently riding high on American charts with "Little Green Apples", is slated to cover the Frank Sinatra song, "That's All" for his new release.

Barbra Streisand and her husband, Al J. Perlman, and her manager, "I Say A Little Prayer".

The Bee Gees' new LP, "Rare, Precious and Beautiful", will be released in the States in mid-October.

Heard about the Ohio Express that when their recording manager took them "Yummy Yummy" they laughed, now that they've sold well over a million, they are still laughing.

I believe that the Equals tie in ugliness with Tiny Tim, dying to see them... The top Australian group called "Groove", cotidience? I read in a Sydney magazine that Robert Stigwood has signed three more Aussie acts to his stable. Stigwood was previously with the Epstein organisation but since then signed the Bee Gees and departed.

I must thank that little girl who has done so much for me this year and that's Susan Rawnsley, my manager. It's a wonder I haven't driven her around the bend. Till next time keep singing.

## his MANAGER!

PAGE 10 GROOVE, September 16, 1968

# GENE PIERSON'S COLUMN



This year's heat for the Golden Disc is on again and it seems that some people just can't take it. I feel sorry for Robert Gemari not making the Top Ten but also feel a little disturbed at the way he went about it. The article in the "Sunday News" does absolutely nothing but create bad relations between artists and the eight judges. My "Bad Loser" For '68" goes to Robert Gemari.

Congratulations to the Auckland NZBC for your breakthrough of the NZ tradition for ignor-

ing New Zealand artists and giving us our own Top 20.

New Zealanders look out, there are World Standard sets right under your noses e.g. Simple Image with "Spinning Spinning Spinning" proves this.

Robbie Robinson is doing a great job in Wellington with the Shevelles and Ray Charles. I'm sure that "Polydor" Records will become one of the best local labels apart from their overseas impact.

Actually one of the reasons I undertook to write this column was to let the public know what goes on in Show Biz. If there is anyone with opinions that they would like to express write to me c/o P.O. Box 5309, Auckland.

one and you say  
this is  
Pierson speaking  
and they say

WHO?"

By  
Gaynor  
Smith



For years he polishes his image, presents it, glittering, to his public. He sees himself reflected in his fans' eyes as the hero they want him to be . . . if he is lucky, and successful, he becomes that hero, but the danger lies in coming to believe in the image himself. Gene Pierson's story is that of every hopeful young pop singer — but recently he has begun to pull ahead in the race to the top of the charts.

Here is the "anatomy of a pop singer" . . . the story of how Gene Pierson has managed to get this far.

Gene Pierson is a personable young man, with a pleasant, yet hardly powerful, voice.

This puts him in the same category as thousands of other 22-year-olds who are occasionally inspired to make the bathroom rafters ring.

The difference is that he is a professional pop singer.

His assets include passably good looks, nearly five years experience as a performer, and the ability to make the most of what he's got.

They also include a business manager who happens to be an attractive 19-year-old girl.

Nowadays you don't need a booming great voice to be a singer: electronics can take care of that.

It's personality and determination which count in the long run.

If you are amiable and outgoing enough to *make* an audience like you, half of the battle is won.

And if you keep plugging during the bad patches (when your last record is forgotten, coffee bar crowds keep chatting, promoters and record companies don't call), you could make the grade, make a living, and maybe reach that indefinable pinnacle "the top."

Born Giancarlo Salvestrin — in Switzerland, near the Austrian border — Gene was taken to Australia at four by his Italian/French/Austrian father and Swiss/French mother.

The migrant couple with no money and no English persevered until they became an industrial chemist and an Australian housewife, bringing up their only child strictly, in the continental manner. Perhaps

determination runs in the family?

As a schoolboy, Gene Pierson set his sights high in Sydney. Then it was drama classes and dreams of acting, "but only so that I could go to the United States and be a star," he admits now with a grin.

The breakthrough which turned Giancarlo Salvestrin, employee of the E.M.I. recording organization, into Gene Chandler, singer, didn't come from his work in the royalties section, but from a dance hall talent quest:

"I sang a crazy song — and then I walked out in embarrassment. When I went back next week, the manager said I'd won. And he offered me a job on Saturday and Sunday nights for \$3."

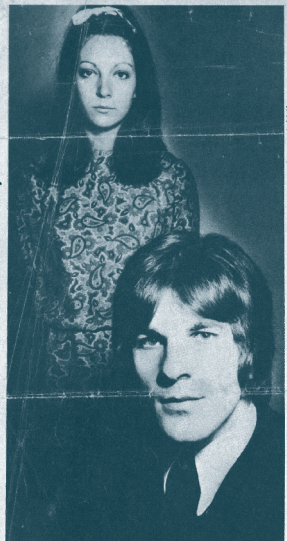
So Gene Chandler existed at weekends — and later on week nights, too — as guitarist and singer for a white-clad group called the Interns. Its five members had separate lives and spare time music, until they were offered a six months' tour.

Their jobs wouldn't wait that long, so they started as professional musicians the following week. . . .

And then it was town to town — 140 of them — playing or travelling every day and night from Sydney to Mt Isa to Melbourne.

By mid 1965 they were home with enough of a reputation for agencies to book them almost automatically at hotels, clubs, universities, teenage dances, balls and private functions.

"It looked wonderful and it looked easy — success, money and roses all the way. We thought we'd just keep playing



"you phone and you say  
this is  
Gene Pierson speaking  
and they say

WHO?"

continued from previous page

better all the time, more people would get to know us, and we'd get to the top. . . .

But it wasn't easy. "There's too much hard work involved, too much planning and too much rehearsing for that. And there are too many empty promises which come to nothing. Everyone wants to make money out of you. The more you work, the higher your overheads become. . . .

"We needed more clothes, of course, and also a van for transport. The others were paying off equipment and I was working off the sound system. We also had a combined insurance policy for anything that could go wrong. . . .

"In theory you could be getting \$50 a week, but these overheads leave only \$20 or \$30 in your hand. . . .

"And you haven't got a trade, you're not getting any younger, and there are dozens of hard-pushing singers and their managers right behind you. The race is on. . . .

"So when do you pin your hopes on? A hit record!"

"At what a year later it came, "Smokestack and Lighting," backed by "Almost There" was recorded in mid 1966, and reached No. 8 position on the Australian charts. But where was the money?

"You get five per cent royalty on \$1 '45" when you haven't made the record yourself. The group got five cents on every record — a cent apiece. That came to \$260 altogether — just over \$50 each. . . .

"So now you need another record. . . ."

Some functions didn't want a group of five singers, which is cheaper. But for Gene Chandler, a 20-minute set alone was worth as much as a fifth share of four hour's work on guitar and vocal. . . .

There was conflict: arguments about songs and arrangements. It looked like the beginning of the end of the Interns. . . . Then the La Dee Dads arrived in Sydney, just one of many New Zealand groups finding success in Australia. . . .

"I thought it might be an idea to reverse the geographical situation. I had no contacts, but

on their advice I decided to come for a short holiday. . . .

Gene flew into Auckland on a 2-day return concession. And like American tourists who look for kangaroos in Sydney's George Street, he expected to find people cooking eggs in thermal pools in Queen Street. . . .

He knew nobody. In 10 days most of his money had gone, and he couldn't use his return ticket until he'd been here a fortnight. . . .

He asked at a dance hall for a job — any job. ("I was prepared to sweep the floors if necessary") and was made temporary comper for \$3 a night. After three nights he filled in for a missing guest artist, and a few days later was offered a recording contract by the owner, who also managed a record company. But he discovered Gene Chandler was an American singer name. . . .

"If I was going to get anywhere, I'd have to change my name again. Pierson seemed to go with Gene, but now *nobody* had ever heard of me!"

By then he could sing better than before: he knew a bit about the business. But he badly needed publicity. . . .

You phone and say: "This is Gene Pierson."

They say: "Gene who?"

"I'm a singer."

"What have you done?"

"I've sung in Australia, and had a record on the charts."

So I'd show them the record, and they'd say: "But this is Gene Chandler."

"I was right back where I started. I might as well have been Fred Bloggs!"

He got to know people during two months spent preparing to record. Radio Hauraki offered him a place on a tour of four North Island centres when an Australian artist didn't fulfil a booking. . . .

The record company paid him a retainer. It's not usual, but he was threatening to go home. . . .

By July 1967 he had pressed his first local record, "I Love, Love, Love." It achieved No. 2 on the Napier hit parade, No. 20 in Auckland, nowhere in Wellington and nowhere in the South Island. But it took on in Australia. . . .

## MOVIES

# Gene Pierson's Fantasyland

Another report from Sydney pop personality Gene Pierson, back from a round of the world investigation of the rock scene with QANTAS:

It's like walking into a make-believe world, a place where you can make anything happen or meet any kind of people in the world. . . .

It took us almost two days to cover the 420 acres of mountains, rolling hills, man-made lakes, deserts, waterfalls and hundreds of buildings with no interiors, . . . almost the world's history past, present and future all wrapped up in one city. . . .

I'm talking about "Universal City," in Hollywood, where they turn out some of the greatest motion pictures and TV series in the world (some of the worst, too). . . .

Your guide John Hemphill mentioned a few to me. . . . Thoroughly Modern Mille, Spartacus, War Wagon, The Birds, Psycho, all the old horror movies of Lon Chaney, Handbook of Notre Dame, Frankenstein, Dracula, etc. Then there are TV series like Wagon Train, The Catch a Thief, Ironside, the Munsters, Marcus Welby MD, Name of the Game and many others. . . .

The front lot is where all the action begins, where all planning is done and all interviews are shot on soundstages. There are 32 of these, each waiting to be "dressed" to produce its share of movie drama. Everything needed for a scene is built-in. Lights are switched on and Universal's wizards create their special effects — making fog drift across an authentic old London street, or wind rip across a lake shore. . . .

The property department carries something like 5 million different props. There are buildings full of furniture, rare guns, books, carpets, paintings, costumes, . . . anything you can imagine appearing in any way in a movie. . . . they have. . . .

The transportation department carries 1200 vehicles, ranging from historical cars to trucks, tanks, buses, stagecoaches, spacecraft — even cable cars and aircraft. We saw even a Boeing 707, acquired for scenes in Airport, and now housed in a hangar, awaiting some new role. . . .

Special nurseries are kept for instant forests or grassland effects. And, of course, there are man-made mountains of plastic rocks, waterfalls and even flashfloods. . . .

Headquarters for this blizzard of activity is the 16-story MCA Tower, home and offices for Universal City, American Decca and MCA records, and a million-dollar computer system for operation of all productions. . . .

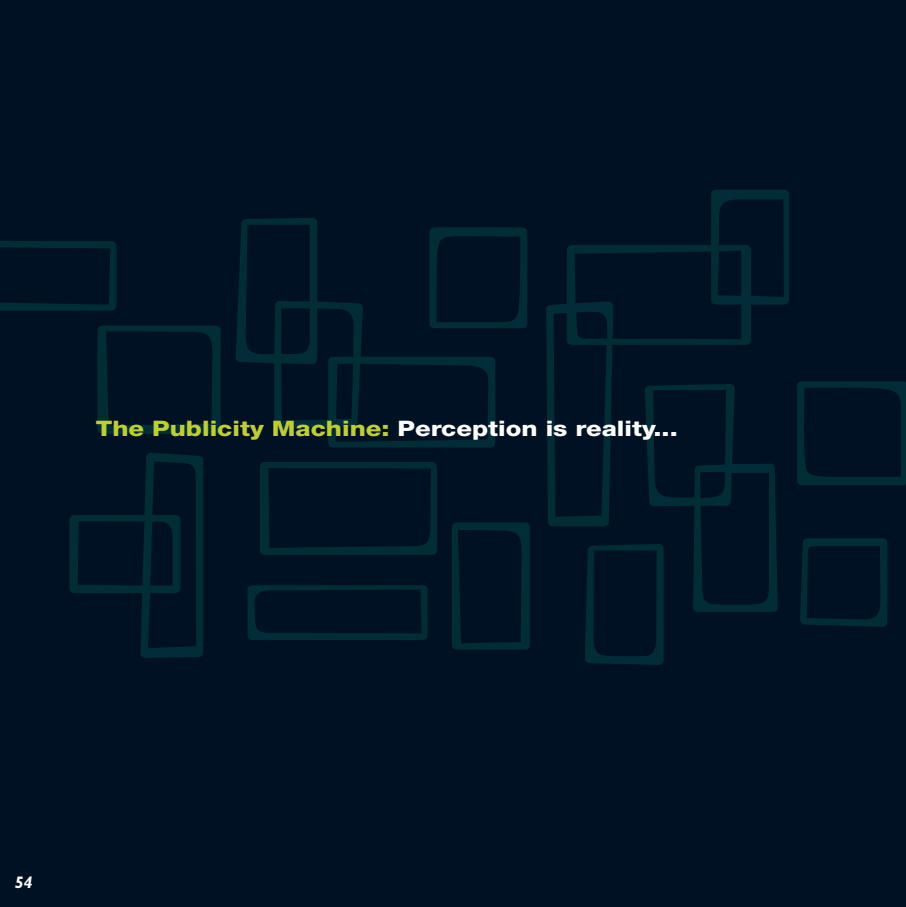
Apart from the thousands of permanent sets and caravan dressing rooms — including Elvis Presley's 150 from his Hal B. Wallis production days — Universal also has a giant hotel, the Sheraton, with a 500-room world of stars, skyroom dancing areas, sweeping 360 deg. views of San Fernando valley. Every suite has a poolside lanai room! . . .

So the movie-making business continues to be stupendous, spectacular, outsize and bigger than ever. But there's some hardcore reality behind this world of fantasy. More next time. . . .

GENE

**RIGHT:** Remember it... the forbidding house from Hitchcock's *Psycho*. Pierson inspects the set at Universal. **BELOW:** Movie Cars clutches pair of bar doors through which have tumbled backward many a bandwagon in the bar room brawl, "The Long Train," "Laramie," "Bat Masterson" and "The Virginian" all used this set.





**The Publicity Machine: Perception is reality...**

# STERLING JEANS POP ROD 70 INVITES YOU



**Australian**  
**FESTIVAL OF STARS**  
 (SOUND of the SEVENTIES)

Come along to Hornsby Westfield Plaza, meet great Australia's top recording stars.

**WEDNESDAY 15th APRIL**  
 Gene Pierson 12.30 p.m.  
 Star of Pop/Drama TV Programme  
 Festival Recording Star  
 Rosalind Keane 3.30 p.m.  
 TV Stage Recording Artist.

**THURSDAY 16th APRIL**  
 TV Festival Recording Star  
 Norma Rowe 12 noon  
 Miranda Fair 3.00 p.m.

**FRIDAY 17th APRIL**  
 Tex Williams 12.30 p.m.  
 Country Style, TV Record Artist  
 Festival  
 Jeff Phillips 1.30 p.m.  
 (National TV Festival Recording Star.)

Also see them  
 "The Wild Colonial Boys"  
 Each Day 8.30 a.m. & 1.30 p.m.  
 Sat. 10th April, 8.30 a.m.  
 (E.M.U. Banding Group)

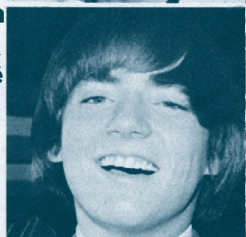
**Hornsby Westfield Plaza**

15 The Sun, Wednesday, April 15, 1970

Gene



Mike



Posie



GENE PIERSON



CA  
 BEN TU



**FAN CLUB**  
 P.O. Box 4369, Leckie  
 or P.O. Box 255, Warragul  
 Records Exclusive to Fan Festival

## Gilbert O'Sullivan. News. Wings on Tour. Captain Matchbox. Dr. Hook



EVERETT COLLECTION Page 13

GET WITH THE GROOVY GEAR

### STERLING JEANS

Available at all leading stores



#### STERLING JEANS POP-ROD '70 LATE MODEL SEDAN INVITATION SCRATCH RACE

A novelty event open only to those connected closely with the pop scene and sponsored by Sterling Jeans.

Winner to starting line to receive trophy presented by "The Three Degrees" on behalf of Sterling Jeans. Guest starter: Kevin Sadleir of the Sunday Mirror and Grand Judge Martin Brimman of Diamonds Records.

No.	Driver	Position
1st	Gene Phelan	(of Beach Out fumes)
2nd	Donnie Sutherland	(EX-207)
3rd	Dai Myers	(TEN 101)
4th	Ted Matry	(recent hit "Julia")
5th	Miss Furber	(In On The)
6th	Fraser	(Melbourn)
7th		(Grass Harp)
8th		(Blm Tree)
9th		(Tyne Piece)
10th		(Levi Smith's Cleffa)
11th		
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WE'VE  
FLIPPED OVER—  
GENE PIERSON'S  
LATEST SINGLE!  
BECAUSE  
THE 'A' DECK  
IS NOW  
THE ONLY LIVING BOY—NEW YORK  
SPIN IT AND SEE — ITS GAS...  
ON FESTIVAL FK4264



# Pop star in 'Toyland'



This happy picture is currently appearing in music stores and record shops to help promote a new local pop release—"Toyland".

The disc features up-and-coming pop singer Gene Pierson, seen here in his recording studio showroom at Lincoln Industries' Penrose head office.

Mr Eldred Stebbing, head of Zodiac Records, told the Merchandiser that the record company's publicity people were looking for a suitable setting in which to photograph Pierson.

"Lincoln is the best-known name in toys," he said, "so we approached the company, which was only too happy to allow us to use the showroom."

In return for this gesture, Zodiac

Records has included the Lincoln Industries' slogan "Lincoln—the greatest name in toys" on each promotional poster.

"Toyland" is a local cover version of an American record, and is described as a cheerful, catchy tune, notable for the fact that the words can be heard clearly. Flip-side: "Matchstick in a Whirlpool."

Gene Pierson is one of the rising stars on the New Zealand pop scene, with three single records to

**GENE PIERSON** Gold Disc Contender & Silver Scroll Entry  
**JUST ONE TENDER LOOK**  
 as in  
**IF YOU ONLY LOVED ME**  
 CAMBRIDGE  
 245/1339

The Cambridge Agency look for young men—  
 in suits and jackets.  
 This is one, "The Look," chosen by top recording  
 star Gene Pierson.  
 Photo: L.A.



● BELOW, LEFT: American soul singer Lou Rawls chats to New Zealand singer Gene Pierson at a reception in Sydney arranged for Lou by his record company.

also be released overseas through the Philips organisation.

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MEET  
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# NEW YEAR'S

from the people  
a year to



**Tony Romeril**

"I will cut down on that filthy habit — drinking, I will also cut down on eating, and I will include in my Physical Fitness Campaign the jumping of hurdles."



**Gene Pierson**

"To be as healthy and as happy as I can and to steadily progress in my work."

# RESOLUTIONS

## who made 1970

### remember



**Graham Brown of the Cleves**

"We resolve to go overseas and fight to do well. We will also work hard at getting a hit record in '1971.'"



**Geoffrey Gray of Flake**

"I resolve to make twice as much money as I did last year."

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# Gene Pierson -

## POP-SINGER HIGH ON NEW ZEALAND'S TOP TEN LIST, WANTS TO BE AN ACTOR, BUT singing takes up all his time!

BY JUDITH LANE

PICTURES BY MICHAEL WILLIUGH



Above: No early morning start for this hot bird, he's a nighttime star.



Right: A cold shower, and the audience's ready to be freed.

Below: Bud Brub, BRUNCH.



GENE PIERSON wants to be an actor. He has spent two years of a Sydney drama school and now has private lessons with an Auckland teacher. But he won't become a professional actor for some time yet . . . he hasn't the time!

Gene is a very busy pop singer. When he isn't producing a new song for his recording company he's putting in an appearance at one of New Zealand's many night spots.

"I will take no serious acting one day, but at the moment I can't afford to give up singing," said his engaging young voice.

He was born in Zurich, of Swiss parents, who took him to Australia when he was four.

"I was brought up and educated in Australia," said Gene, who obtained his University Entrance examination before leaving boarding school.

"I am serious about wanting to act . . . but somehow, I seem to be able to see a living by singing," said Gene, who has had shows in a suburban house in Auckland.

He has signed a three-year contract with a recording company in New Zealand and will live in Auckland during that time.

"I came over here on a holiday, as I had been the vocalist with a pop group in Australia," said Gene. "Pauze was a bit low, so I took a temporary job as manager of the New show at the Galaxy Club in Auckland. The manager asked me if I could sing. I said I could and he arranged for me to have an audition with a recording company."

Almost before he realized it, his first record "Love, Love, Love," was in the charts and had gotten to second place in the top 10.

"But didn't make number one," said a regretful Gene, "but there will be others."

In that three year, plenty of others . . . he records, on average, one a month. As soon as one long record the pop charts, he starts to record another, so there is always one in hand and at the ready.

"It doesn't take too long for me to record a single to everyone's satisfaction," said Gene. "I like to be finished with a song after the second run-through. Some people have many more takes, but I DON'T improve with repetitions, I just get worse!"

While things have gone smoothly for him in his career, the new year brought with it several worries for Gene. His father has been seriously ill, and it meant three flights back to Sydney between engagements for the 20-year-old pop singer.

"It would be terrible saying I fly home between engagements. But I have to keep business commitments," said Gene. "I think my parents understand. It would be easier for them if I had brothers or sisters, but I'm an only child and that's always a pain problem."

His father, a bio-chemist, was disappointed when Gene took on the pop scene.

"Dad: My parents felt a nice job would be more in keeping with my education . . . but I couldn't have stood that," said Gene. "Besides, I earn so much money now so I could be my own boss. It's far this way, I have an idea how long my working day will be: sometimes I finish at midnight, other times it's 2 and 3 am. It never worries me. I like to sleep late in the mornings."

Unlike many of his generation, he has a wary eye to the future, and a mature outlook when it comes to the business of a roof over his head. He is buying his



The cocktail hour for Gene . . . prefers to spin a few dice before



"Getting the gear ready" . . . it's like a free will, late the night.

current home in partnership with a friend, ("He's not in show business, I don't think two specialists could go into ordinary business together") and the two have divided the property into two self-contained flats.

"We're paying off a mortgage . . . who isn't? . . . but at least it's not dead rent. We are investing our money—we should own the property in a year's time and then we'll have no output to speak of. I'm all for ownership, I've never had a place again," said Gene.

He is a great believer in the power of thought and expounds his theory—if you want something badly enough you . . .





# ANOTHER 'UNKNOWN'

## AUC

FOR  
ARTISTS SE  
CITY AND C  
IN AUCLAN

A case I mentioned recently was Robert Genn, whose records have alr



*"I was always told... 'in this country you can make yourself into what you dream you can be'... I always dreamed big!" - Gene*

ER  
AUCKLAND  
R HOME  
POPULAR

have to be very in their demand in anywhere near the backing.

recently Aucklanding companies have a tendency to skim takings and time putting recording a disc. There is probably low profit local recording does justify any expense.

### Pushed Job

Wellington singer recorded in Auckland the recording rushed through in approximately 48 hours, the choice of material was both poor and

and did not appear at any nightspots.

unsuitable and no time was given for rehearsing **63**

Outside Back Cover -  
Blank for gluing