

More Stories From The Heeey Baby Days of Beach Music *the ones that arrived to late to get into Volume One*

R.C. & the Moonpies – The Part Time Party Band

Was this the grand southern delicacy? Not from my perspective, I preferred another. For my all time *Dixieland* treat, you couldn't use that newfangled 10 oz. bottle that Coca Cola came out with in 1960; you had to use the 7oz bottle because of the difference in taste. It was amazing that from the same batch of Coca-Cola, the *essesence* could vary so much but--No! There is no scientific proof. A small gulp of Coke created room for the precious cargo, the entire contents of a bag of Tom's salted peanuts although Lance's was an acceptable substitute. Watching the sodium from the salted peanuts interact with the secret ingredients to create the great fizz was *tantalizing*. Back when Coca Cola was readily available in bottles *with city of origin engraved on its bottom*, I would occasionally make this special treat and some folks, even Southerners, would watch in amazement. This was curious to me but I'm still trying to figure out why all the soft drink manufacturers felt that it was necessary to put the drink of the South in a tin can. When it happened, the employees of Luciana tea got a paid holiday and the peanut farmers went into mourning. It really doesn't matter as much as it used to because I can't even find Merita's devil food cake up here in Atlanta either. It was required in South Georgia during The *Heeey Baby Days of Beach Music* that if you were gonna partake from the bottle; you needed the devil food cake to counteract the salty peanut fizz. It was really a conspiracy because then you had to have another co-cola and bag of peanuts to counteract the sugar. It was one of those vicious circles.

I guess a band called Co-Cola & the P'Nuts would not have had nearly the mystique as that party time party band from Valdosta State College in 1968-69. We knew of the band and even had three of the members listed in an uncompleted band directory but otherwise R.C. & the Moonpies would have fallen into musical obscurity had it not been for my bride Marion who happened to run into former Moonpie drummer, Mike Hattaway, just a short time after the book had gone to press. After giving Mike the heybabydays.com address, Mike sent us some info that helped solve a little of the mystery of what appears to be another band of soulful musicians from deep in the piney wood.

R.C. & The Moonpies was primarily students at Valdosta State College who were members of bands back in their hometowns. Most bands played on the weekends during the *Heeey Baby Days* but primarily this band played during the week for those college students who got their studying done during the day. All their gigs were sellouts! When the weekends came, these musicians generally hooked up with regular bands back home for a Friday and Saturday night performance before heading back to school. According to drummer, Mike Hattaway, "The band was a true 'jam' band and we featured Eddie *Middleton's* ability to do soul and beach tunes."

Did the band have food on its mind or food?

On occasion, the band would use the name, The Luv for Lunch Bunch.

Who made up this band that catered to those with a taste for soul music?

Mike Hattaway- drummer- a veteran of several Waycross, Georgia bands that included Our Gang, The Royals, and The Riot.

Bill Pounds – From Macon, Bill was one of those Boogie Chillin'

Paul Valentine – He didn't have too far to travel on the weekends to catch up with his hometown band from Valdosta, The Soul Survivors

Jack Ball – He may have made the journey with Paul back to the Soul Survivors

Russell Martin- As a member of a legendary Beach Music band, King David & The Slaves, Russell may have had the most exciting itinerary but spent the most time in transit.

Eddie Middleton- the lead singer for R.C. & The Moonpies had a short jaunt over to Albany on the weekends to join up with Bobby Joiner and the Seros band.

Mickey Thomas – guitar –If ever Eddie got hoarse, he could rely on the band's guitar player for back up vocals

When school got out for the summer in 1969, R.C. & The Moonpies took its final bite as a part time party band. Some members went back to their hometown bands but others made transitions. Lead singer, Eddie Middleton followed Russell Martin to The Slaves, then to The In-Men Ltd/Peace Core. Later on, Eddie sang lead for New Song and they won several dove awards in the Christian Music field. With the remarkable comeback of the In-Men Ltd. in 2005, Eddie was called upon to sing lead on several R&B tunes. Mike Hattaway went on to drum with, Shiloh, The Continentals, and The Predictions... and the others...we're not sure but it is thought that guitarist Thomas *fooled around and fell in love*. first with Elvin Bishop, and then with the Jefferson Starship. The run for R.C. & The Moonpies was short, but obviously could have been a lot longer with all that talent. But that's just a little food for thought.

Kicking at the Pavilion

Mickey Bradford – Imperial Rock N Roll Band Danville, Virginia

Greg,

If you still have space left in your book I have a story from the Imperials Combo. It was August 1964, and we were playing to sell out crowds at the Pavilion Magic Attic in Myrtle Beach, SC. Just across the side alley a band called Wild Country was gigging at the Bowery. It was Saturday night and the Imperials were really kicking. We decided to feature Johnny Towler on a song by Lonnie Mack called Memphis. As the music got more and more fantastic Johnny T. let his fingers go totally wild. He put so much effort in that song he was white as a sheet. The more we played the wilder the crowd got. It was so loud in that room the walls were shaking. When Johnny had finished pouring his soul into that song the audience just stood there hypnotized. The band was as floored as the crowd, and in the 2-second pause I screamed "Night Train", and the band blasted in like a ton of TNT. Instantly the crowd went totally wild, and charged up on stage. The Keyboard player Barry Parker was so caught up in the moment he kicked his foot back and "bang" his bench flew backwards caught in the curtain, finally coming to rest somewhere far backstage. Needless to say the whole band went nuts, and so did the audience. We played about three minutes of Night Train and the management stopped the show. The crowd had gotten out of hand so badly the whole room had to be cleared. It took about thirty minutes to restore order. Meanwhile Johnny T. and I had drifted down to the alleyway, and one of the Wild Country guys came over. He said what the HELL are you guys doing over there? We thought the building was

gonna fall down. Johnny looked down and shuffled his feet and said Rock N Roll man! We're cutting a little rock 'n roll! Man. the fellow musician exclaimed, musta been one hell of a show!