





SOUND STORM

'70

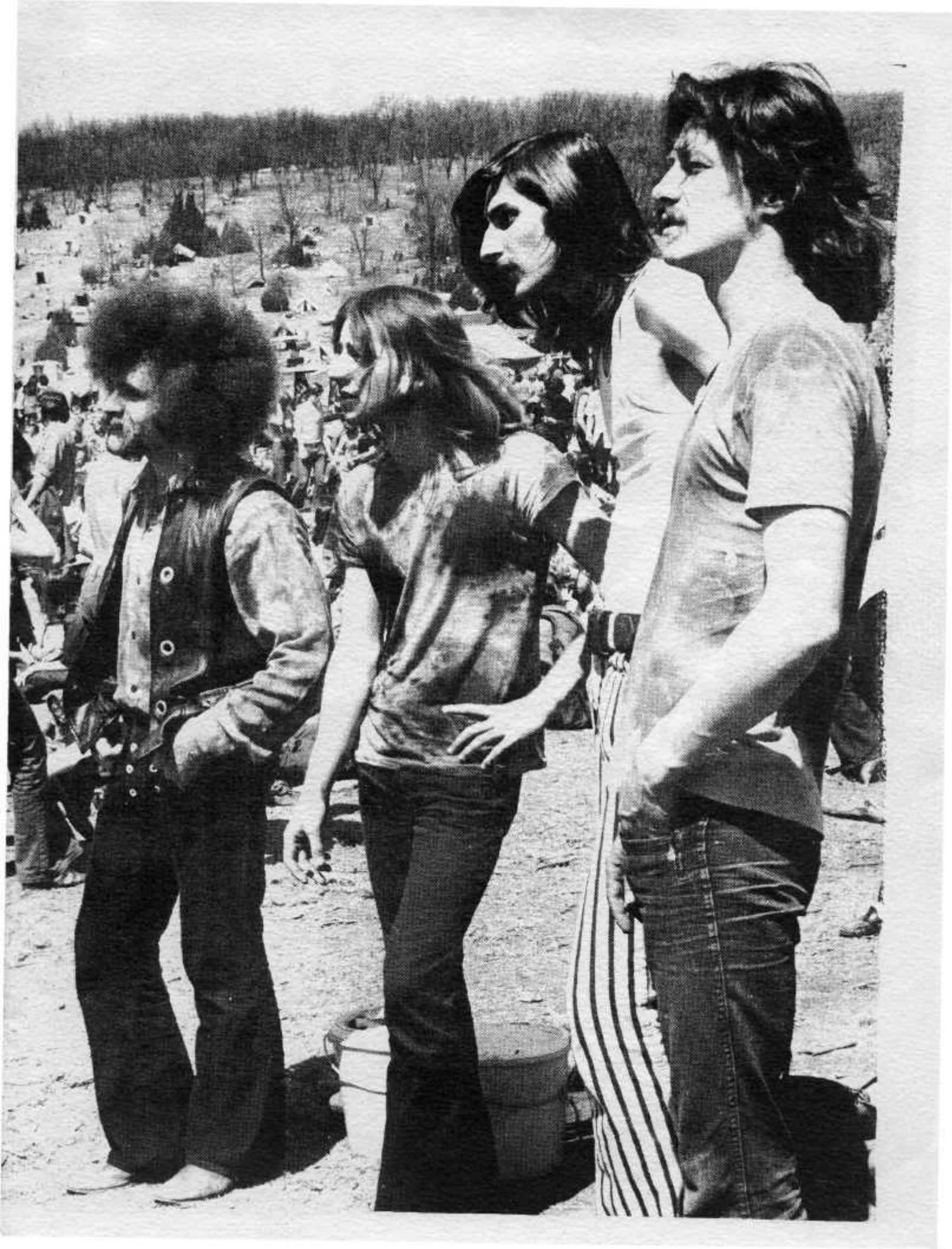
Pictured above is Donald K. (Pete) Bobo, President of Golden Freak Enterprises, Inc. His Madison, Wisconsin company promoted the midwest's first major rock festival in April of 1970.

One of the headline acts, CROW, is pictured at right.

Pictured on the opposite page is TONGUE from Menomonie, Wisconsin. The group had just finished their performance and was digging another Sound Storm act.

FRONT COVER: TAYLES





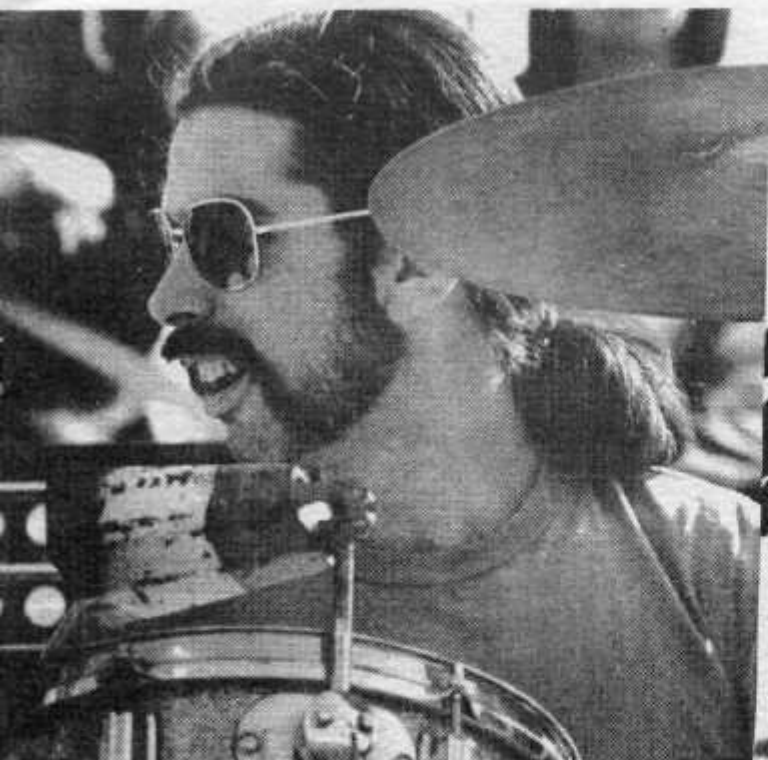


Photography by
Schumann

Pictured below is drummer Ray Cyr
of U.S. PURE.

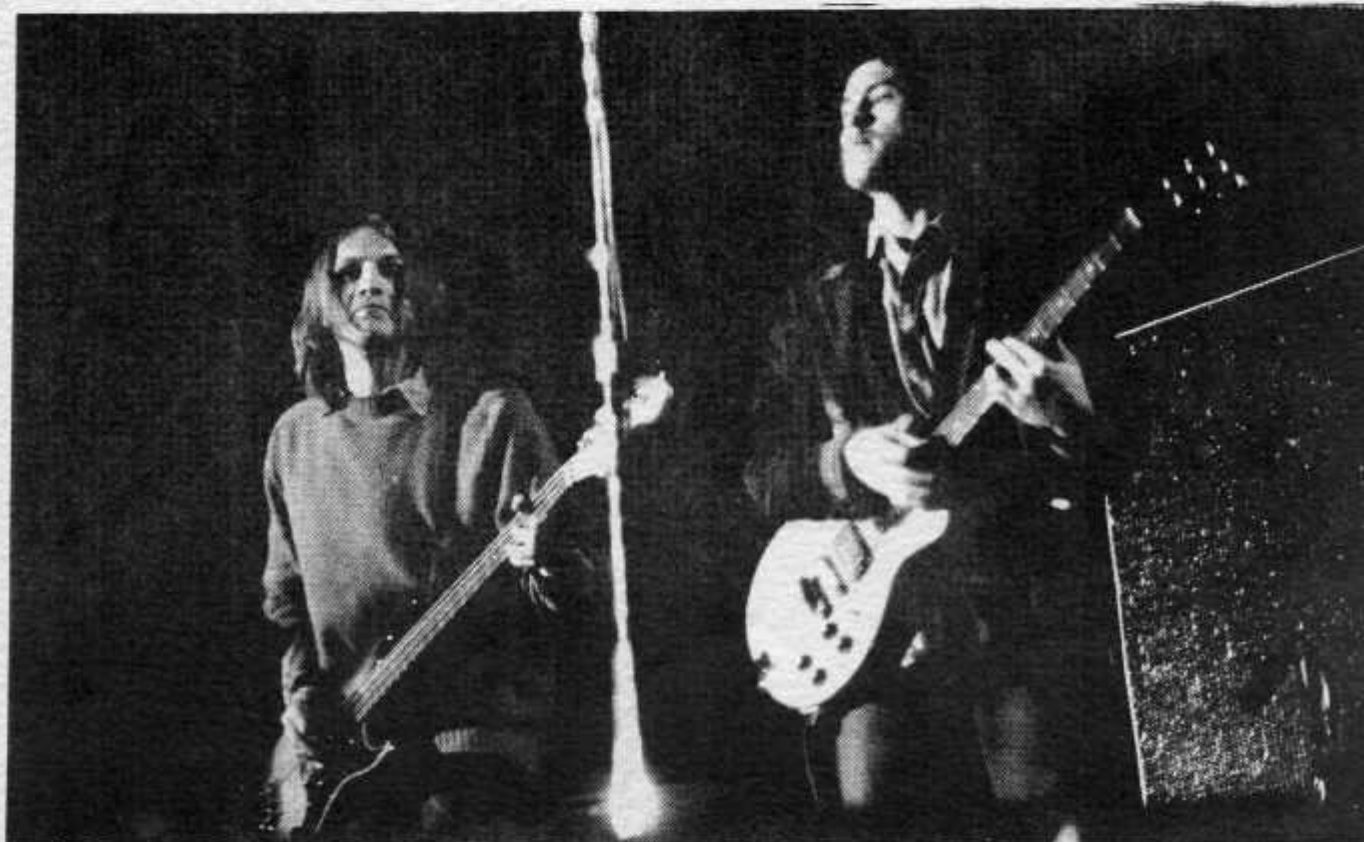


Featured at the Sound Storm Rock
Festival were the national recording
groups, GREATFUL DEAD, CROW, ROTARY
CONNECTION, MASON PROFIT, LITTER, and
others. The top groups from through-
out a five state area also performed.



A crowd of between 30,000 and 40,000 was thrilled by the talent of the GRATEFUL DEAD. Above are pictured several members of that famed San Francisco act.

Jeff and Jimmy of U.S. PURE workout during their set at Sound Storm. Not pictured is Mike, organist and vocalist for U.S. PURE.



THE ROTARY CONNECTION kicked off the fantastic weekend with an outstanding Friday night set.



Poynette played host to over 30,000 festival fans in April of 1970 as the Sound Storm Rock Festival happened on the York farm only a few miles from that Wisconsin burg.

With complete cooperation from the local police and local weathermen, the festival was a smashing success.

Although there seemed to be a shortage of famous recording groups on hand, there were many midwest groups who thrilled the large rock audience.

Many of the groups were hired through Wisconsin's largest talent agency, North Central Productions, Inc. of Madison.

North Central's staff worked with the promoters from the very beginning as talent advisors for the event.

Pictured in this souvenir booklet are several of North Central Productions' groups and several of the recording groups who performed.

north central productions, inc. box 1812 madison, wisconsin



Pictured at
right is
Barb, lead
vocalist for
THE TICKET.



BACK COVER: BOWERY BOYS

Chicago's MANITOBA HUGGER brought up the
sun at the Sound Storm Rock Festival.



