

# Memories that Rock!

By Helen Marketti

Rock and Roll music had its birth, growth and maturity rooted in many cities across the nation. Clubs, record companies, recording studios and radio stations were busily cranking out the music of the next sensation or claiming to have discovered “the sound” that put their city on the map.

One city that left a special mark on Rock & Roll was Cleveland, Ohio. After reading “Cleveland Rock & Roll Memories” written by Carlo



Carlo Wolff, author of “Cleveland Rock & Roll Memories”

Wolff, one sees clearly that Cleveland has a rich background of rock culture that has launched many well known acts such as: The Outsiders, The O’Jays, Devo, The Pretenders, Michael Stanley Band, James Gang, The Raspberries and Nine Inch Nails. This only scratches the surface, mind you, of the artists and performers that hail from the Cleveland area.



The Raspberries, page 54 From the book, “Cleveland Rock & Roll Memories;” Photo courtesy of the Cleveland Press Collection, CSU Archives

Talking with Carlo Wolff, from his office in downtown Cleveland, he discussed what inspired him to write the book. “Cleveland is an archival city. It was the hot bed when rock and roll was

beginning to flex its muscles. Cleveland has its place in music history.”

Carlo started writing professionally in 1971. He spent several years writing music reviews for publications such as Billboard and Goldmine Magazines. He said, “The first band I ever wrote a review for was Edgar Winter’s White Trash in Vermont in 1971.”

It took Carlo 13 months to write “Cleveland Rock & Roll Memories.” As a writer, he was able to tap into resources and use his connections to spread the word of what he was interested in doing. Then the people and stories started rolling in. He conducted interviews by telephone, email and in person. There is a wealth of rock and roll history, anecdotes and fond memories of Cleveland, Ohio.

Carlo remembers the first 45 record single he ever purchased. “It was “You Send Me” by Sam Cooke. I also bought “Jailhouse Rock” by Elvis Presley and played it over and over until I learned all the words.”

If there was a time machine to climb into and revisit a specific time for music, Carlo said he’d like to return to the 1950’s & 1960’s as, “everything was fresh and just getting started.” Of all the talent, hit songs and popularity of artists that each decade produced, I asked Carlo if there was a lesson to be



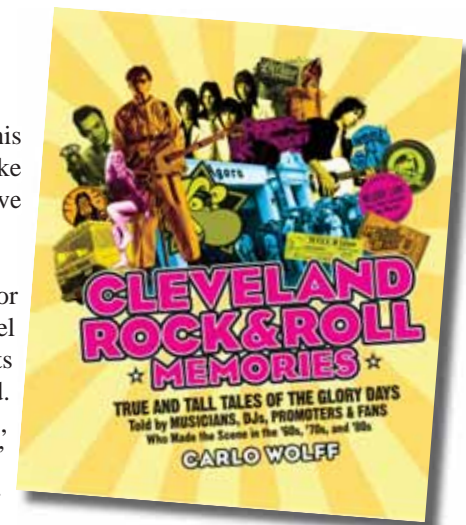
Don Webster et al. page 109. From the book, “Cleveland Rock & Roll Memories;” Photo courtesy of the Cleveland Press Collection, CSU Archives

learned from music personalities, his thoughtful response was, “It does take talent, timing and lots of luck. Believe in yourself.”

Currently, Carlo is features editor for Lodging Hospitality which is a travel magazine. He is also involved with Poets & Writers League of Greater Cleveland. He will be teaching the course, “Learning How To Love Long-Form” for aspiring writers later this summer.

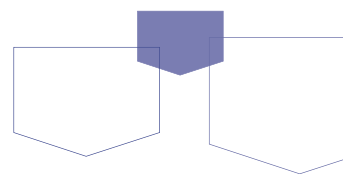


The Beatles, page 26 From the book, “Cleveland Rock & Roll Memories;” Photo by George Shuba



Log on to: [www.pwlgc.com](http://www.pwlgc.com) for more information.

“Cleveland Rock & Roll Memories” is a fantastic, rockin’ read. There is a reason the Rock & Roll Hall of Fame and Museum is in Cleveland! Carlo’s book is published by Gray & Company in Cleveland. Its available at many book stores and through Amazon.com and as Ian Hunter sang, “Cleveland Rocks!”



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