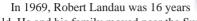
What's on the Shelf?.—

Rock 'N' Roll Billboards of The Sunset Strip

ROCK'N' ROLL BILLBOARDS

... "the billboards were seen. admired and quickly replaced in a city so hip it had no time for nostalgia...'

Rock 'N' Roll Billboards of The Sunset Strip (Angel City Press, 2012) is a pictorial history of amazing artwork of album covers that mark a time that is no longer, Author and photographer, Robert Landau allows readers to reminisce as we look back at images that many of us will remember while we flip through our own record collection.



old. He and his family moved near the Sunset Strip

in Los Angeles. Once settled in and discovering the area, Robert noticed enormous billboards along the Strip that were so incredible to look at, he wanted to take photos of them to show his friends, "I remember thinking the billboards looked like giant pop art paintings, Many of them



were just images without any text," recalls Robert, "If you had the albums then you knew what the photo meant and which band. It seemed more like art than commercial advertising. Another important element was that I noticed the billboards were changed every 30 days or so. I thought it would be cool

to take photos and start documenting them; never really having insight at the time that I was capturing history or that it would turn into a book 40 years later."

Robert discusses how the book came to fruition. "I've always photographed Los Angeles professionally; its urban landscapes and other aspects of the city. It was four years ago when someone at the Getty Center asked me if I would do a slide presentation called, "Disappearing Los Angeles". It was, of course, about all of the things in LA that have come and gone. The billboards were part of my presentation. After the show, many people expressed to me how they had never seen the billboards before and said there should be a book about it. I did some research and found that no one else had written a book about the billboards. It's a unique slice to the history of LA but also to the history of rock and roll. A great deal of work, pride and ego went into the creation of those billboards. They were all hand crafted; some were three dimensional and some had moving parts."

Robert continues, "1967 was the start for the rock and roll billboards when The Doors appeared on one along the Sunset Strip. Jac Holzman, the head of Elektra Records was the first

~Continued on Page 19

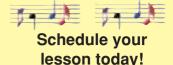
Guitar Lessons

Beginner Advanced



Electric Acoustic

Let me teach you how to make music!



My 30 years of experience can help you reach your musical goals!

> **Call or Text Rick** 440-413-0247



HAPPY HOUR • MON-FRI • 3-6 • DOMESTIC DRAFT & BOTTLES 1.75 NOW OPEN MONDAY: Dom. Beers \$1.50 6-9pm FREE POOL All Day 3pm-close! Tues Night: Wing Night 40¢ • 5-10pm Dom. & Draft Beers \$1.50 5-9pm (Dine-in)

Try our Freshly made Pizza, Fresh Wings with Sauces made Daily, Subs & Daily Specials!

NEW BIGGER BURGERS on Pretzel Buns! Now Serving Draft Beer
Miller Light, Bud Light, Yuengling, Labatt's &
Great Lakes Christmas Ale!

WEDNESDAY OPEN MIC 8-Midnight

June 26: Mr. Bill Ely July 3: Dan Powell & April Ely July 10: Patrick & Maureen July 17: Marion Avenue

July 24: Open Mic June 31: Mr. Bill Ely

Domestic Draft Beer only a \$1.00!

Live DJ, Karaoke Country & Rock 9-1am Every other Saturday live music, our patio is

open, music outside weather permitting July 13th: Tari & Baron's 22nd Anniversary Party! Area 51 9-1

July 20th: Marion Avenue 9-1

1421 Hubbard Rd. Madison • 440-983-4028 Mon.-Thur. Open at 3pm • Fri.-Sun. 11am

DECK IS OPEN!



SMOKEHOUSE



FOOD &

Sun & Mon 3-10pm Tues-Sat noon till?

Wed. July 24th **Psychic Medium Julie** gives reading with dinner!

Call for details.

DAILY DRINK SPECIALS HAPPY HOUR 3-6PM EVERYDAY! WEDNESDAY

Mens Night...ALL NIGHT!

Miller Lite \$1.50

Great Lakes Dortmunder on Tap \$3

Ladies Night...50% OFF ALL NIGHT! (Excluding Bottles of Wine)

Raspberry Martini \$3.75

Long Island Iced Tea \$3.75 SATURDAY

Strawberry Mojito \$3.75

Mon. & Weds.

4 Runners, Choice of Sauce. Basket of Fries, and a Pint of Miller Lite \$6.50

Triple Taco Tuesday

with a Margarita \$6.50

Sunday

Big Bowl of Spaghetti with Meatball & Salad \$8.50

11 South Ridge Rd. East, Geneva 440-361-4135 www.ctavern.com





one to see the possibility of advertising record albums on billboards Before The Doors and even before The Beatles released Sgt. Pepper. young kids were mostly buying 45 records just for the singles. Around '67 is when the albums started coming more into vogue and were the main marketing tool. We saw

amazing artwork for the album covers. The Doors are really the first band credited with tying it all together and putting a rock and roll billboard on the Strip. Jac Holzman then was able to have each of his artists acquire a billboard as well. Once that started, the other record executives

Research for Robert's book included interviews with many of the artists, designers and photographers who helped create the billboards, "I have always been very visual," he said, "I love the music too, but have always been fascinated by the record album covers. These people are my heroes in addition to the musicians. In fact, some of them who designed album covers also oversaw the billboard project, Record albums and the information included with them gave us a window to who the artists were. Since everything is downloaded now, you lose the experience, we are now geared towards computer screens."

Each billboard represents an album cover, a song, an experience or a story. As with many of the billboards, there is usually a story to go along with it. For example, The Beatles billboard for the Abbey Road album has quite an interesting story. "One night some kids climbed up to the billboard and cut off the head of Paul



McCartney as a prank," said Robert. "What makes this more fitting for the time is it was also around then that rumors were circulating that Paul was dead. Unbelievably, the person who took Paul's head still has the artwork in his living room! He was 19 when he pulled the prank and is now in his 60s, so something from the billboard era has been preserved."

As we know, nothing ever stays the same in life and certainly not in the music industry. "The billboard era began in 1967 and then fizzled out by 1982 once MTV came along. People started watching MTV to see their favorite artists. Money went into making those slick videos and the billboards became irrelevant but they did have a pretty good run.

Rock 'N' Roll Billboards of The Sunset Strip is available at Barnes & Noble and Amazon.com Photos from Rock 'N' Roll Billboards of The Sunset Strip by Robert Landau, published by Angel

For more information about Robert Landau and his work: www.rockandrollbillboards.com

Sounds Shore

Saybrook Township Park 5941 Lake Road West Ashtabula • 44004 440-964-9177

Wednesday Evenings at 7pm Dinners will be available at 5:30pm

> June 26th Don Perry Saxophone

July 3rd **Next Best Thing Light Rock**

July 10th **Mary Taylor Brooks** Country

July 17th **Erie Heights Brass Ensemble Big Band**



Open 7-Days-A-Week!



Roasted Corn-on-the Cob Corn Doas • Sausage • Pulled Pork Hot Dogs • Fresh Cut French Fries Hamburaers • Nachos Cheese-on-a-Stick • Cheese Cakes



LOCATED ON THE STRIP GENEVA-ON-THE-LAKE RESORT



June 29 . Steev Inglish - blues extraordinaire (formerly known as Mr. Downchild)

July 6 . Adam Jacobs - acoustic guitarist, singer-songwriter

July 13 . Jimmy Ales - local hero musician (Lost Sheep + Covert Operation) in solo debut

AVATLABLE

STET CERTIFICATES Hours: Mon. & Tues. Open at 4:00 p.m. Wed. - Sun. Open at 11:00 a.m. Open daily until 1:00 a.m. . Kitchen Open until 10 p.m.

For reservations leave message at: (440) 415-1080 or email the chef at: patt@sandychanty.com

5457 Lake Road • Geneva-on-the-Lake • 440-415-1080 www.sandychanty.com