In the February 1968 Word Ways, the very first issue, there was an article concerned with the names of pop groups. Not so long ago, we were looking back through the list of group names which had been presented in that article. Times certainly do change! Three years ago a name like the Mindbenders or the Boxtops may well have been au courant. But now many of the names on that list are about as amazing and as fresh as the day before yesterday's newspaper. Many of the names seem downright quaint.

Accordingly, we felt that we ought to acquaint Word Ways readers with some of the more esoteric group names which are currently doing the rounds. Even so, it's a dead cert that within another three years' time our list will seem like something from a bygone era. That's how fast things change in the modern musical world.

Here then is our list, mostly of American groups, though a few British ones have been thrown in too.

Aesop's Fables
Aorta
Apple Pie Motherhood Band
Area Code 615
Astral Projection
Autosalvage
The Banana Splits
The Battered Ornaments
Chicago Transit Authority
Chicken Shack
Circus Maximus
Comfortable Chair
Common People
Creedence Clearwater Revival
Deep Purple
Edison Lighthouse
Eire Apparent
Elephant's Memory

Fairport Convention
Family Tree
Fifty Foot Hose
Fox
Friends of Distinction
Frijid Pink
Fun and Games
Funkadelic
Glass Prism
Good News
Graffiti
Grand Funk Railroad
Great Speckled Bird
Hapsash and Colored Coat
Heavy Balloon
Illinois Speed Press
Insect Trust
It's a Beautiful Day
The Chicago Transit Authority is now called just Chicago.

Somehow, there seems something pathetic about this seemingly never-ending race for wilder and weirder group names. How simple it must have been back in 1956 when you could name a group the Teen Queens, or in 1958 the Chordettes or the Teddy Bears or the Royal Teens. These names from yesteryear wreak with an innocence that is all too refreshing.

Groups of the seventies, take careful note!