MOTHER'S FINEST:

Totally Integrated Rock

Can you say "Mother Factor" ten times in a row real fast in polite company without raising a few eyebrows?

The odds are ten to one against you that you can't do it without someone wanting to go upside your head because they think you are accusing them of an unholy alliance with the person that brought them into this world.

But if you can say the words clearly one time in your favorite record store, you can become turned on to the musical adventure known as Mother's Finest - one of the few contemporary groups that attracts legions of black as well as white fans.

Glen Murdock, the founding father of Mother's Finest says "our music contains elements of all of today's musical forms. There's a dash of gospel and a little taste of jazz in our sound.

Influences "But the major influences on our music have been the great black artists like Jimi Hendrix, Sly Stone - and the Temptations combined with white performers

The argument over white vs. black music has no significance with this group. They not only work together, they live communally together. They consider themselves living proof that it works.

By Frederick Douglass

like the Rolling Stones, Led Zeppelin and many others.

"We have played before all white audiences, all - black audiences and mixed audiences and have received warm reactions wherever we've played.

"But we don't have different kinds of acts for white or black audiences. We just play our music and let them fit in wherever they feel most comfortable.

"If you wanted to compare our act to anyone's, I guess Sly and the Family Stone would be the closest thing to what we are doing.

Integrated group Joyce Kennedy, Glen's wife and founding "Mother" of the group adds "not only is our sound totally integrated, we're a racially integrated group with four black members and two whites.

"I don't want to sound corny or melodramatic, but we are living proof that blacks and whites can work together to cre meaningful.

"When I say that we are totally integrated, I'm not just referring to race. Our lifestyles are totally integrated and we all share a communal house in Atlanta where we rehearse and do all the other things that have to be done to keep our act together.

"We have a recording studio in the basement and we have a couple of cars that we share. We live together now because we want to, because we are one big happy family.

"Sure we've had to make some compromises and we have to respect each other's individuality, but living together is one reason why no member of the group has had to do anything other than make music to survive."

Get Serious

Mike Keck, the group's keyboard player, hollered out "get serious people, can't you see that this man is trying to do an interview?" Bverybody cracked

"Hey man, this is the real us wu are seeing," Mike continued. "This morning our road manager said to us 'We've got this eat coming today to do an interview for Dawn Magazine, one of the nation's leading publications, and I want you all to sit still for a change and answer his questions.'

"In the early days we weren't making a very much bread, so when we had a gig we would all pile into one hotel room and share whatever food we could buy.

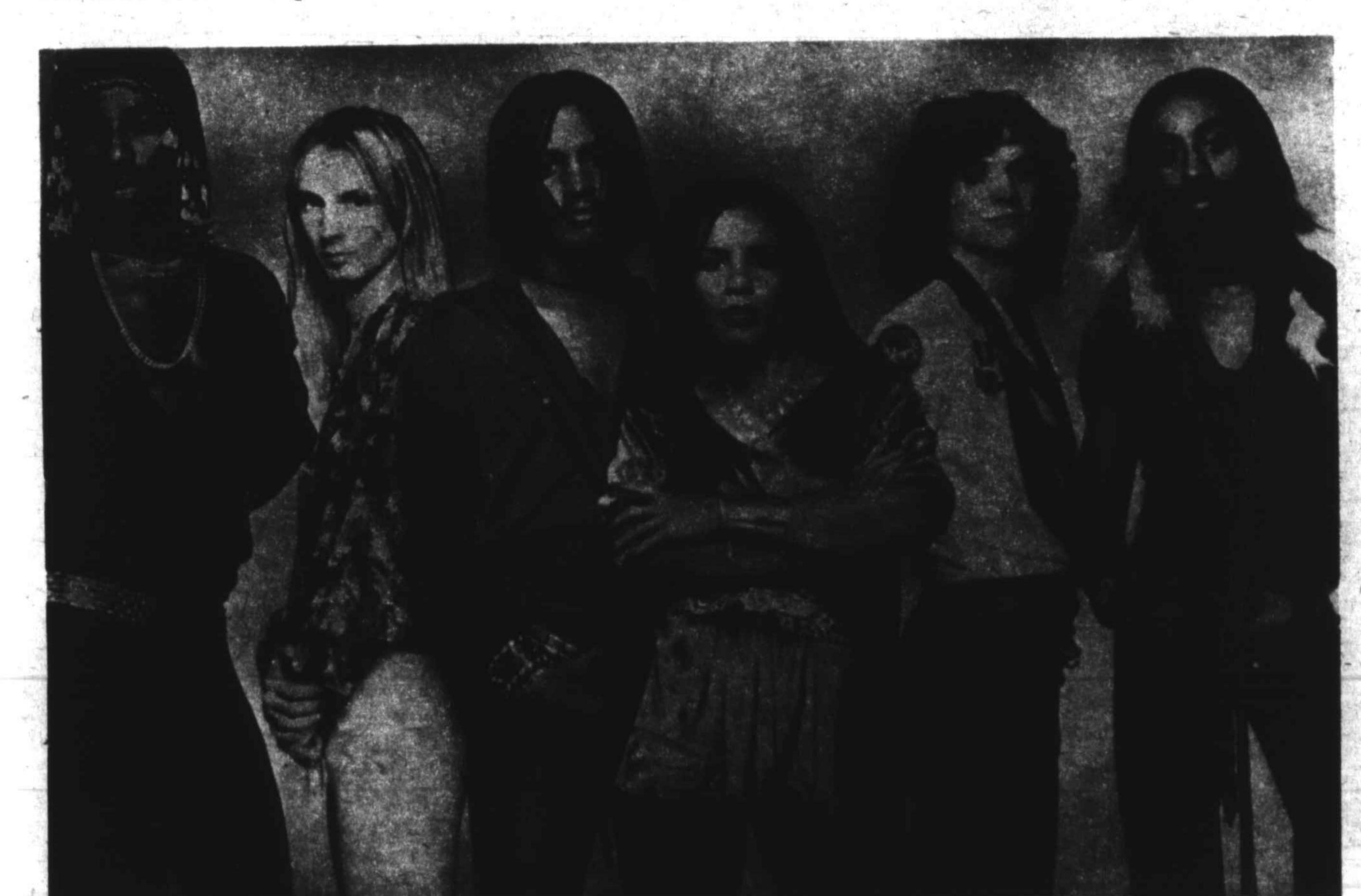
"But we just can't sit still. We're all hyper. We've got a lot of energy and a lot of love for each other and the people who dig our music — we just can't hold all this inside us, it has to come out.

"So when we're together, we're always doing something-making music, joking and jiving with each other, getting into all kinds of

"When we're on stage, our love and energy flow from us to the audience, creating a bond that ties us together. That's what Mother's Finest is all about—making love and making music."

Mother's Finest has spent nearly ten years working toward becoming an "overnight" success. It is finally inching its way to the top of the heap in the ultra competitive music

And their heads seem to be in the right place to deal with the glory, money and other trappings that come with stardom. Joining the ranks of the big - time stars couldn't happen to a nicer group of people than the members of Mother's Finest.



Mother's Finest, left to right: Wizzard, Moses Mo, Glen Murdock, Joyce Kennedy BB Queen, Mike Keck.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

The Emotions Natalie Cole Chic Rick James The O'Jays Peabo Bryson Rose Royce B.B. King Tavares

The Bar-Kays Check local announcements for performers appearing in your area. Not all artists will appear at each performance. Priority seating and complete information is available for you now. Simply call TOLL FREE: 1-800-543-1793 (Ohio only: 1-800-582-1765)

> Milds, 14 mg. "tar", 0.9 mg. nicotine; Kings, 17 mg. "tar", 1.4 mg. nicotine av. per cigarette, FTC Report May '78. Super Lights, 9 mg. "tar". 0.8 mg, nicotine av. per cigarette by FTC method.

Aretha Franklin