

THE STORY BEHIND DON NEWTON'S "RECORD GUY" ARTWORK AND OUR 1976 BOOK COVER

The ultimate dream of every record collector is to uncover a long lost cache of rare records in some dusty warehouse. This has happened on several occasions and fortunes have been made. But, for the most part, these were "predictable" finds: the accumulation of years and years of inventory that didn't sell, piled in the back of a record store in a small town, mixing some incredible classics with records that were of no interest when they came out and that are still of no interest today; or the attic-full of the hoarder who bought everything in sight for years and years and years that—regardless of his tastes, whether selective or simply voracious—contained some misses along with the hits; or the warehouse of a defunct jukebox dealer or record wholesale distributor that—out of the weight of numbers alone, literally tons and tons—ended up in dumping 25 copies of a previously scarce record on the collector's market.

Dreams are common to all collectors, whether they seek records, comic books or hour glasses. When we commissioned professional cartoonist Don Newton to paint the first cover for the first of our series of *Price Guides*, we wanted *this* cover to be special. A song came out a number of years ago that expressed the philosophy, why wish for a loaf of bread when you can wish for the grocery store? So, we thought, why not do a cover *of* a collector, since the guide is *for* collectors, and picture him experiencing not just a dream, but the dream of dreams: the long, lost cache of *nothing* but rare records, every record highly-sought after, the most valuable of records, and duplicates—in fact, a whole boxful!—of each? Sure, why not? And, to top it off, we'll transcend this *Guide* and our future *Guides* all in one swoop, picturing popular, rock, rhythm and blues and country/western/rockabilly rarities. We'll have Don capture that magic moment—the very instant the collector's beginning to discover (through one of our *Price Guides*, of course) that these records he's picking up for a dime apiece are worth a king's ransom!

And so, a cover was born and we're delighted with it. We're sure many of you were attracted to the book on the strength of it. Don Newton is a personal friend of the author and the editor, a resident of Phoenix, a high school art teacher and the

cartoonist who's doing the entire comic book each issue of the *Phantom*.

Please keep in mind that it is extremely unlikely that a box of any of these super-rare, and usually obscure records, will ever turn up. That's the reason they've reached the values they have.



Don Newton (Nov. 12, 1934 - Aug. 19, 1984)