



Crowding microphone, two Invictas cut loose in song.

Record Sales Soar

Quartet Rocks to Top

By LORRAINE DUSKY

Hot music, long hair and hundreds of screaming teen-agers are propelling a cool-headed team of Rochester rock 'n' roll performers to the top of the record charts.

The group is "The Invictas," and their record, "The Hump," is topping local record sales charts. One record dealer reported that sales one week hit 400, something not even accomplished by the Beatles during the crest of any of their hits.

The hard-nosed young businessman who is the group's leader, Herb McGovern, says their bookings command \$500 or more a night.

Their concerts draw a thousand screaming, wailing-teen-age girls and boys whose exuberance has led to near riots a few times as fans carried the singers off the stage. Their clothes have been shredded by enthusiasts.

Both adolescents and cool college types are doing the "hump," a slinky, sexy dance done to a pounding beat.

"Right now it seems as if the draft is the only thing that could plague us," said McGovern 21, lead singer and guitarist. He and Mark Harris, 22, guitar, are Rochester Institute of Technology students.

Jim Kohler, 22, bass, attends Monroe Community College, while Mike Harris, 18, is an Eastridge High School senior.

McGovern, with his long sandy-brown hair, his easy smile and knee-high boots, is just the type to be the darling of the 20 to 30 girls who telephone him each evening.

But he is also a serious busi-

ness administration senior at RIT with a B average who has the group booked four nights a week.

"You have to be different, have a gimmick." So far he and the others have managed to come up with just the right tricks.

These include a 1955 black Cadillac hearse they drive onto the gymnasium floor; black turtleneck sweaters under black sport coats or bright madras blazers; high boots and their own version of the "hump," a close cousin of the "frug" with hands behind head and gyration in the opposite direction. They plan to use motorcycles this summer.

McGovern writes the material, and has another recording, "Stuff," to his credit, a moderate seller in Rochester a few months ago. According to record dealers, requests are now coming in for it, and it is being re-distributed.

"The Hump" on the Sahara label, is being tested in other cities for national distribution.

McGovern has had a band since he attended Madison High School. The present quartet has only been together for six months, but he brought the name, which means invincible in Latin, with him.

According to McGovern, all the Invictas plan on normal careers outside the entertainment world—but that's all later. Right now the group is having a great time performing, and hope to keep doing what comes naturally.

Next weekend it's a show in Newark. Next month?

Wide success has eluded rock 'n' roll artists before. But there was another group with long mops of hair . . .