

Blood! Sweat! Rock Opera! This is the *The Who Sell Out*

“We wanted to take away some of the gravity that was weighing the group down in [America]. We wanted to change the fact that so many fans take us seriously” (Pete Townshend, on *Sell Out*)

While The Who had achieved relative fame with their debut album *My Generation* and their violent onstage antics, they were established as rock legends, and cracked the American and UK Top 10 in 1967 with their groundbreaking, playful, and notorious concept album, *The Who Sell Out*.

MOJO's Dave Marsh documents The Who's early road tours, their eventual mainstream fame, the past and present implications of *The Who Sell Out*, and the ironies implicit in its creation. Includes exclusive unseen pictures from the sleeve shoot and a side-feature centered on Roger Daltrey.

Also, go online at www.MOJO4music.com to view never before seen photos of *The Who* in 1967; to debate which of The Who's songs is the “weirdest”; to read a blog entry, “How *The Who Sell Out* Bucked the Psychedelic Trend,” by MOJO's Danny Eccleston; and to read an exclusive, “The Genius of Pete Townshend,” by Pearl Jam's Eddie Vedder.

Plus, MOJO presents an exclusive interview with pub rocker, punk producer, and Jesus of Cool, Nick Lowe, and a heartfelt tribute to John Martyn, with testimonies from Phil Collins and MOJO's Mat Snow, who fondly remember the pivotal folk figure.

FREE CD! *I CAN SEE FOR MILES*: a tribute to Lenny Kaye, who turned the spotlight on the forgotten heroes of America's psychedelic underground. Starring The 13th Floor Elevators, The Balloon Farm, The Red Crayola, and many more.

MOJO—On Sale Now. Exclusive content and stories can be found at www.MOJO4music.com, including features on rising Portland songsmith, Peter Broderick, and Robert Wyatt.