



The Swingin' Medallions 2006 include Ashby Stokes, Shawn McElrath, Brad Anderson, John McElrath, Robby Cox, Shane McElrath, Josh Campbell and Andrew Dudley

Photo courtesy Swingin' Medallions

## PARTY BAND OF THE SOUTH

Forty years after “Double Shot of My Baby’s Love” the Medallions Are Still Swingin’

By Julie Osteen Seckinger

Local anchorman and beloved personality Sonny Dixon introduced the Swingin’ Medallions at the Great Ogeechee Seafood Festival by quoting southern writer Lewis Grizzard: “Even today, when I hear ‘Double Shot of My Baby’s Love’, it makes me want to stand outside in the hot sun with a milkshake cup full of beer in one hand and a slightly drenched coed in the other.” Why is that? And why do I want to be that coed when I hear that song (even though I wasn’t even born when it was released)? It’s too bad they “don’t bottle that stuff,” but the Swingin’ Medallions have successfully captured a magical moment in time that transcends generations.

I’ll admit, I was a touch disappointed to learn that there wasn’t a particularly intoxicating girl behind “Double Shot.” I grew up listening to the song (it’s still



## events

Original Swingin' Medallions



on the daily required play list at our beach house) and imagined some young college girl really knocking one of the Medallions out and inspiring the song. Instead, it was inspired by the times – and that's the beauty of it.

The Swingin' Medallions recorded "Double Shot of My Baby's Love" in 1966. It was by far their greatest hit. Their songs "She Drives Me Out of My Mind" and "Hey, Hey Baby" were also Top 40 hits. Their sound has been labeled as beach music, R&B, frat rock and shaggin' music. Regardless, it is definitely party music – thus their title "Party Band of the South."

Starting out in the early 1960s, led by John McElrath, the original band was a group of guys from Greenwood, South Carolina, who were attending Lander University. They played mostly for frat brothers and local college parties, but their popularity soon grew, and they started playing across the southeast.



Photo by Cobblestone Photography



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“McKinney’s Pond was one of our favorite places to play,” remembered John McElrath. “It was halfway between Georgia Southern and the University of Georgia, and kids from both colleges would come to hear us play.” The band still plays there. We asked if it’s like reliving the old glory days being able to sing the same songs and play the same venues

Photo by Cobblestone Photography



John McElrath, Swingin' Medallions founder, at the Seafood Festival



Photo by Cobblestone Photography



from his college years. “Almost, I can’t go back that far,” he smiled.

The members of the band have changed throughout the years (John McElrath is the only original member playing with the band on a regular basis, although former members do join back up for special events), but the spirit of the band has endured for over 40 years. There have always been around eight members with at least a four-piece horn section, and their energy and party vibe have never wound down. 🌟