

89 Stereo FM delivers Idol to record crowds

Record crowds at Billy Idol's recent public appearance in a major Auckland record store made the event the biggest ever in-store promotion in New Zealand history.

Promoted by stereo rock station, 89 Stereo FM, the April 19 event attracted an estimated 3,500 people who jammed the Record and Cassette Warehouse and Durham Street for the punk star's autograph, or at least a glimpse of their Idol.

A national television filmcrew and some twenty police officers who also attended seemed to enjoy the proceedings as much as the fans.

Even the managing director of the Record and Cassette Warehouse, Mike Dow, was suitably impressed. "We get a large volume of store traffic, particularly during sales and promotions", he reported, "but never quite like this!"

89 FM programme director, Fred Botica, stated that "the promotion shows how a radio station can link successfully with other areas of the record industry - literally at street level!"

Promotional visit

Idol was in New Zealand to promote his albums

'Billy Idol' and current chart-topper 'Rebel Yell'. To date, around 50,000 copies have been sold in this country over 5,000 by the Record and Cassette Warehouse alone - a staggering achievement for a performer who until two years ago was known only to hardcore punk followers here.

During his two-day stay he managed, in true rock star style, to attract the almost constant attention of the news media, which attached the same importance to his disbarment from a well-known Auckland nightclub as a national disaster and made it the talk of the town.

A single rose among the thorns, Wendy Nissen's article in the Auckland Star brought out the human side of the man, a side that was very much in evidence during his appearance at the Record and Cassette Warehouse with his American song-writing collaborator and guitarist, Steve Stevens.

Idol spent most of his 1½ hours in the store talking to fans and signing autographs, most amusingly on a pair of

underpants presented by a young female admirer.

He stood out in black leather pants, the tattered remains of a 'Rebel Yell' t-shirt and swathes of chains, studs and scraps of leather. During the promotion, the Record and Cassette Warehouse sold over 400 copies of 'Rebel Yell'.

Idol history

Idol first made his mark on modern music in the mid-70s as singer with the punk band Generation X.

After the demise of that group, he headed for New York to pursue a solo career, and met guitarist Steve Stevens.

Since then, it seems, he has never looked back, enjoying commercial success he had never achieved while in Britain. Now his records sell by the truckload in most parts of the world, and there are rumours afoot of plans for a possible world tour, but whether he will perform in New Zealand in the near future is a matter for conjecture only.



Catch both Idol albums for \$19.84

Take a bow, Billy Idol!

In these two offerings, 'Billy Idol' and 'Rebel Yell', you present an ingenious melting-pot of different musical genres. From the power pop of 'Rebel Yell' to the acoustic pop of 'It's So Cruel', from the punk snarl of 'White Wedding' to the moody introversion of 'The Dead Next Door', there is a little something for everyone. The crazy thing is that it works, you clever old Idol you.

It's this eclecticism that is the two works' critical downfall, as well as their ultimate commercial success, it seems. After all, there's nothing wrong with a bit of eclecticism, especially when it's mixed with lashings of healthy cynicism.

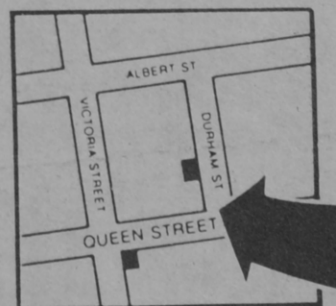
The first album injected much-needed energy back into a popular music industry that

was being drum-machined into mediocrity by a floodtide of synthesiser bands. Not that Billy is averse to drum-machines and synths himself, but he obviously believes in keeping them in their place, y'know.

The second album smoothes out some of the inconsistencies of the first but sticks to the same basic formula for success - get 'em going with a hard-driving beat, then throw in more hooks than Lake Taupo in fishing season, and add Billy's hearty vocals to make it complete. Both albums are essentially danceable, and stand out as two of the great party records of the eighties so far. Feature tracks: 'Hot in the City', 'Love Calling', 'Eyes without a Face', 'Blue Highway'.



Where else?



Nowhere else but the Record and Cassette Warehouse. Two Auckland stores, Durham St and The Corner. Inquiries phone 793-819.



Last stand of two Jam & Souxsie double encore for \$19.84

So successful was the recently-announced special offer on the brilliant Jam and Siouxsie and the Banshees double live albums, that the Record and Cassette Warehouse is ordering new stocks and continuing the \$20 bargain through to the end of May.

The albums, featured in the last 'Hot News', are the Jam's 'Snap' and Siouxsie and the Banshees' 'Nocturne', both limited-edition live recordings available exclusively from the Record and Cassette Warehouse.

You can snap up BOTH albums, normally worth \$17.99 each, for the amazingly low price of \$20, a saving of \$15.98

This month marks the anniversary of the Record and Cassette Warehouse's famous 'Two for \$20 offer.'

But price increases to the Record and Cassette Warehouse unfortunately mean that our self-imposed price freeze can't go on much longer...

We're holding on till the end of May, and as a grand finale to mark the anniversary, we're announcing our great new 'Two for \$19.84' offer! This makes this month your last chance to buy any two albums or cassettes for under \$20.

Sadly, prices are expected to average \$13.50 after June 1. However, it appears that record buyers will not be hit as hard by inflation

as have whisky drinkers. In 1976, a bottle of Johnnie Walker Scotch cost roughly the same as an album or cassette. Now the Scotch has shot up to around \$18. In this light, the anticipated record prices don't seem so bad!

Anyway, you'll be pleased to know that the Record and Cassette Warehouse will continue to support the record-buying public with its policy of regular special offers after June 1.

In the meantime, beat inflation by beating a path to the Record and Cassette Warehouse for 'Two for \$19.84' during May!

Three new Record & Cassette Warehouses to open in Hamilton

Until now, Aucklanders have definitely had it all over Hamiltonians in that only they have been able to take advantage of the Record and Cassette Warehouse's price freeze and special offers.

Now all that is about to change!

In early May, Hamilton will see the grand opening of not one, not two, but three new Record and Cassette Warehouses. They will be located at: 416 Victoria St (formerly

Landys Records)
D.I.C.
Chartwell Square

For the first time, the people of Hamilton will be able to buy two albums or cassettes for \$19.84! Opening dates will be announced soon!