

Rocky road to success

Local producers hope for a hit

By CRAIG PIECHURA

Two local boys are trying to make good riding the coattails of an east side rock n' roll band called the Romantics.

Joel Zuckerman and Arnie Tencer, both 23 and from Southfield, are working day and night to get the message of the music out to "housewives and hardcore rock fanatics who live in New York City."

For the past 2 1/4 years they have managed the band and run Spider Records, a local label on which they have produced two singles by the Romantics and one by the Romans.

The records have received rave reviews from such music magazines as Cream, Record World, and the fan-zine, Bomp, (as in "Who Put the Bomp..."). The records are being labeled "New Wave" or "Punk Rock" by some, but Tencer says the press tries too hard to put the group in a pigeonhole.

"We're looking to appeal to a broad cross-section," Zuckerman explains. "From the hardest rock fanatic in New York City to the 13-year-old girl who likes love ballads."

And housewives? "Especially housewives," says Zuckerman, drooling over the mainstream sales Alice Cooper, kook-turned-crooner has been ringing up lately with love songs like "Only Women Bleed."

THE RECORD LABEL, Spider, is just a vehicle to get exposure for Spider Management, Tencer explains.



ARNIE TENCER



JOEL ZUCKERMAN

They're using the record to sell the Romantics, not vice-versa.

"It beats a demo (demonstration) tape," Tencer said. "This way you send record companies the record and it's got the picture of the band on it and all they've got to do is pop it on the turntable to hear how the band sounds. It looks more professional. A record is one step further in getting a band exposure. They haven't broken even on the ex-

penses of putting out three 45 rpm singles but then they didn't expect to. The first Spider single, "Little White Lies," was played on the BBC in England and a Belgian listener sent currency through the mail to get a copy.

"What are we going to do with Belgian money?" said Tencer. "We had to take it to the bank to figure out how much it was worth. But before we did we sent them the record. We figured, here's a real Romantics fan."

The record is distributed nationally through Jem Imports and is sold at Eches Records, a national chain. The first single caught the attention of Greg Shaw, producer of the Flamin' Groovies, who put the Romantics' second single, "Tell it to Carrie," on his national Bomp label. Shaw also owns "Bomp" magazine which may explain the rave review.

Not bad for a couple of Southfield-Lathrup graduates who still live at home with their parents.

"We'd appreciate it if you left that out of the article," Zuckerman said.

THE ROMANTICS HAVE BEEN tour-

JA presents youth

The Junior Achievement of Southeastern Michigan will present 40-50 companies on Jan. 13-14 at a sale in the Livonia Mall, Seven Mile and Middlebelt. There will be two trophies presented.

One is for best display and the other will go for a runner up in best display.

Farmington Observer

Published every Monday and Thursday by the Observer & Economic Newspapers, 36251 Schoolcraft Rd., Livonia, Michigan 48150. Second-class Postage paid at Livonia, Michigan 48151. Address all mail (subscriptions, change of address, Form 3579) to P.O. Box 2428, Livonia, Michigan 48151. Telephone 591-0500. HOME DELIVERY SERVICE: Newsstand.....per copy, 25¢ Carrier.....monthly, \$1.25

ing the states and appeared in Toronto where a reporter for the Star wrote a banner story in the entertainment section headlined, "Rock heavies get KO'd by the upstart Romantics."

Co-manager Zuckerman is quoted throughout the article and judging from the press clippings they produce, the boys are doing the job getting the word out.

The "toughest nut to crack" has been to get local radio stations to play the Romantics records. Last week that obstacle was hurdled, Zuckerman said, when WABX program director Ted Ferguson added "Tell it to Carrie" to the playlist. WABX is the number-one rated rock station in Detroit. "They're not playing it to be nice to the local guys," Zuckerman said. "They won't go with a record on that kind of basis. The days when a disc jockey played whatever he felt like playing are over. The playlist in Detroit is tight. That's why this was such a big breakthrough for the group."

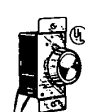
The new song is a ballad backed by a rocker and the group has been described as a "domestic Dave Clark Five," an English group which rose to fame in the mid-'60s.

Zuckerman and Tencer are sure they'll prove their parents wrong for predicting doom when they quit their job managing a Big Boy restaurant.

By ignoring parental advice to grow up and forget about all that rock n' roll nonsense, they figure they are on the verge of seeing the group signed to a major record label.

From then on, it will mean managing more groups and enjoying "the comfortable life," according to the 23-year-old entrepreneurs.

True Value Electrical Supplies



GE 60W
FULL-RANGE
DIMMER
That the light room you want front endlight is bright light. Single-pole, recessed dimmer. Holds low energy #100.
397



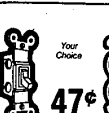
SPECIAL
NON-METALLIC
BUILDING WIRE
14/2W/ 1788
ground
12/2W/ 2288
ground
box only



4/87¢
LIGHT BULBS
4 pretested bulbs; choice of 60, 75 or 100 watt.



297
CLAMP LAMP
With 8 1/2" reflector and 6 ft. cord.
A2302-006



47¢
S.P. Quiet
Switch
#1221



29¢
"U" Ground
Duplex Outlet
#270

Prices good seven days

LIVONIA HARDWARE

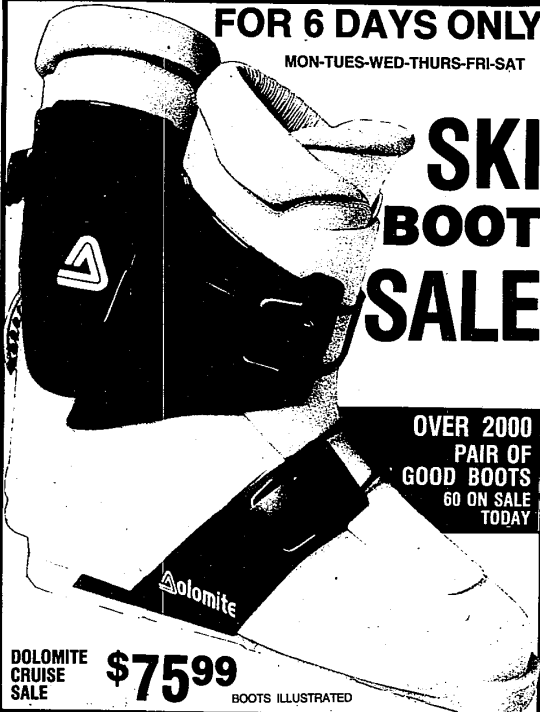
5 Mile at Farmington GA2-1155-937-1611

OPEN DAILY 9 a.m. - 9 p.m. SATURDAY 9 a.m. - 7 p.m. Sunday 10 a.m. - 3 p.m.

STARTS TODAY!

FOR 6 DAYS ONLY

MON-TUES-WED-THURS-FRI-SAT



SKI BOOT SALE

OVER 2000
PAIR OF
GOOD BOOTS
60 ON SALE
TODAY

DOLOMITE
CRUISE
SALE **\$75.99**

BOOTS ILLUSTRATED

ALL DOLOMITE SKI RAICHLER KASTINGER BOOTS 25% OFF

DOLOMITE \$59.50	Atlas SALE \$44.00	KASTINGER \$105.00	Royal SALE \$78.75
DOLOMITE \$100.00	Cruise SALE \$75.00	KASTINGER \$135.00	XL-Elegante SALE \$101.25
DOLOMITE \$100.00	Vega SALE \$75.00	KASTINGER \$135.00	XL-Master SALE \$101.25
DOLOMITE \$125.00	Falcon SALE \$93.75	KASTINGER \$165.00	XL-Lite SALE \$123.75
DOLOMITE \$130.00	Gemini SALE \$97.50	RAICHLER \$95.00	Elite SALE \$71.25
DOLOMITE \$175.00	Turbo SALE \$131.25	RAICHLER \$110.00	Lotus SALE \$82.50
KASTINGER \$62.50	Europa SALE \$46.88	RAICHLER \$135.00	Corsair SALE \$101.25
KASTINGER \$76.50	Firebird SALE \$57.38	RAICHLER \$178.00	Spirit SALE \$133.50

Bavarian Village

SKI SPECIALISTS

BLOOMFIELD HILLS: 2540 WOODWARD at Square Lake Rd.	338-8803
BIRMINGHAM: 101 TOWNSEND across from Hughes-Hatcher	644-5950
MT. CLEMENS: 1216 S. GRATIOT 1/2 mile north of 16 Mile	463-3820
LATHRUP VILLAGE: 28845 SOUTHWEST south of 12 Mile	559-2380
LIVONIA/REDFORD: 14211 TELEGRAPH at Schoolcraft	534-8260
EAST DETROIT: 22301 KELLY RD. between 8 & 9 Mile	778-7120
ANN ARBOR: 3336 WASHTENAW West of U.S. 23	973-5340

Open Evenings 6-9 Saturday 10-6:30, Closed Sunday
Bank Americard • VISA • MasterCard • Discover • American Express

A WINTER SALE SPECIAL

A Reflection of Good Taste
The Cheval Mirror
Beautifully finished in Solid Cherry
Mirror size 50 x 19 1/2 Overall height 70 in.
Limited Quantity-3 days only Specially priced \$199

inter-continental-interiors
STORE WIDE WINTER SALE
10% TO 40% OFF ENTIRE STOCK
SAVE UP TO 15% ON ALL CUSTOM ORDERS

\$997.00

Man's Chest 48" Wide 44 1/2" High 18" Deep
Triple Dresser 75" Wide 29" High 18" Deep
Queen Size Bed 103" Wide

The bedroom shown represents an outstanding value now in stock at House of Denmark. The bed is queen size and includes attached night-tables, platform and headboard complete. The triple dresser and man's chest feature a multitude of deep drawer space and adjustable shelving. Specially priced during our sale at only \$997.00 for all 3 pieces shown.

house of denmark
893 SOUTH ROCHESTER ROAD • ROCHESTER
TUE., WED., SAT. 10:00-5:30 THUR., FRI. 10:00-9:00
SUN. 12:00-5:00 CLOSED MONDAY 651-9430
INTERIOR DESIGN SERVICE AVAILABLE
CALL OR WRITE FOR FREE COLOR BROCHURE