

**“And You May Ask Yourself,  
‘Well, How Did I Get Here?’”:**

**The Tension Between Authenticity and  
Commercial Value in Early American Punk  
and New Wave Music**

**Zachary Perrier**

*“Talking Heads,” Cleveland Scene Photographs, Library and Archives, Rock and Roll Hall of Fame.*



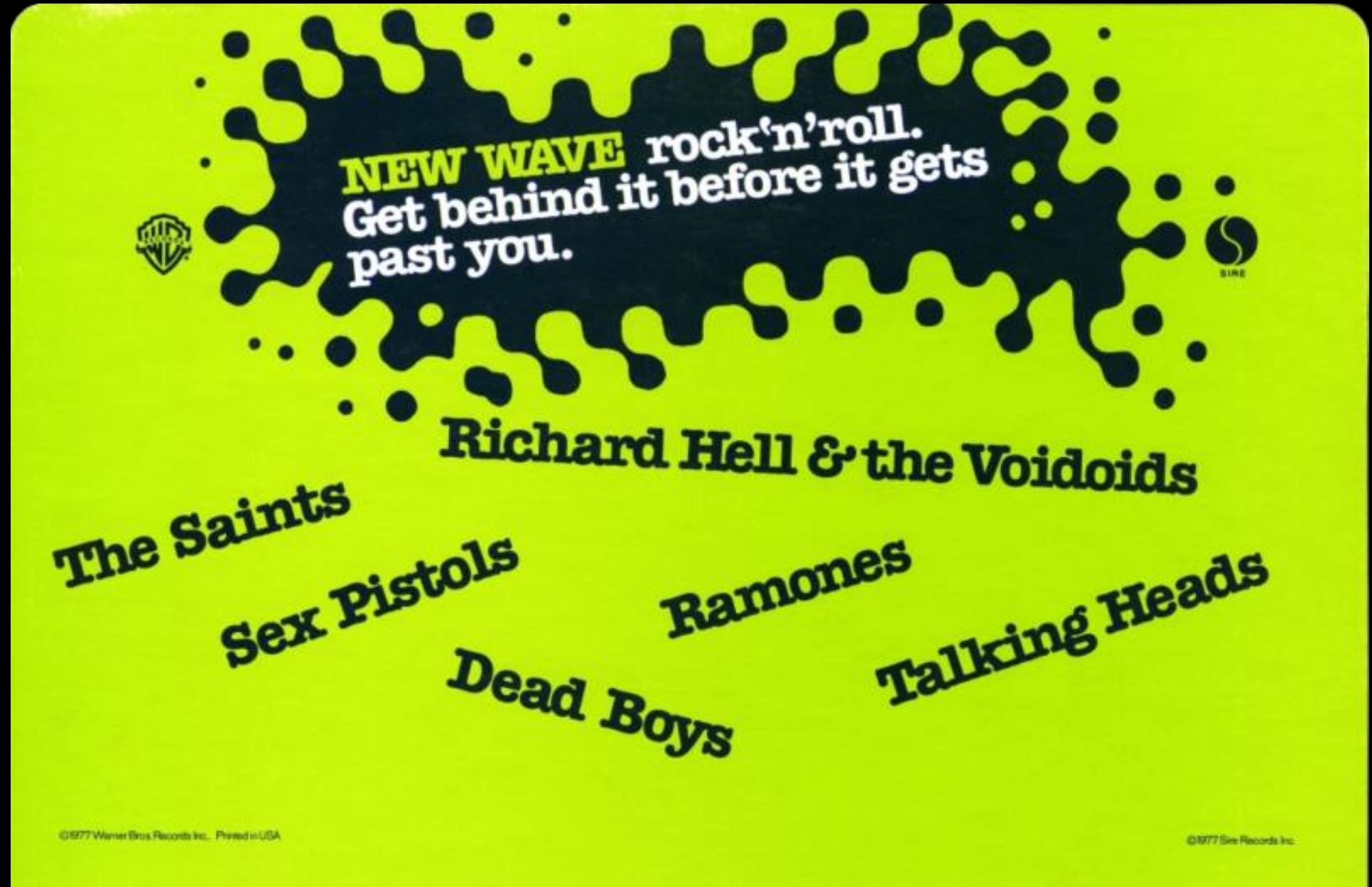
Rock and Roll Hall of Fame Library and Archives in Cleveland, Ohio



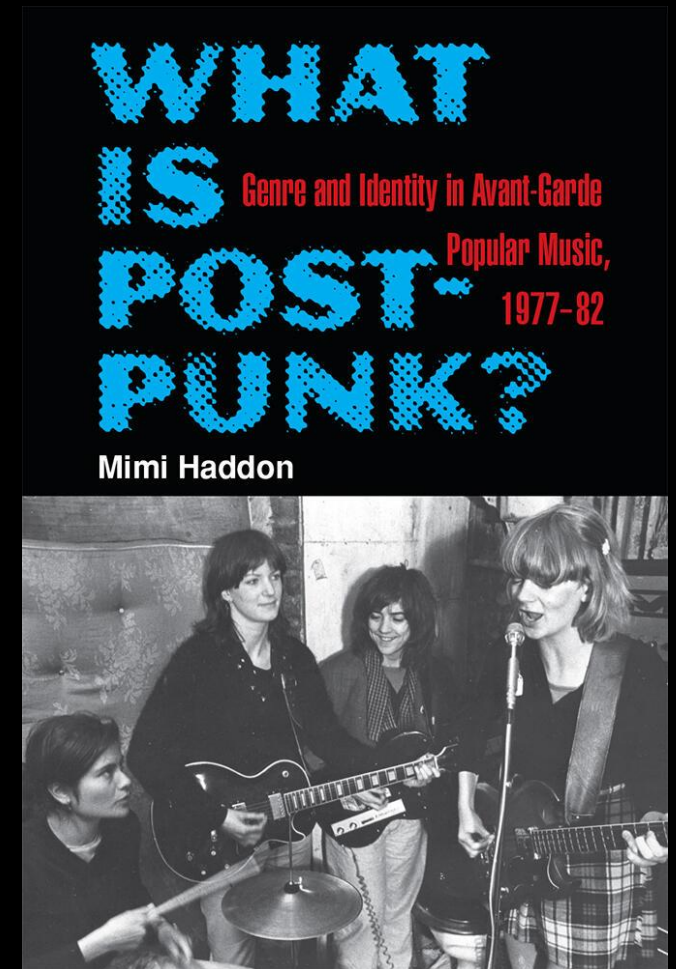
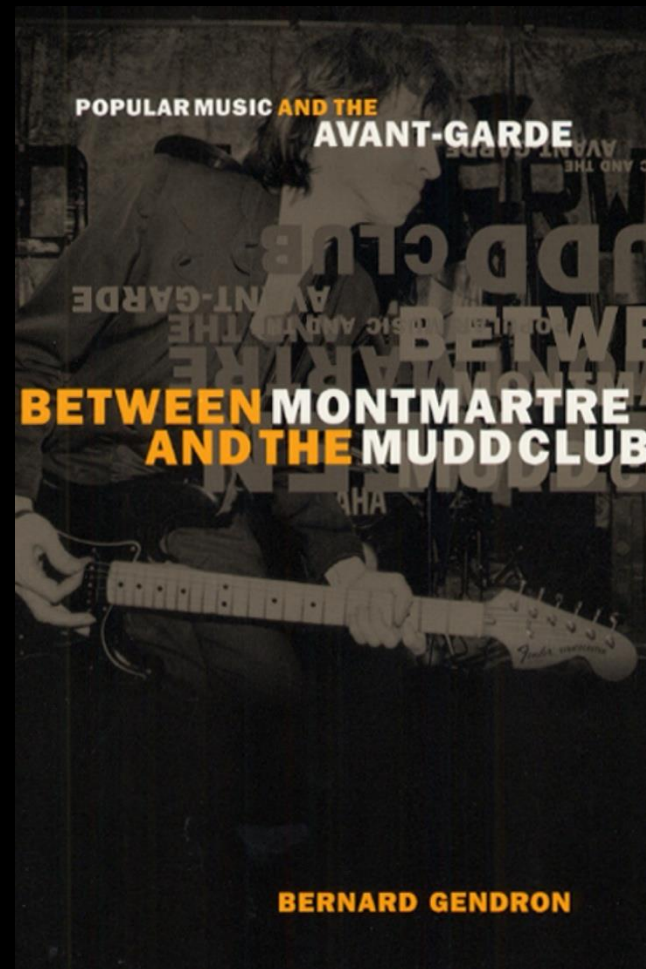
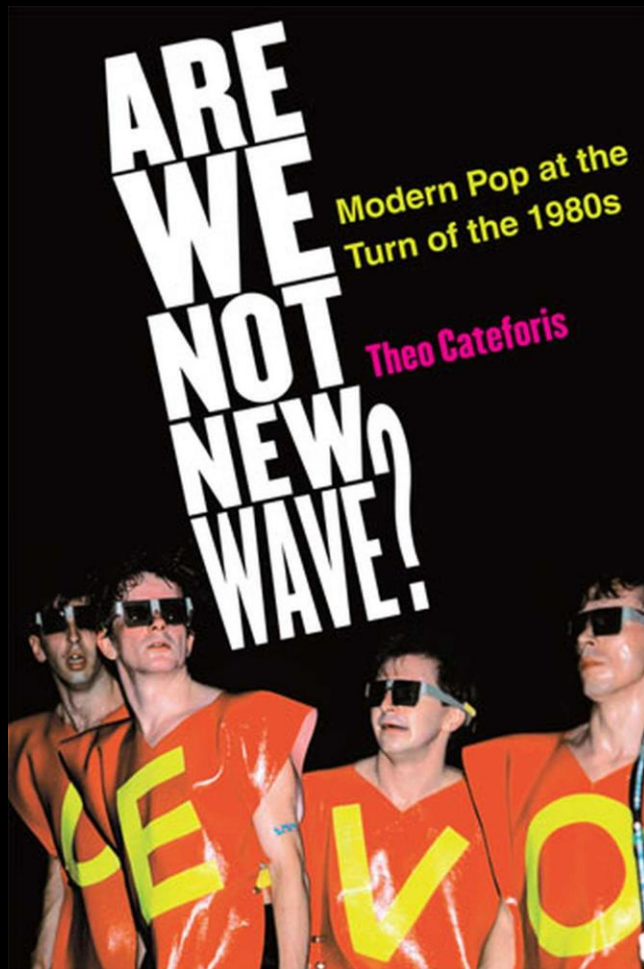


*"Sire Records Promotional Display," Jeff Gold Collection, Library and Archives, Rock and Roll Hall of Fame.*

*"Sire Records Promotional Divider," Sire Records Collection, Library and Archives, Rock and Roll Hall of Fame.*





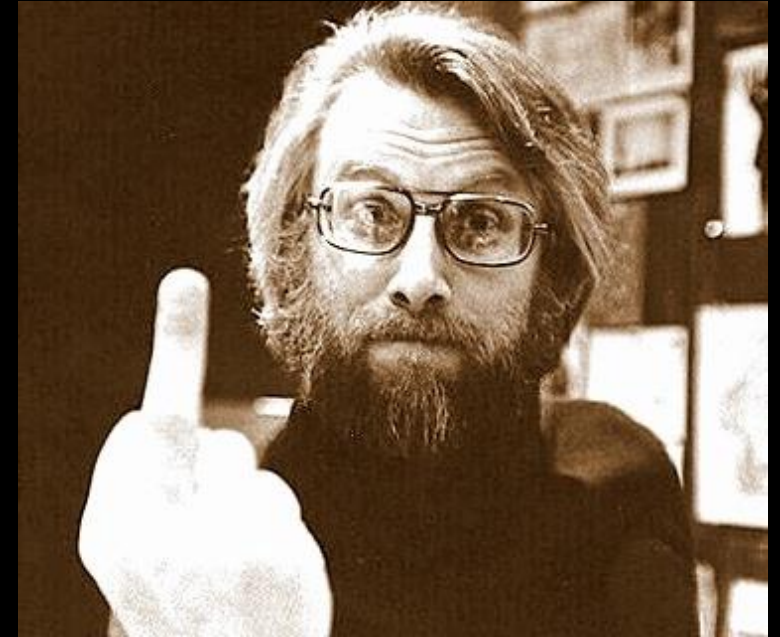




**Seymour Stein, Co-founder  
of Sire Records**



**Greg Shaw, Founder  
of Bomp! Records**

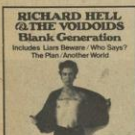


**Stan Cornyn, Executive Vice  
President of Warner**



## Don't Call It Punk

If you're calling new rock & roll by the old name, you may need some wising up. Sire Records has some sound suggestions...



**RICHARD HELL  
& THE VOIDOIDS**  
Blank Generation  
Includes: Last Breath / Who Says?  
The Place / Another World

### Richard Hell & The Voidoids Blank Generation

One international music paper pronounced Hell "the future of American rock." His chilling "Blank Generation" serves as the anthem of the New Wave on both sides of the Atlantic. The writer-singer *Time* said "could become the Mick Jagger of punk" has been influential and idolized, all on his way to becoming one of the most magnetic 'stars' in contemporary music.

### TALKING HEADS: '77

Includes: Who Is It?  
Liz - Oh! Love Comes to Town  
No Compassion / Ruled Up

### Talking Heads Talking Heads '77

The *N.Y. Times* placed the fiery New York quartet "right at the top of the underground hierarchy." One critic gushed that the Heads were "the most intellectually interesting band I've heard anywhere in ages," while a devastating European tour and U.S. dates with Bryan Ferry enlisted still more believers. Full of flair, wit and superb rock & roll instincts, their debut album is destined to become a milestone.



**DEAD BOYS**  
Young, Loud and Snotty  
Includes: Some Reducer  
All This and More / Hey Little Girl  
I Need Lunch

### Dead Boys Young, Loud and Snotty

Definitely not for the squeamish, Cleveland's Dead Boys exemplify the high tension end of the new rock & roll. High-strung and hell-bent, the Dead Boys proudly proclaim themselves hard rock partisans, stating their case with a vengeance on their first album.



**THE SAINTS**  
(I'm) Stranded  
Includes: Meatin' With the Kid  
No Time / Night in Venice  
Story of Love

### The Saints (I'm) Stranded

"We used to play the wildest songs we could find. Rock & roll is meant to be aggressive," claims Saints guitarist Ed Kuepper. The message hasn't been lost on British fans who made "(I'm) Stranded" *Sounds* magazine's No. 1 Single of 1976. The explosive hit kicks off one of the most furious albums ever.

From Sire Records, Inc., marketed by Warner Bros. Records Inc.



# NEW WAVE rock 'n' roll Get behind it before it gets past you.



New Wave sampler album,  
released by Sire/Warner

Creem, December 1977

# Patti Smith Group



Contact: Ina Lee Melbach  
888 Seventh Avenue  
New York, New York 10019  
(212) 765-4936

**Patti Smith Group** **ARISTA**

*"Part of my act is like, y'know, street rhythm stuff, and regular talking, and lousy talking. Bad grammar, and y'know, slutty stuff, sleaze. All the stuff you associate with rock 'n' roll. But then I juxtapose it with mental brilliance. Y'know, just like Rimbaud, y'know?"*

Patti Smith, Interview with KQRS San Francisco, circa 1973, KQRS Collection, Library and Archives, Rock and Roll Hall of Fame.

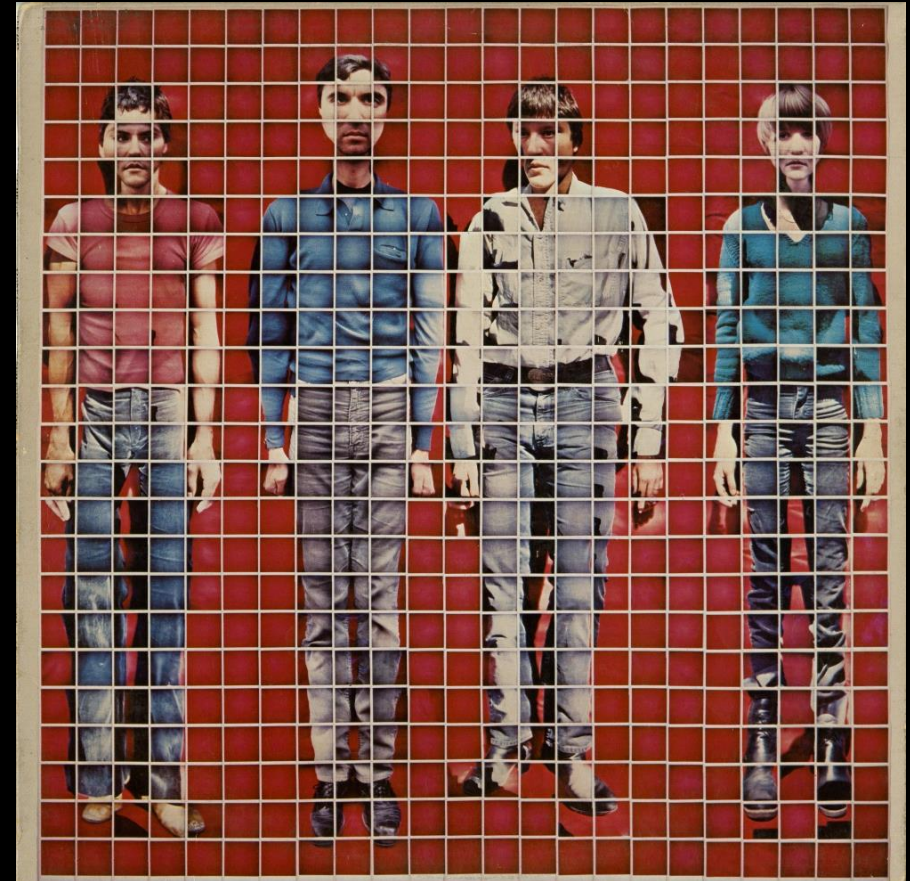


# Talking Heads



TALKING HEADS

Photo/Ron Pownall



# Richard Hell and the Voidoids



RICHARD HELL, IVAN JULIAN, MARC BELL, BOB QUINE

RICHARD HELL AND THE VOIDOIDS



*Hell's first album for Sire, Blank Generation, is a culmination of his rock and roll dreams. He has always been a leader in the New Wave movement; the Voidoids, are the band he was always looking for.*

Sire Records Press Release for *Blank Generation*, August 1977, Craig Bobby Collection of Promotional Materials, Library and Archives, Rock and Roll Hall of Fame.



*Re: Richard Meyers (Richard Hell) vs.  
Instant Records, Inc., et al*

*...I am sorry but we have all  
become involved in what I  
believe will prove to be a  
frivolous action brought by  
an ex-artist who was  
originally signed to Sire,  
and who sold a very small  
number of albums.*

*Unfortunately, his lawyer  
seems to enjoy litigation.*

Letter from Jonathan Brett to David Berman, Sire Records Collection,  
Library and Archives, Rock and Roll Hall of Fame.



# So What?

*"The B-52's," Cleveland Scene Photographs, Library and Archives, Rock and Roll Hall of Fame.*





**Thank You!**

*"Ramones Postcard," Danny Fields Collection on the Ramones, Library and Archives, Rock and Roll Hall of Fame.*