



Santa Claus is coming to town

Asheville's Christmas parade last Wednesday had something for everyone. This little boy, for the moment anyway, seemed more interested in his balloon than the parade.

Staff photo—Melanie Floyd

New record outlet offers diverse music

By Tracy Fagan
Staff Writer

No more trips to Atlanta, Greenville or any other distance longer than a trip downtown to satisfy your vinyl needs.

Now Asheville has its own "other-than-teenager-Top 40" record outlet, and it's called "Discover."

"There was a real need for optional and alternative music in Asheville," said John Roundtree, one of the store's owners. "I couldn't

which is run by John Baumgarten. He is also part owner of "Discover."

"The average age of people in Asheville who are buying music is way above the Top 40 listener's age and so we cater to the older age groups also," said Roundtree.

Along with the jazz section, there is also a new age music section. This shouldn't be confused with the overly used term "new music," which some use to categorize anything not on the Top 40 playlist, said Krebs.

New age music is a mixture of instrumental and vocal music which cannot be classified as any of the standard types. "A lot of the new age music tries to control and sweep your emotions," said Krebs, "but some of it is so close to jazz that it is hard to separate the two."

The store carries both albums and compact discs, and so far the albums are outselling the CDs. We sell most of the new age music in the CD form, said Krebs.

"Discover" opened in mid-October and "business is great considering we haven't advertised yet," said Roundtree. He said that they will

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—John Roundtree



John Roundtree

buy it so I wanted to supply it," he said.

"We try to cater to everyone," said Eric Krebs, an employee. "Other than the hardcore (rock) and imports, we also have folk, blues and a big reggae section," said Krebs.

Some of the hard to find artists include the BoDeans, Laurie Anderson, The Smiths and China Crisis. The hardcore section is filled with both well known and new groups such as Chrome, October Faction and the Sex Pistols.

Even with a selection as diverse as this, "high school kids are asking for groups that don't play on any stations in this area, so there is definitely a market in Asheville for this type of music," said Krebs.

The selection also includes many hard to find older records such as those available at "Record Survival,"

begin advertising after the store has been open a while longer.

"Contrary to popular belief, not everyone is into Madonna, and 'Discover' will give them a choice," said Krebs.

There isn't any Prince, Journey, Bon Jovi or anything heard regularly on local Top 40 stations, but in spite of this trend, they do have some Bruce Springsteen and an album of Janet Jackson's.

"Asheville is open to new ideas and this store is giving them an option," said Roundtree.

"Discover" will process any special orders at no extra charge.

The store will also begin selling a collection of music publications in the near future. The selection will include London's musical weekly "New Musical Express," a publication which follows current musical trends and showcases new bands.

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