-(Entertainment)-

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Bob Seger rising fast on charts, "Moves" hits after ten years

By EVAN LEIBOVITCH

Bob Seger has recently become the hottest thing out of Detroit since Motown. After a breakneck schedule of albums and concerts, for ten years Seger was voted last year as the best new male vocalist at the 1976 Rock Music Awards. As well, Seger composes most of his material, and at one time played lead guitar. He also produces his own albums, because he feels that "most producers tend to make things sound too commercial". On his latest album, Night Moves, Seger co-produces all of the material.

Musically, Segersaysthathetries to pattern himself after James Brown ("There's a lot of him in the Silver Bullet Band"), and much of the band's earlier material sounds much like Brown's own. However, in the album that first popularised Seger, Live Bullet, his music is raunchier, though retaining the strong rhythm that characterised Brown's stuff. Live Bullet was recorded at Detroit's Cobo Hall, and its sales were the realization of the following he built up as a result of his marathon touring. He spent on the average, about 260 dayseach year on the road. He was personally pleased with the album, because of the spontaneity and energy wich helped the album to go Gold.

Night Moves, Seger's tenth album, is his biggest selling piece of plastic yet. It's a complicated affair, involving three recording locations, three co-producers, and two different bands. Of the nine



compositions on the album, seven of them are Seger's.

Side one starts with the two cuts that best show off the capabilites of the Silver Bullet Band. "Rock and Roll Never Forgets", which almost was the name of the album, is a tight little rocker which is short enough to qualify for AM airplay uncut. This is not to say, however, that Seger is only a singles writer: He was not even aware of the way "Night Moves", was edited into a single. Presently "Night Moves" is high on the charts, and a spokesman for Capitol Records said that there will probably be another single to follow it, probably "Never Forgets".

"Rock and Roll Never Forgets", as well as the balance of side one, is played by the Silver Bullet Band (Drew Abbott, guitar; Robyn Robbins, keyboards; Alto Reed, winds; Chris Campbell, bass; Charlie Allen Martin, percussion)

which is excellent at its style of rhythm oriented raunch. "Night Moves" itself was recorded in Toronto's Nimbus Nine Studio. There, the band was aided by Joe Miquelon and Doug Riley (who has done some keyboard work with Moe Koffman). Also, Jack Richardson aided the production of the single.

The rest of side one and "Mary Lou" on side two was recorded in Detroit, where Seger's manager Punch Andrews aided him with the production.

The remainder of side two is a whole different story. After having tried the four songs out with his band and not fully getting into them, Seger went down to Alabama's Muscle Shoals sound studio, and had the Muscle Shoals Rhythm Section play and co-produce the music. More subdued that the Silver Bullets, the MS.R.S. brings Seger's voice to the forefront. His voice might best be described as a slightly warbly and raspy Burton Cummings, and it comes through best on cuts like "Come to Poppa", another possible single release. The best known previous performance of the Muscle Shoals group was their assistance on There Goes Rhymin' Simonby Paul Simon.

The two slightly diverse sides combine to make **NightMoves** one of the more desirable vinyl discs this year, and has become Gold quickly with aspirations of attaining Platinum status. It's been a long way from ''Ramblin', Gamblin' Man'', and Seger thinks that he can even surpass **Night Moves** on his next album, already underway. It willbe well received.



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