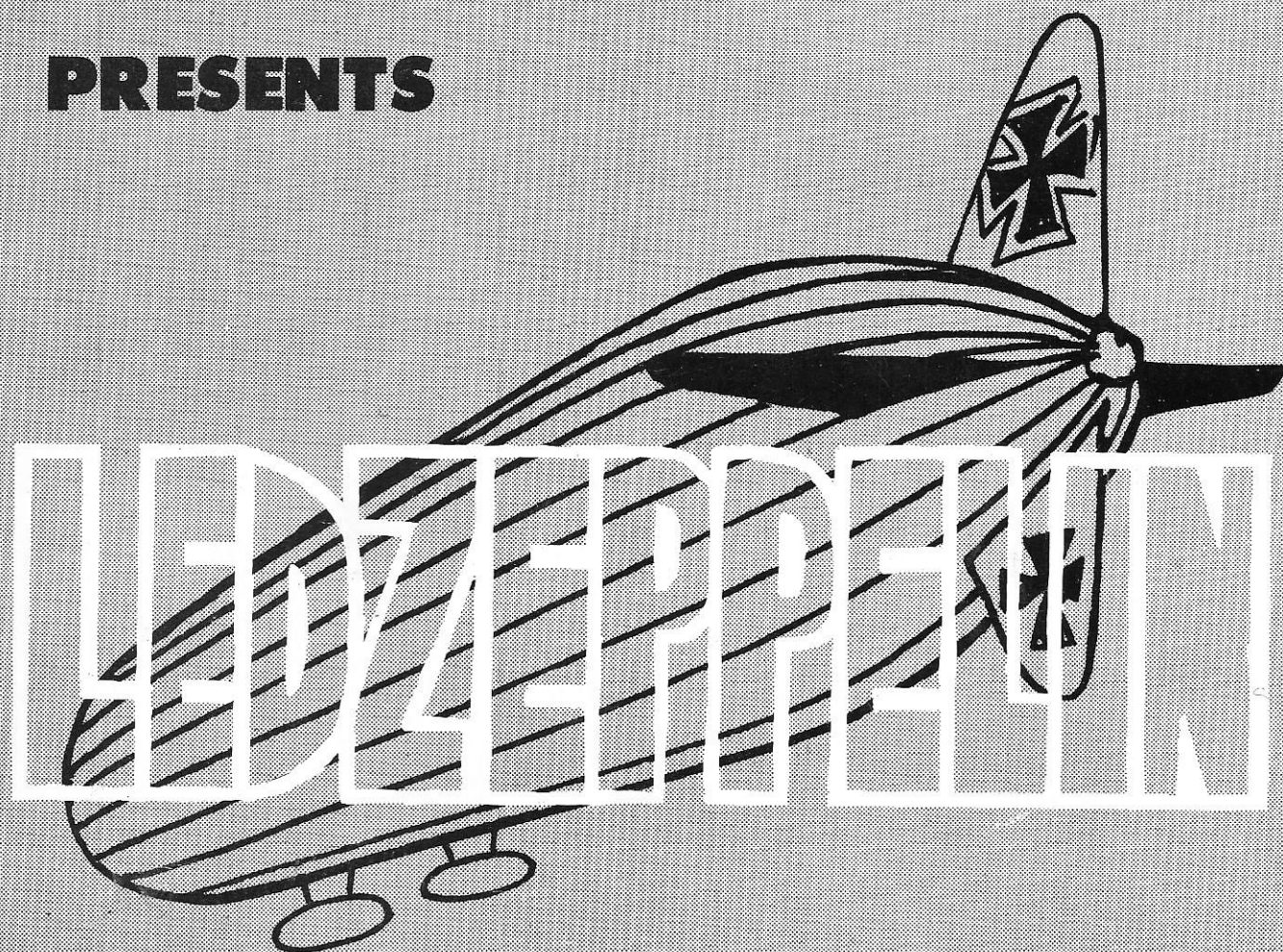


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Heriot-Watt Entertainments

Welcome to the biggest concert ever organised by a Scottish University. Heriot-Watt bring you the TOP names—the names the promoters can't get. Before they agreed to play for us, Led Zeppelin had reportedly turned down six Scottish offers, including at least one bid higher than ours.

We aim to improve the Edinburgh scene, and at the same time provide a service to the fans—by keeping ticket prices down to a minimum. You are watching the most expensive live-action group in Britain, and the top ticket price is 22s.—we defy anybody to undercut that.

Brunel University, London, have long been established as the leading name in British University entertainments. With this and other planned concerts, we aim to establish Heriot-Watt as the Brunel of the North. Our next concert is scheduled for the Usher Hall on 21st April. Negotiations are going on at the moment, we can't say who for, but they will be BIG.

Back to tonight's concert. Led Zeppelin, though formed only just over a year ago, earned over \$5 million in the U.S.A. in 1969, outselling even the Beatles. Their phenomenal success in the States, on the strength of two albums, has at last been echoed in their own country, and they are the most demanded concert group in Britain. They have stuck rigidly to their original musical policy of heavy, blues-based rock. Whilst other groups around them have been swayed by eastern or jazz influences, we have Jimmy Page's assurance that Zeppelin will not go soft on the fans.

Lastly, my thanks to Dick, for doing the tickets, to Jon, for helping with this programme, to Wilf Wright of "Chrysalis", and to Lorna, for numerous cups of coffee.

Alistair Adams, Concert Organiser

LED ZEPPELIN

—A GROUP OF THE SEVENTIES

Although Led Zeppelin was created at the close of 1968, they are undoubtedly a group of the '70s, *the* group of the '70s according to an opinion which is now worldwide. During the past 16 months they have been merely flexing their muscles, preparing for a career that will no doubt reach legendary proportions. Already acclaimed as the heaviest Rock group in the world they have built a tremendous following on both sides of the Atlantic via electrifying performances and two smash albums "Led Zeppelin" and "Led Zeppelin II".

As though to greet the new year, a few weeks ago they became the proud recipients of two platinum and two gold discs for sales of over 5,000,000 albums in 1969. Presenting them with their awards, Mrs Gwyneth Dunwoody, Parliamentary Secretary to the Board of Trade acknowledged their contribution to Britain and expressed her delight that a British group were destined to lead the international music scene into the '70s.

When The Yardbirds disbanded, Jimmy Page decided to form his own group and was joined by John Paul Jones (one of Britain's leading bass guitarists and arrangers) and two relatively unknown artists from Birmingham, drummer John Bonham and singer Robert Plant. No one could envisage the tremendous sounds that this fusion would create, the immediate impact their music would make from their very first appearance. Keith Moon suggested that they call themselves Led Zeppelin—and that name became one to be reckoned with within a matter of a few months.

Their initial engagements were in America and turned them into a legend almost overnight. As a result of the amazing demand throughout the United States for their services, they have appeared there regularly throughout 1969 and became the Number One live-action draw in the country. During that time they made a tour of Britain which culminated in the most exciting concert of its type ever held at the Albert Hall. They also delighted over 30,000 fans at the Bath Festival and launched a popular series of concerts at the Lyceum in the Strand.





JIMMY PAGE

Jimmy Page is a virtuoso. At the age of 24 he is acknowledged as one of the world's foremost guitarists and his music is individual (intensely so) and creative. A former art student, Jimmy began to teach himself to play the guitar when he was 15 years old. It was his obsession, his vocation—and within a few years he had already built himself a solid reputation as one of the most versatile guitarists to emerge from Britain in the '60s.

London-born Jimmy had several influences—people like Chet Atkins; but his style became personal, his ideas his own and by the age of 19 his playing was completely original and creative. His reputation was such that he was in constant demand for session work and he played on numerous hit records by artists ranging from The Rolling Stones to Donovan. As a session musician he could have earned a very good living almost indefinitely, but he had the urge to form his own group, the itch to travel, the desire to emerge from the confines of a recording studio and experiment still further.

However, he wouldn't join just any group despite the numerous offers, although he was intrigued by an approach from The Yardbirds when Eric Clapton left. He turned the offer down and suggested Jeff Beck. A few years later the offer was repeated and Jimmy decided that it was time to forego session work and he became a member of The Yardbirds.

For nearly three years he remained with the group and their reputation soared continually. The split came and Jimmy was left with the choice of continuing The Yardbirds by gathering new members, or forming an entirely new concept. He says: "I was working on the Donovan album 'Hurdy Gurdy Man' with John Paul Jones who did some of the arrangements. He asked if I could use a bass guitarist with the new group. He is an incredible arranger and musician. He didn't need me for a job, but felt the need to express himself and figured we could do that together."

Robert Plant and John Bonham from a Birmingham outfit called Band of Joy became part of the team—and Led Zeppelin arrived. Says Jimmy: "I can't put a tag to our music. Every one of us has been influenced by the Blues, but it's one's interpretation of it and how you utilise it. To go into your own thing is fine, but it has to be a form of experimentation that evolves from a basis sound that everyone knows and relates to."

ROBERT PLANT



Visually, Robert Plant has remarkable looks; a classical innocence; a Pre-Raphaelite image; a Botticelli brought to life—and the facial purity belies the raw sexiness of his performances, the pure, unadulterated emotions seeking their vent via his vocal chords and physical gyrations. But no matter how successful Robert has been in conveying his feelings through his singing, to some extent he still has pent up inside him many emotions which can only be expressed through pure telepathy. Intrigued by mysticism, part of his mind exists in the far Future and the distant Past, visions of ancient Lemuria haunt him and desire for a world full of Peace and Love dominate his thoughts.

As an artist he gives all he can and tries to give more, vocally he attempts to transcend language and sing pure emotion—and to some extent he has achieved this aim.

Born in the Midlands, Robert still lives there, close to his roots. Success has brought him a house in the country, privacy, an opportunity to create. He's renovating the house now and it's on two acres of land and had "a pool and spinney and barns, weeping willows and what-nots".

His first interest in Blues came from listening to Blind Boy Fuller and Tommy McLennon. "It was a time when there were so many Trad Jazz clubs and the music I liked was only a stepping stone away. I used to go to all the clubs when I was under age, even though I really couldn't afford it. Later on I used to go and watch The Who when they broke up things—it was the sort of thing I wanted to do to express the things pent up inside of me."

Robert appeared with various groups, including Midlands outfit The Band Of Joy—and at one time he came to London and for a while played in a band with Alexis Korner.

JOHN PAUL JONES



A sought-after arranger of great repute in England, John Paul Jones is the former bass player with Jet Harris and Tony Meeham. Like Jimmy Page, John Paul Jones has arranged and played bass with numerous leading artists in the studio, his most memorable offerings being the arrangements on Donovan's "Mellow Yellow", "Sunshine Superman", "Hurdy Gurdy Man" and for The Stones "She's A Rainbow" and two tracks on "Their Satanic Majestic Request".

John Paul played organ on the Jeff Beck "Truth" album and made one of his rare professional appearances playing for Dusty Springfield during her stint at London's Talk Of The Town.

Though his brilliance as an arranger and musician brought him fame, John Paul Jones is in agreement with Jimmy Page that session work can be stultifying. The mood that he now creates in his playing proves beyond any shadow of a doubt that he needed to make his move when he did.



JOHN BONHAM

John Bonham is the extrovert member of Zeppelin. Full of bounce and with a zest for living life to the full, he is excited by people and places. Already he has achieved a lifelong ambition—to play a drum solo on stage at Carnegie Hall. Thrilled? The thought of the occasion still excites him. American reviewers showered praise on his performance that evening—a drum solo to rate with the greats!

Self taught, John has developed a unique style and had a head literally buzzing with ideas. Jimmy Page was thrilled when he recruited him for Zeppelin and comments: "I went to see him and couldn't believe how he was living his music. He's extremely inventive, more so than any drummer I've heard. He does his drum solo with his hands! When he gets into a trip the audience goes with him."

John comes from Birmingham and has been a close friend of Robert's for many years; they were both members of The Band Of Joy. Before joining Zeppelin, John began to make a reputation for himself with his drum solos whilst accompanying Tim Rose on his British tour in 1968.



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Caley Cinema, Friday 20th March. Tickets: Caley Box Office.

*ENQUIRIES INVITED FOR:—Badfinger (11-16th Feb.), Arrival (25th Feb.-3rd March),
Leapy Lee (8-14th March), Wild Angels (11-17th March), Edison Lighthouse (24-31st March),
Fluff (10-19th April), Aynsley Dunbar's Blue Whale (22-29th April),
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