

Ringo's Rotogravure

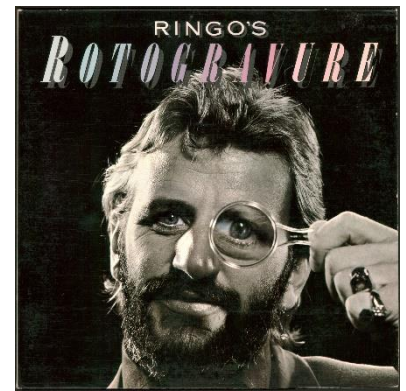
First appearance in trade ads: October 9, 1976

Label 75

Stereo

SD-18193

Green/white/red label with Warner Communications logo



Factories: Monarch (Δ 21401); Presswell; Shelley; PRC-Richmond (1); PRC-Richmond (2)



Stickers:

Some copies have a round sticker on the shrink wrap promoting the inclusion of "A Dose of Rock 'n' Roll."

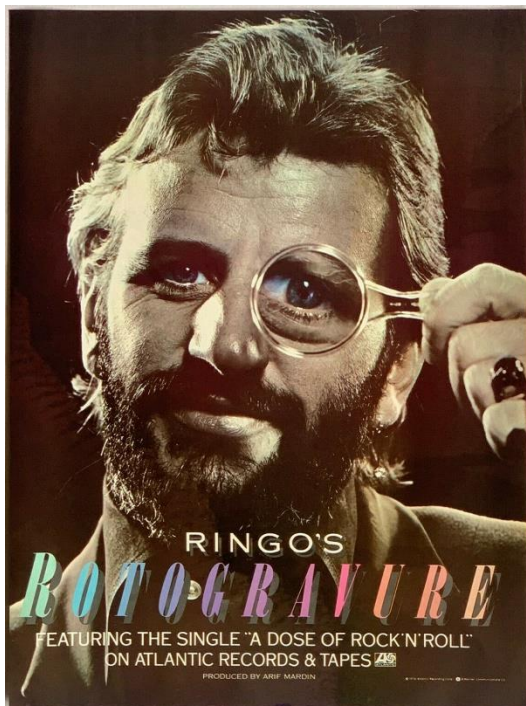


Related Items:

Given away with some copies of the album were magnifying glasses.

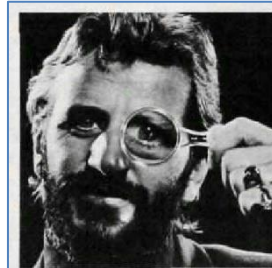


Pinback buttons were also popular promotional items for the LP.



RINGO'S ROTOGRAVURE — Ringo Starr — Atlantic SD 18193 — Producer: Arif Mardin — List: 6.98

Ringo's much anticipated debut Atlantic LP is as good as promised. It would take too long to list the guest appearances here; suffice it to say that if you put them all together you could probably account for 80 percent of total record sales over the last decade. Ringo's right in the middle, his distinctive voice wrapped around some great new pop tunes. He's co-writer on a number of them; old friends Harrison, Lennon, and McCartney wrote him one each. Ringo's always had great success with singles; this LP looks to match or better those achievements. A great package will lend itself to prominent display. "A Dose Of Rock 'N' Roll" is already a hot AM single.



RINGO STARR—Ringo's Rotogravure, Atlantic, SD 18193 At long last, a new LP by this former Beatle. As usual, the wit and wisdom of Starr play the commanding role in the success of this effort. His ability to adapt songs to his whimsical style, especially rock 'n' roll, are what makes him a superstar on his own. With the help of some legends who contributed songs (John Lennon, Paul McCartney, George Harrison, Eric Clapton), some oldies and a bunch of originals (some with Van Ponce) this album is a winner. Others contributing to the overall effort include Melissa Manchester, Jesse Ed Davis, Dr. John, Danny Kootch, Lon Van Eaton and Peter Frampton. As usual, the material is all very well suited to Starr's style and he carries the load with great ease. Any time he cuts an LP it always ends up as a good time and this is no different. Producer Arif Mardin deserves special mention for his outstanding work in bringing out the talents of this musician.

Best cuts: "A Dose Of Rock 'N' Roll," "Pare Gold," "Cryin'," "You Don't Know Me At All," "Cackin'," "Las Brisas" (good fun via the aid of a mariachi band).

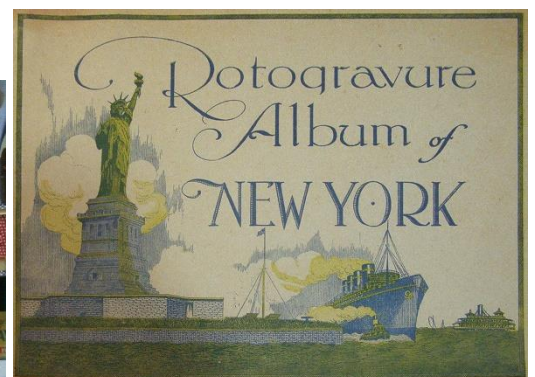
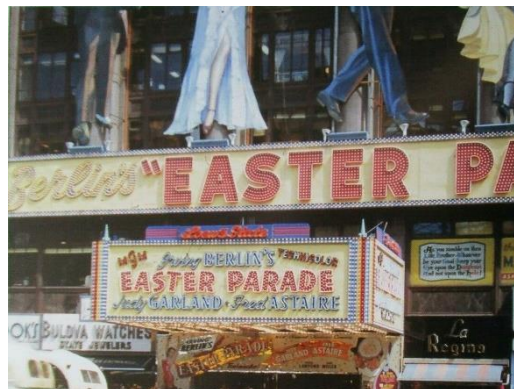
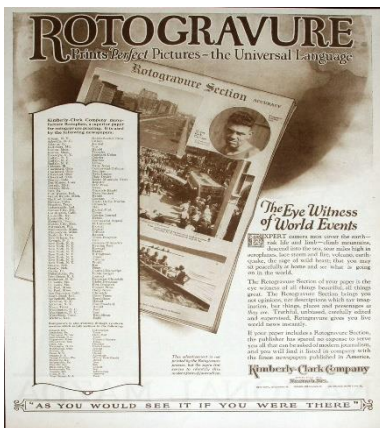
Dealers: As usual the release of an LP by a former Beatle is a major event. Also, LP's first single has taken off like a bullet, so the album will have excellent demand. In addition, this is Starr's initial album for Atlantic, so expect a big push from the label.

Inner Sleeve:

All copies came with a lyric inner sleeve.



Rotogravure is a printing process that became popular in the 1910s and which is still used today. “The Rotogravure” came to refer to the section of a newspaper containing photographs that were printed using the process. In 1933, Irving Berlin wrote the song, “Easter Parade,” which mentions people taking your photograph, so that “you’ll find that you’re in the rotogravure.” A movie of that title came out in 1948, which is where Ringo remembered hearing the word. At that point, he made it the title of his first post-Apple album.



Atlantic Pacts Ringo Starr

NEW YORK — Atlantic Records has signed Ringo Starr to a long-term recording contract. Under an agreement between WEA Records B.V. of Holland and Ringo Starr, Atlantic will be the sole distributor of Starr's recordings in the U.S. and Canada.

Ringo Starr comes to the label with a succession of gold and platinum singles ("It Don't Come Easy," "Photograph," "You're Sixteen") and albums ("Ringo," "Goodnight Vienna"), since his solo career began in 1970. That career has also included Ringo's cinematic roles ("The Magic Christian," and "Son of Dracula"); his performance at the benefit for Bangladesh and its subsequent recording and the single title tune written for the film "Blindman."

Also present at the signing ceremony in the Presidential Suite of the Hilton Hotel in Amsterdam were Ben Bunders, managing director of WEA Holland, Jerry Greenberg, president of Atlantic/Atco Records, Hilary Gerard, friend and business associate of Ringo Starr, Bruce Grakal, Starr's attorney, Earl McGrath, director of artist development of Atlantic/Atco, Bob Kornheiser, vice-president of Atlantic/Atco and Phil Carson, Atlantic's international chief.

Ringo began work on the album in April 1976 after signing with Atlantic Records (US/Canada) and with Polydor Records (rest of world) in March, two months after the Beatles' contract with EMI expired. He held sessions in April in Los Angeles at Sunset Sound Studios. The remaining sessions in June and July took place at Cherokee Studios in Hollywood.

Back Cover Photo:

The image on the back cover shows the door to what had been the offices of Apple Studios, at 3 Savile Row in London.

When the Beatles bought the building in 1968, it featured a large brass plate. At some point in the early 1970s, that plate was removed.

The door remained on the building, though, through the end of the Apple period.

At some point (1976?), a large sign was added – with red print indicating that visitors were not allowed in the building. Once Apple had gone, no one maintained the building. Fans came from all around the world, and they signed and added sayings to the door. This is the state in which we see the door on the back cover to the *Rotogravure* album. The former Beatles sold the building in 1976, and the following year, the original door was removed and placed into storage. It was replaced by a second white door. That door remained on the building until 1982, when photographs were taken of its removal; a brown door replaced it. The second white door wound up in the Hard Rock Café in London – even though Apple never occupied the building while that door was in place. The first door remained in storage until approximately 2018. At that point, it was shipped to Liverpool, where it became part of the British Music Experience. The door remains there, and observers can see that it contains some of the same writing that one sees on *Rotogravure*.



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RINGO STARR, "RINGO'S ROTOGRAVURE." All the good folks from the old days are present, and lots of friends made since, too. Arif Mardin, producing, has kept it light-hearted and avoided the temptation to overburden Ringo's good natured sound with a lot of fancy footwork. This is more than a dose—it's rock and roll's full prescription. Atlantic SD 18193 (6.98).

