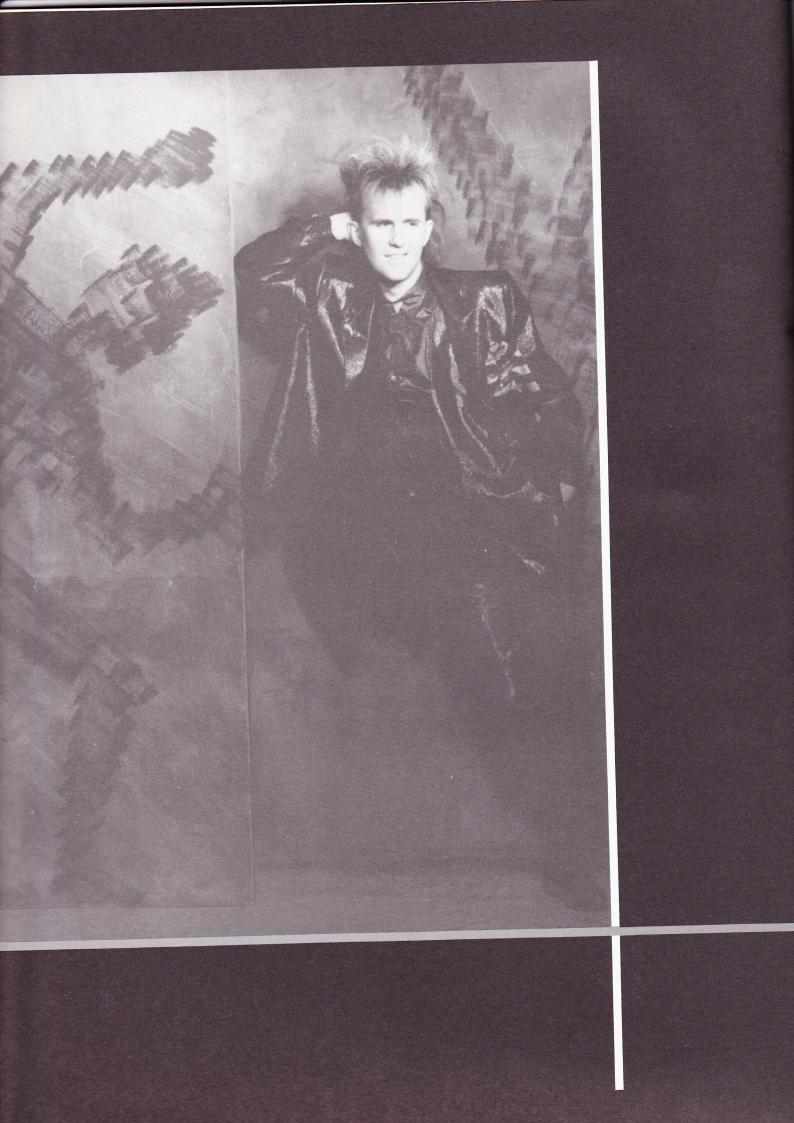
ACTION REPLAY





Artists that tend to try something different rarely find both public acceptance and commercial success. Bands on the cutting edge usually end up in the cut-out bins, heard only by a lucky few. But Howard Jones has been an exception.

Somehow, he has found a human sound among the stacks of circuitry in his synthkit—a sound listeners throughout Europe and the United States have connected with. Of his lyrics, Jones has looked inside himself and communicated what he's found there—an honest, straightforward view of the basic things in life. Musician Magazine says of Howard's writing, "...Jones uses Dream Into Action as the blueprint for a positive, practical approach to everyday life...the animal protection sentiments of "Assault And Battery" confirm that Jones has more in his head than circuit boards." Modern Recording Magazine calls his lyrics "...unpretentious and on-target...his songs raise questions for the mind while keeping the body in motion." Apparently, there are many who've related to what he writes. Jones' first Elektra album, Human's Lib, went platinum in Great Britian and spawned two singles in "What Is Love?" and "New Song" (which went Top 30 in the United States). Howard Jones' second album, Dream Into Action, is an extension of the ideas introduced on that first lp.

The album's title holds a real significance for Jones. He describes it as "...pretty straightforward, really. It means 'Don't be an armchair philosopher or have anything that's to do with all ideas and no substance. Make whatever you think and feel—however small—into concrete action". For the 1985 World Tour, Howard has, for the first time, teamed up with other musicians onstage. The lineup includes: Trevor Morais on drums, Howard's brother Martin Jones on bass, Karen Wheeler, Claudia Fontaine, Naomi Thompson collectively known as "Afrodiziak"—on backing vocals, in addition to the extraordinary talent of mime artist Jed Hoile. These musical additions have expanded Jones' sound. This is most evident on the album's lead-off track, "Things Can Only Get Better." There is an added excitement that's new, and the public has taken notice. The record was a Top 10 smash in England and Howard's fifth Top Ten British hit. Listeners at New York's WLIR-FM picked the track as the "Screamer Of The Week" (best new song out) before the record was even released in the U.S. Subsequently, this song reached the Number 5 slot on the Billboard Hot 100 chart and remained in the Hot 100 for a staggering 5 months, while Dream Into Action also went Top 10 in the U.S. and soon reached gold status. Other cuts to note include: "No One Is To Blame" (a thoughtful ballad with strong imagery) and "Bounce Right Back", which features some hiphop-style rapping. On a different plane altogether is the heartfelt "Elegy" and the proven crowd-pleaser "Look Mama", which was yet another Top 10 hit in the U.K. Rupert Hine continued his association with Howard by producing this album with the exception of "Bounce Right Back", which Howard produced himself. Hine's other production credits include The Fixx.

From May to mid-July 1985, Howard embarked on his highly-acclaimed 3rd U.S. tour, garnering rave reviews. Billboard called the show "...punchy, effective...The audience was standing from the opener..." BAM Magazine

wrote of Jones' performance "...buoyant energy, ingenious charm...Jones' live keyboard playing is loose, spontaneous..." The tour ended slightly premature, in Seattle so that Howard might return to England to participate in the Wembley half of the Live Aid concert. This was soon followed by highly successful tours of Australia and Japan and a second U.S. hit from *Dream Into Action* entitled, "Life In One Day." This song includes the lyric:

Wolves are gathering at my door Ask them in and invite some more!

This exemplifies the humorous side of Howard's breath of fresh air philosophy and optimism. The "Life In One Day" single went Top 20 in the U.S.

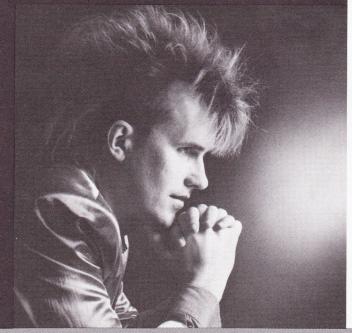
His third and latest single release from *Dream Into Action* is "Like To Get To Know You Well", which is accompanied by a Wayne Isham-directed video. This song, which remained in the U.K. Top 10 for a solid month, has already proven itself as one of Howard's biggest worldwide hits.

Born in Southhampton, England to Welsh parents, Howard began his musical training at a young age and, as a teenager, used his classical training in an art-rock band influenced by ELP and Genesis. At 19, he enrolled in music college, but due to frequent artistic conflicts with the faculty, soon abandoned higher education and, temporarily, his pursuit of a career in music. His discovery of synthesizers four years later brought him back to music. He began writing songs and was soon playing gigs around his hometown of High Wycombe, where he established a following. Then came "New Song" and Human's Lib—the rest is history.

Howard Jones' talent is becoming more and more evident, and many well-respected rockers have taken notice. Paul McCartney and Jimmy Page have praised his work, while Eric Clapton, during a recent press conference, named Jones as one of his greatest modern influences. In addition, Police guitarist Andy Summers has called him one of the best things to come out

of England in a long time. At this year's Grammy Awards, Jones was asked to play alongside foremost synthesists Thomas Dolby, Herbie Hancock and Stevie Wonder, with whom Jones later jammed in Wonder's LA-based studio.

So it's clear. There are few musicians today who have Howard Jones' integrity, talent and insight; few that write lyrics that matter—songs with power. Luckily for us, Howard Jones has put his *Dream Into Action* and will be carrying that dream to the U.S. for his second 1985 tour in October and November.



# NO ONE IS TO BLAME

Words and Music by HOWARD JONES



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### LOOK MAMA

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### HIDE AND SEEK



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## **BOUNCE RIGHT BACK**



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## **SPECIALITY**



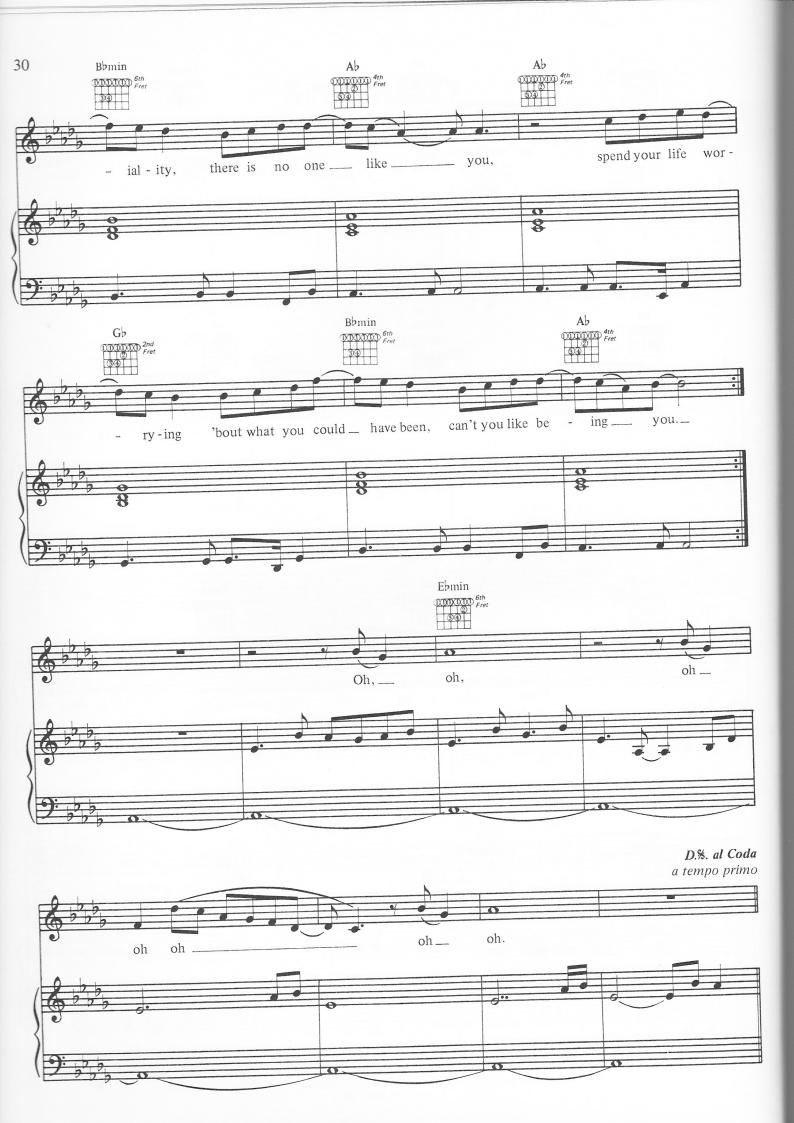
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# CATCH MORE OF THE CATION OWARD TO FROM

DREAM INTO ACTION

This beautiful full color glossy folio is the second from this fabulous British rocker and promises to be every bit as good as "Human's Lib". Includes the smash hits "Things Can Only Get Better", "Life In One Day", plus title cut "Dream Into Action".

VF1240

HUMAN'S LIB

A product of the British music industry, Howard's 1984 smash called "New Song" placed him high on the American charts! Well, here's "New Song" plus more super music including "What Is Love?", "Pearl In The Shell", "Hunt The Self", "Natural", the title song and lots more. VF1223

HOWARD JONES
HUMAN'S LIB

Available wherever music books are sold!



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**BOUNCE RIGHT BACK** 

HIDE AND SEEK

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NO ONE IS TO BLAME

**SPECIALTY** 

