

Seagram's 1977 Black Historical Calendar. \$1.00.

Seagram's new calendar is a chronicle of Black history in America. packed with 358 years of the Black experience—from the arrival of the first slaves in 1619 up to today's headlines.

Historian Glenderlyn Johnson and noted artist Jerry Pinkney have produced for Seagram a fact-filled calendar so beautiful. you'll want to keep it even when 1977 is history.

Send one dollar for each calendar desired in check or money order, payable to Seagram Distillers Company.

(State liquor laws prohibit this offer to residents of Alabama, Georgia, Kansas, Montana, Oklahoma, Tennessee and Utah.)

Seagram's 1977 Black Historical Calendar. PO Box 5077 Dept. D. Hicksville, New York 11816

I. O. DO.	Million and a series of the se	
Calendar at \$1.	each. I enclose \$ in check or maccept C.O.D.'s or stamps.)	orica
Name	(Please print clearly)	

Name	(Please print clearly)		
-Address			4.910
City	State	Zip	- 1
	calendars if Zip Code is omitted. Allow		leli

Discos

(Continued from Page 12)

aim for a 26-year-old professional clientele which includes congressmen and city officials.

The club, in a fashionable old mansion, has admission by membership only. A semi-formal is usually in effect. Annual fees range from \$25 to \$200 for individuals and \$500 for companies. "That's a lot less than paying cover charges over time," said Bill Lindsay, one principal owner.

Previously, Foxtrappe had offered \$200 lifetime memberships (good for the life of the corporation. Lindsay said the club now has "enough lifetime members — approximately,

Foxtrappe has some unique offerings. It has its own quarterly magazine. The four-story setting has a disco, a cafe, a gaming room, a gift shop, an art gallery, and a cocktai lounge with live entertainment. It also has specials nights frequently honoring members and non-members in professional occupations.

The same partnership also owns Raphael, a club for a 21-year-old clientele near Foxtrappe. It also requires membership, but the fees are lower, and the club is not limited to those in professional careers.

Newer entries offer a challenge to the disco market. The Last Hurrah is another D.C. club, owned by blacks, which opened in May 1976. "It's a people-oriented place," said a school system employee who often goes

The Last Hurrah appeals to both whites and blacks, although the black clientele is larger. A \$3 cover charge and no dress code exclude no one of drinking age. Weekend nights draw large crowds, and latecomers often line up outside waiting for vacancies

Success was not accidental for The Last Hurrah, and the owners say they do not plan to open any more clubs. Ernie Green, one of the principal owners, said the club (actually licensed as a restaurant) opened with two years' planning behind it.

Market research indicated the specific target group for the club-- working people in their twenties and thirties. Green said one reply frequently on the survey was, "people want to be treated right. So we did it in the Last Hurrah — everybody feels like a millionaire."

Modern furnishings and bars at both ends of the large raised dance floor are in the club. Artwork by local

Discos operate on cover charge and membership fees to pay costs

artists on display is for sale without

The Last Hurrah offers a catering service for wedding and private parties on weekdays in a separate operation from its night activities. Future plans include adding a full-time restaurant on the second floor, a sidewalk cafe, and live entertainment. Green said, "National artists like Lou Rawls, Nancy Wilson, and Jon Lucien are a possibility within the next 12 months.

New York's Nightowl opens a new category. On the top floor of a Greenwich Village warehouse, it is an "after hours joint," open on weekends from midnight to 7 a.m.

"It's a house party, not a club. And the \$6 admission, it's a donation for the house party," explained Tom Balsley, one of the three owners. He smiles, but it completely serious in his explanation, avoiding legal problems. He said police have entered to check noise complaints, but haven't closed

Nightowl is a school of physical fitness and self-defense by day, in a separate venture. One of the owners lives on the top floor as well. The Nightowl also leases the space for

private week-night parties.
The decor in Nightowl is comfortable. Carpets, fluffy sofas, and and a large aquarium in a wall is part of the scene. The disc jockey's turntable setup is just like any regular disco, and without the glass wall separating the music man from his

Recently, Nightowl's owners decided to start membership. Balsley admitted the club would lose money. but "the younger crowd doesn't respect the place," his partner Dwight Wilson explained.

In its four years, Nightowl has attracted different types of people. Originally it was an "upper-class black club," said Balsley. It closed for a while, and reopened as a club for wealthy whites. The current houseparty scene began more than a year

Balsley said Nightowl's future is



Spinning the discs



uncertain. "We'll try membership for a year, but there's no unified goal beyond that," he said.

The future in discos cannot be determined, yet four examples show the trend is toward a complete

Offering a bar, a dance floor, and recorded music isn't enough. Other diversions—games, live entertainment, trips, are also necessary to keep up the total lifestyle,

thus keeping disco-goers happy.

Disco may specialize for a specific clientele, but mainly try to draw a wide enough population to mix different types of people with the common goal of having fun.

Finally, as businesses, discos will probably try to keep their "peopleoriented" traits by serving their customers well, as any other business. To do that, they will remain flexible and cater to the customers'

Page 17