

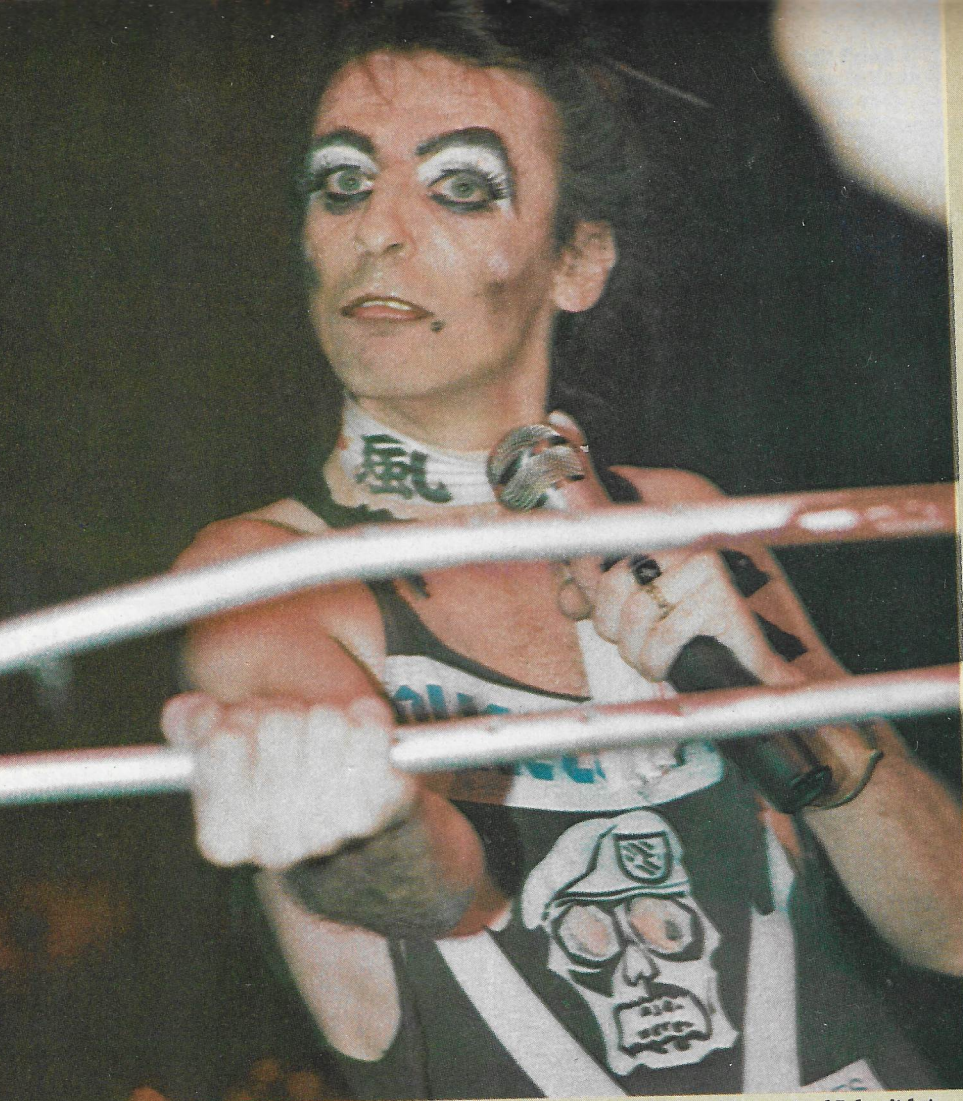
“I met a lot of people back then I don't remember — when I was drinking,” apologizes Alice Cooper, as he is gently reminded that he's known this reporter since 1973. We were both different people in those days. Alice was the top-drawing shock-rockers in America, selling out arenas from coast-to-coast as he and his band of “Billion Dollar Babies” traversed the country in their private Electra jet. I was one of the press agents in charge of publicizing all of this mania. It was my job to call up the TV newsrooms and cordially invite some correspondent to meet Alice at an airport press conference. Invariably, the news jockey would (falsely) accuse Alice of biting heads off chickens in one sentence, and hit me up for concert tickets for his kids with the next. Contradictions and schizophrenia were a daily diet for us all.

The Alice who sits in his New York hotel room now is a changed man. Oh, he's as skinny and long-haired as ever, but his energy level is unstoppable. He switches from the role of proud father (his and Cheryl's first child, daughter Calico, is three months old) to super-patriotic drill sergeant, in a blink. As the saying goes, he's got his act together.

That applies to the on-stage Alice as well. He wasn't playing Madison Square Garden, but the plush, 1,000 seat Savoy club, where Alice Cooper proved that he's weathered the waves of glitter, Kiss, punk, disco and AOR-rock without losing his own personal magic. The **Special Forces** LP show was an hour of barely controlled chaos, where General Alice put his guerilla troops through their paces, and threatened them with a sword if they misbehaved. He's thrilled to hear that someone watching the show, who's been so familiar with his act for years, could not anticipate what Alice would do from minute to minute.

“I got so tired of people saying, ‘Well, Alice can't do it without the gimmicks.’ I'm not a daretaker, but if they say I can't accomplish something, I immediately have to try. Defiance gives Alice a lot of his fuel.

“This is the third generation I'm playing to now, and if you're going to stay in it, you might as well be ahead of it. There's always some punk



©Diet Roberts

Alice Cooper: “I go out and take them by the throat. It's like raping them. And I don't let them go. They have no chance.”

## ALICE COOPER THE ALL-AMERICAN BOY

### *Is That Any Way To Treat A Legend?*

by Toby Goldstein

band that thinks they're faster. I watched that whole scene develop and thought, they're good, but in all honesty, Alice is better.”

Alice Cooper the individual discusses Alice Cooper the stage personality with the same enthusiasm a child uses to talk about his imaginary playmate. While the offstage Alice enjoys his private life and his family, on

tour or in a studio, the man allows the character to flourish. An aide tells me, which Alice confirms, that when he performs, Alice spends his days in his hotel room, doing nothing but watching TV and waiting for dark.

“I'm serious when I say that I wake up if someone turns the TV off. We're all manipulated by Madison Avenue. It's great to be

manipulated as long as you know how to manipulate. I certainly manipulate the audience, but it's not for any evil reason. In other words, if I tell a lie to the press, I always make sure it's a creative lie. Couldn't hurt anybody. Who cares about real life stories? I'm for newspapers. I was a journalism student in school and I totally understand why I like the