



Simply Thrilled: The Preposterous Story of Postcard Records

Simon Goddard

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Simply Thrilled: The Preposterous Story of Postcard Records Simon Goddard How one little upstart Scottish record label changed the face of British music

They had just a few hundred pounds, one band missing a drummer, a sock drawer for an office, more dreams than sense, and not a clue between them how to run a record company. But when Alan Horne and Edwyn Collins decided to start their own label from a shabby Glasgow flat in 1979, nobody was going to stand in their way. Postcard Records was the mad, makeshift, and quite preposterous result. Launching the careers of Orange Juice, Aztec Camera, and cult heroes Josef K, the self-styled "Sound of Young Scotland" stuck it to the London music biz and, quite by accident, kickstarted the 1980s indie music revolution. Simon Goddard has interviewed everyone involved in the making of the Postcard legend to tell this thrilling rock'n'roll story of punk audacity, knickerbocker glories, broken windscreens, raccoon-fur hats, comedy, violence, and creating something beautiful from nothing, against all the odds.



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