

# RECORD BUSINESS

June 8, 1981 VOLUME FOUR Number 11

## INSIDE

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## BBC Records aims for top with royal wedding album

WORKING TO a precisely-timed blueprint, BBC Records will be rushing-releasing the official Royal Wedding album within two days of the event—and is anticipating the possibility of a number one album.

A recording of the wedding ceremony in St. Pauls on July 29 will be edited into master-tape form by 6 pm that day. PRT, which manufactures and distributes BBC Records, assisted by other factories will be working through Wednesday night and Thursday to fulfill the heavy advance orders which are anticipated so that the albums can be in the shops by July 31.

"If demand is at the level we anticipate, then it could go straight to the top

of the chart and give BBC Records its first Number One," said marketing manager James Fleming.

"We expect the record to sell really well over a short period and we advise dealers to make sure they have it in stock at the right time otherwise they may lose out."

The LP will be enclosed in a deluxe gatfold souvenir sleeve and will be backed by national press advertising. It is also likely that it will be TV promoted, too, if a deal with direct mail company Tellydisc is finalised.

● Royal wedding releases continue to be announced and the latest batch includes the current Australian number one. Stiff Records has picked up 'The Ballad Of Lady Di' (WED 1) by Hon. Nick Jones and Ian MacRae, two radio DJs currently in this country promoting the hit.

Also released are singles by top Welsh entertainer Bryn Yemm, 'The King And Di' (Bay Records BAYS 2) and 'Lady D' by Typically Tropical (Whisper WSP 103) both through Spartan.



FIRST SIGNING by Tarquin Gotch for WEA is Bim, whom he worked with on his previous label Arista. In front are Cameron McVey and upturned band manager Jeff Dexter, and back are Bobby Henry, Andy Harley, Brian Wren, Charles Levison (WEA md), Steve Street and Tarquin Gotch.

## RB spotlights the tape boom

WITH SOMETHING in the region of 14 million tape machines in the UK at present the cassette is making its presence felt and is, once again, providing market growth.

Sales of pre-recorded cassettes are catching up on blank sales and this will be boosted by companies' moves into chromidisc lines. After the initiative of Island and A&M BASF tapes is working with EMI to perfect a digital classical range and CBS is planning a similar launch this year.

On pages 10-17 RB profiles the efforts of companies to boost already buoyant sales of tape. The cassette has come of age in terms of public acceptability, quality and marketing appeal.

## Greenlight for EMI catalogue

EMI HAS joined other major companies with a catalogue campaign on product carrying a dealer price of £1.82, with 25 Capitol and United Artists albums currently being sold in.

Artists included are The Band, The Beach Boys, Don McLean, Bob Seger, Sammy Hagar, Glen Campbell, Crystal Gayle, Billie Jo Spears, Jan & Dean, Quicksilver, Linda Ronstadt, and Dory Previn.

All come in the original sleeves with the addition of a 'Green Man' logo and new catalogue numbers. The series has the title 'Greenlight'—an adaption of the American Green Line campaign—and promotion centres around the green-free concept and logo of the figure on pelican crossings.

Capitol is concentrating its efforts on point-of-sale promotion with browser cards and posters for both the rock and

adult material. Special green inner sleeves advertise the availability of other product in the series. All are available on cassette.

The company hopes the series will be racked at £2.99 although no retail price is recommended. The initial launch on June 15 will be followed by further catalogue and new titles and Capitol says that Greenlight has been well accepted so far.

## Crass's romantic flexi-disc ploy

LEADING ROMANCE weekly magazine *Loving* has been hoodwinked into promoting a song by anarchist rock band Crass.

The May 30 issue of the national weekly—it's Bridal Special—contains a free offer of a flexi-disc single called 'Our Wedding' by Joy De Vivre. Readers are encouraged to write off to a box number enclosing 18p worth of stamps to obtain their free copy of the single, which is described by the band as a 'pastiche pop romance sung in

affected American starlet accent'. In the context of the new Crass LP, which forms the basis of an attack on the institution of marriage, the band claims the effect is hilarious.

The Crass commune represented itself as Creative Recording and Sound Services, and the magazine's publishers heard the song before agreeing to the offer. Joy De Vivre is a member of Crass. So far, Crass has received around 150 bona fide replies to the postal coupon.

"We just wanted to make a statement, really," said band member Andy. "The whole thing is a bit of a laugh, although I believe the magazine's publishers — IPC — are now consulting their lawyers. The point is that although our new album has a radical feminist bias, the 'Our Wedding' song only makes sense in the context of the whole work."

No comment was available from the editor of *Loving* at press time.

## EAR & FOOT REFRESHMENT

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MCA RECORDS  
1 Great Pudding Street, London E13 9JF  
Distributed by CBS (1967/05)

## Delay for Tellydisc flexi-disc promo sampler

MUSIC PUBLISHERS' demands for a 3.5p royalty on promotional flexidiscs are forcing Tellydisc to delay the implementation of a novel direct mail scheme aimed at over 300,000 record buyers.

The company plans to mail flexidisc samplers to advise its extensive list of mail order customers, built up over the past 12 months, of likely new releases and existing catalogue material.

"Our first 8-track sampler is ready, but I am waiting for the publishers to see sense before it is sent out," commented Tellydisc marketing director Denis Knowles. "While the cost of manufacturing the disc is not inhibiting the launch, the royalty being asked for makes it uneconomical. Why should we have to pay publishers for the privilege of promoting their copyrights?"

Knowles claims that the addition of a sampler to other promotional material sent to Tellydisc subscribers would bring about an increase of 2 percent - 8 percent in purchasing response.

Noting his disappointment with the publishers' response, Knowles commented: "I would hate to see a market-

## Budget classics line launched by Pickwick

PICKWICK IS reactivating its budget classical business with the launch this month of the Contour Classics label featuring 36 albums taken from the Polydor, Decca and Phonogram catalogues.

Contour Classics, all released in newly designed sleeves each carrying extracts from relevant reviews which appeared in either the *Gramophone* or *Records & Recordings*, will have a recommended retail price of £2.25.

Releases include two albums by Herbert Von Karajan with the Vienna Philharmonic Orchestra, *Beethoven's Seventh Symphony* and a combination of *Don Juan* by Richard Strauss and *Romeo And Juliet* by Tchaikovsky. Other albums with the VPO will be *Beethoven's Eighth Symphony*, conducted by Claudio Abbado and *Schubert's Unfinished Symphony*, conducted by Joseph Krips.

There will also be a recording of the *Rodrigo Guitar Concerto* by Sigfried Behrend and the Berlin Philharmonic Orchestra, and versions of Benjamin Britten's *Young Persons' Guide To The Orchestra* coupled with *Peter And The Wolf*, with narration by Sean Connery.

Contour Classics consultant John Boydon commented: "These are the first Pickwick classical releases since Camden Classics five years ago and it is a major attempt to stimulate sales at the budget end of the market."

He said there would be two more supplements released before Christmas and that two new digital recordings have been made by the London Symphony Orchestra conducted by Yuri Ahronovitch.

ing aid like this inhibited by shortsightedness. We are promoting copyrights and so we are looking to an indirect contribution to promotional costs from publishers - by not charging the royalty they are asking."

Graham Churchill, MCPS operations manager, explained that two royalty rates existed for flexidiscs - 0.834p for promotion or advertising giveaways and 0.417p for discs not used for advertising. Tellydisc was being charged at the lower rate. "The company has written to us and we will be discussing their comments at our meeting on June 8," he said.

## Tape manufacturers group to fight blank tape levy

AS THE long-awaited publication of the Government 'Green Paper' discussion document on copyright becomes imminent, a group of six leading blank tape manufacturers have formed a common front to challenge BPI demands for a levy on their product.

Sony, BASF, 3M, TDK, Maxell and Memorex have all contributed to a fund which will pay for retaining PR company Marcom Public Relations - in charge of a media campaign - and public affairs consultancy Sallingbury, which will lobby MPs as well as canvas support from tape users outside the record industry.

To be known as the Tape Manufacturers' Group, headed by Sony md Bill Fulton, the six are holding a news conference at the International Press Centre in London on June 25, when further details of their plans to block a blank tape levy will be revealed.

It seems certain that market research will be carried out in an attempt to refute BPI claims that the record industry loses more than £200 million per year to home tapers.

## Indie stores cash in on Dead Kennedys four-letter word hit

INDEPENDENT RECORD shops are benefitting from sales of between 10-12,000 per week of the new Dead Kennedys' single, despite the fact that all major multiples are refusing to stock it.

Woolworths, Boots, WH Smith, Amecias and several smaller concerns - plus leading wholesaler Wynd-Up, are not stocking the record because of its title 'Too Drunk To Fuck'. But it jumped several places in the *RB Top 100* this week despite chain store resistance.

Naturally, the single is also without airplay and press advertising and flyposters did not last long, but distributor Finnacle is counting on the sales of independent stores.

"The Dead Kennedys are a very



RAMKUP RECORDS a&M man Jim Pansy went away when he heard the demo tapes of new band Splash, and promptly signed the band. Here he is signing the deal with Splash members Neil Brewer, Carol Stocker, Bryan Fitzpatrick and Phil Nunn.

The tape manufacturers have not so far enlisted the support of record company-linked companies like EMI tape and Philips, although they will be looking for new recruits in the near future.

Said Marcom managing director David Lloyd: "We know it is too late to change the terms of the Government's copyright Green Paper, which is likely to raise the topic of a blank tape levy."

"But our main aim is to participate in the argument which will follow its publication. The Group maintains that falling sales of records cannot be blamed solely on home taping, and that high prices and poor pressing quality could be equally to blame."

The Tape Manufacturers Group will also raise objections to the 'royalty stamp system' suggested by the BPI in its recent booklet on the home taping problem. It argues that the stamps could easily be copied, leading to a flood of cheap counterfeit blank cassettes reaching the UK market from the Far East.

popular band and if the public cannot get the record from the multiples it will get it from the independent dealer round the corner," said distribution manager Dave Roberts.

He added that it was a shame that the record had been refused on its title, though he understood the reasons why multiples would not display or promote such a word.

"I don't hold it against them because I can understand it offending people. However, the word is used a lot, no doubt the directors and managers of some of those very companies use the word every five minutes of the day," he challenged.

Cherry Red, the band's label, has been promised release in eight territories and airplay in Sweden.

## 15,000 albums handed to BPI by bootlegger

A NOTTINGHAM bootlegger who convinced an unidentified British pressing plant to manufacture 18,000 illicit albums has surrendered 15,000 of them to the BPI following a High Court case.

The dealer was Kevin Roberts, trading as 'Records Merchandising' and 'Hollywood' of PO Box 59, Nottingham who started importing illegally manufactured material from America by artists like Police and Blondie earlier this year.

He then went on to arrange the manufacture of 18,000 of his own records in the UK of material by acts like The Exciters, Joy Division, Jackie Wilson and Shirley Ellis. The LPs were priced at between £2 and £12 and were sold through classified advertisements in the consumer music press.

Roberts appeared before Mr Justice Nourse in the High Court earlier this month when he was permanently restrained from dealing in bootleg or pirated material and agreed to an enquiry into damages. The BPI was also granted a costs order.

He had been sued by A&M Records, and CBS on behalf of themselves and as representatives of all BPI members.

"The BPI believes that as a result of its swift action, Roberts' operation was only able to make and dispose of 2,000 records. After the hearing Roberts told BPI solicitors that he had debts of around £20,000 and he had started his bootleg and piracy operation with the aim of raising £50,000 to enable him to emigrate to America.

## MSD to handle country label

THE FIRST releases of a British-based country music label, Country Roads Records, also marks the entry of Multiple Sound into third-party distribution.

Multiple Sound is handling manufacture of the label as well as organising its distribution through a carrier, Courier Express. "We have already proved the efficiency of our operation in delivering our own records to the trade and with a small team on the road and six telexes representatives, we reckon we are well equipped to broaden our activities to handle other labels," said md Ian Miles.

Country Roads Records is an offshoot of Country Roads Enterprises, a company formed to promote country music generally in Britain. In its turn, CRE is a subsidiary of Windsor Communications, a company formed by former BBC producer David Burns-Windsor. He is managing director of CRE and general manager of the record label is David Sandison. Another CRE director is music journalist Tony Byworth.

The company is already managing Texan singer Joe Ely and promoted a festival of British country music at Brighton during the Labour Day holiday weekend. A second festival will take place at St. Austell, Cornwall, during the August Bank Holiday.

## MULLINGS

DIVORCES ARE not usually celebrated with a party – at least not with the opposing couple both in attendance. However, with a typical show of offbeat Virgin humour, that is how **Nik Powell's** official farewell party invitations were worded for an evening's freeloading at **Richard Branson's** latest acquisition, The Garden, or Regine's as it was once known. Several hundred whiled away the midnight hours, under the benign gaze of Virgin's two founder members. Branson, noting that his name has been missing from *Private Eye* of late, says he plans to keep the place up-market, but slightly less expensive (e.g. Sunday lunch at a mere £9.50 including a half-bottle of plonk) and thankfully will be recalling the halcyon days of Derry and Toms by opening the superb roof garden (complete with stream, lake and ducks) for cucumber teas. Powell, meanwhile, says he has lots of plans, including video, active involvement in politics and, intriguingly, a plan to "bring wholefood retailing out of the back streets and into the High Streets." A healthy future is obviously in prospect . . .

**BEATLES MEMORABILIA** will be under the hammer at Phillips auction rooms on Wednesday (10), including assorted pieces of paper with the Fabfour's signatures appended. A signed *Beatles For Sale* album is expected to fetch up to £150, while a folder containing scripts, notes, photographs and cuttings relating to the National Theatre production of *In His Own Write* and *A Spaniard In The Works* may go for as much as £300. Also on offer – a set of Lennon's naughty Bag One lithographs . . . Our Man in Seoul (you know, Korea, that bit somewhere near Japan), ace lensman **Maggio Hoffman** reports that **Dazzie Moon's** 'No Hard Feelings', written by **Les Reed** and **Don Black**, scored second prize in the nation's first song festival. A Spanish song won the first prize, but Maggie was well pleased to have scored more marks than American soulman **Al Green** . . .

**NOT ONLY Ray Coleman**, but also – in February next year when he retires – legendary *MM* jazz writer **Max Jones**, of whom it is said the equally legendary wit and jazz guitarist **Eddie Condon** once enquired "Who's your barber?". The old place won't seem the same anymore . . . a daughter for producer Chris Neal and wife **Jenny** – whispering "I do", or its Italian equivalent, on June 20 will be ex-OGWT presenter **Bob Harris**, now working for Radio 210 in Reading. After his marriage in Italy, the quiet man of rock will be starting work on a film in collaboration with WEA's **Tarquin Gotch** about the history of radio, produced by **BBJ International** . . . for Atco, **John Entwistle** recording an album in company with **Joe Walsh** and **Joe Vitale** . . . congratulations to **Nick Logan** on getting his classy monthly *The Face* past its first birthday and to **Hugh Birley** of *Chrysalis* who pseudonymously as **E. J. Thraag** (56) contributed the poem in the anniversary issue while under the influence of *Private Eye's* **E. J. Thrillb** . . . in **Robin Deneslow's** otherwise well-balanced BBC TV piece the other night on the need for more rock on the box – like an album show, if instance, surprising how many industry pundits were uncomplimentary about OGWT, a show which has done its bit in promoting talent over the past decade . . .

**COULD EMI** be about to join forces with **PolyGram** and **Sony** and support the **Philips** compact digital disc? At a **PolyGram** preview in New York, one of the featured discs was from EMI and it is rumoured that three Sony PCM digital recording systems are on order . . . in the US, **Madness** looking for a new label deal after parting of the ways with **Sire** . . . also in the States, a strange name in the **Billboard** country chart is that of **Tom Jones**, in the top 30 with a song called 'Darlin' on Mercury . . . **Ted Nugent** had the Epic staff scouring length and length of Central London for his favourite tippie – the wild man of rock needed his daily fix of Gold Top milk . . . among new releases – 'There's A Guy Works Down The Chip Shop Sweats He's Elvis' by **Kirsty MacColl**, and 'I Can't Get 'Bouncing Babies' by **Teardrop Explodes**, by **The Freshies**, who brought you the epic about the girl on the Virgin Megastore Check-out desk . . . on view at the **ICA Gallery** until July 5 is an exhibition of album covers by the likes of **Malcolm Garrett**, **Bob Last** and **Al McDowell** . . . on **Mastermind International** on BBC-1 on Thursday (11), one **David Ingoldsby** of Ireland will be answering questions on the History of Rock 1955-1975.

## RECORD BUSINESS

Hyde House, 13 Langley Street, London WC2H 9JG  
01-836 9311. Telex No: 262 554

EDITOR/MANAGING DIRECTOR Brian Mulligan

DEPUTY EDITOR (News) John Hayward

EDITORIAL David Redshaw (Production/Reviews); Paul Campbell (Retailing); Sarah Lewis (Small Labels); Tim Smith (Video); Frank Granville-Barker (Classical).

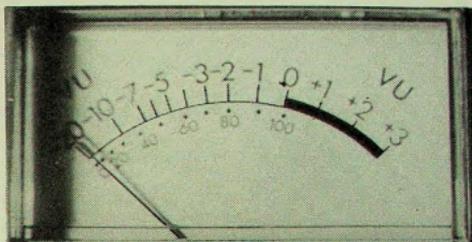
RESEARCH Dafydd Rees (Director); Barry Lazell; Patricia Thomas; Alan Jones.

ADVERTISING Howard Rosen (Manager); Jane Redman (Assistant Manager); Roger Kent (Sales Executive); Jacquie Harvey (Production).

COMMERCIAL/CIRCULATION Richard Tan (Manager).

Subscription Enquiries: Jacquie Harvey.

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LIGHT  
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WORLD  
NEW ALBUM  
REMIXED  
NEW VERSIONS OF  
• SWINGING • TIME •  
• LONDON TOWN • I  
SHOT THE SHERIFF •  
MIDNIGHT GROOVIN'  
• BOYS IN BLUE • AND  
PREVIOUSLY UN-  
RELEASED TRACK  
• WE CAN DANCE •



LP. 6359 062 - TAPE 7150 062





A VOICE and name familiar to many retailers, even if they never met the man himself, retired from EMI Records on May 29, after 42 years with the group. Pictured above with his wife and EMI Records md Cliff Busby is credit manager Eric Porter who held the post for 18 years. Busby made a presentation of a silver canteen of cutlery at a Hayes retirement celebration.

## Deals

FOLLOWING BARRY McCLOUD's recent foray into America, a wide-ranging re-structuring of Barry McCLOUD Enterprises takes place on July 1.

Barry McCLOUD Promotions becomes a separate limited company under the Enterprises umbrella, with Marian Wright, currently McCLOUD's personal assistant, becoming director and general manager with overall responsibility for all day-to-day promotional activities.

Meanwhile McCLOUD is setting up a Los Angeles company, with the aim of splitting his time between the USA and London. He will concentrate on licensing American products in the UK and Europe and the licensing of British records in the USA as well as promoting acts like Brian Maxine, Rad Noakes, Twelfth Night and Diamond Edge on his own Subway and Jab labels and a new TV production division.

BRONZE RECORDS has signed The Mechanics and The End to worldwide recording contracts. First release from the former is 'The Power Of Love' (BRO 123) in a picture bag on June 12. The Disney classic 'When You Wish Upon A Star' (BRO 127) is The End's label debut on July 3.

EMI AMERICA has signed Our Daughter's Wedding, New York based electronic trio currently playing venues in this country. First release is 'Lawn-chairs' (EA 123), currently selling well on import from Design Records of New York.

LOVELY PREVIN, daughter of top classical conductor Andre Previn, has signed to independent label Secret Records to release her pop debut single 'From A to B' (SHH 114) backed by her New York-based band. They are currently recording an album, due for release later this year.

MUCH MORE MUSIC, the publishing company owned by rock band More, has signed a five-year worldwide deal with Carlin Music.

# Abbott becomes first BVA general manager

NORMAN ABBOTT is to be the first general manager — a full time post — of the British Videogram Association, taking up the post on June 15, when he leaves a family retail operation in Great Yarmouth.

A former managing director of Guild Sound and Vision, he worked for a number of years with the Rank Orga-

nisation, becoming a director of Rank Audio Visual in 1967.

Abbott will be based initially in Thorn House, and one of his first tasks will be to find permanent premises for the BVA, which held its first annual meeting last Thursday at the Selfridge Hotel. A report of the meeting will appear in next week's RB.

## Single culled from Bill Nelson chart album

MERCURY RECORDS releases a single from the Bill Nelson chart album *Quit Dreaming And Get On The Beam* this week. The single, 'Youth Of Nation On Fire' is available in a limited edition double-pack single with three unused tracks or as a standard two track single in a colour picture sleeve. Dealer prices are 91p for the double single (WILL 22) and 70p for the standard release (WILL 2).

A NEW *Girlschool* single 'C'mon Lets Go' (BRO 126) is released on June 19. Taken from the album *Hit And Run* the single is issued in a full colour picture bag and contains two previously unreleased live tracks.

MAGNET RECORDS releases a version of the 'Can Can' by Bad Manners (MAG 190) on Friday (June 19). An extensive advertising campaign is planned and a troupe of can-can dancers will accompany the band on TV appearances. The single is available in a full-colour picture bag.

BRONZE RECORDS releases the first *Motorhead* live album *No Sleep 'till Hammersmith* (BRO 535) on Friday (June 12). Early in July there will be a limited edition picture disc single (BROP 124) featuring 'Motorhead' from the album and 'Over The Top'. Bronze plans 500

## Ins & Outs

NICK UNDERWOOD, formerly of Neptune Records, has been appointed press and promotions co-ordinator at Chappell Music, reporting to creative services director Steve Stevenson.

ROB WARR has joined Decca as marketing manager of the Deram label. He was previously a product manager at EMI.

JUDD LANDER has been appointed head of promotion for Epic and associated labels with immediate effect. The department has been newly structured and he will have the heads of Epic and associated labels' product promotion reporting to him. With Lander's promotion the position of head of Epic product promotion is vacant. He joined CBS/EPA six years ago after three years with Charisma Records as promotions manager.

## Merchandising

WINDOW displays, dealer T-shirt and consumer press advertising for the album release. Also available shortly will be a video called *Motorhead* with the band performing live.

CAPITOL RECORDS is giving major promotion to the Kim Carnes album *Mistaken Identity* released on June 8. The American Top 10 album, including UK hit single 'Bette Davis Eyes', will be supported by posters, displays and co-operative radio advertising. Kim Carnes will visit this country for press and radio promotion.

VIRGIN IS releasing two special format singles on June 12. Gillan's new 45 is 'No Laughing In Heaven' (VS 425) taken from his *Future Shock* and contains three other tracks — a total of 12 minutes music in all retailing at normal single price. Fingerprints 45 is available in both 7-inch and 12-inch versions with an extra track on the large format single. Entitled 'Shadowed' (VS 420/42012) 'Madame X' is on the 'B' side with 'Tickled to Death' on the 12-inch too.

NEXT FRIDAY sees release of two new Beat singles. 'Doors Of Your Heart' (FEET 9) is a normal 7-inch 45, while the band is also putting out the song in 12-inch form (FEET 12 9) backed by the dub version of the recent 'Drowning' hit. Both singles retail at the normal price.

MAGNET RECORDS has announced two appointments in promotion and press. Phil Smith, previously regional promotion manager at PRT, has joined as head of national promotion, replacing Kim Glover who has moved into management and publishing.

Annie Branson, previously marketing co-ordinator at Charisma has joined Magnet as press officer, replacing Sue Landy who has set up a photo syndication agency.

RICHARD BORTHWICK, previously with a central London advertising agency, has joined *Fleetside* magazine as advertising manager, working from 01-747 1986 from June 19.

S R PUBLISHING, the firm launched earlier this year by Roz Grudgen and Shirley Stone, has moved to new offices 88, York Street, London W1. (Tel: 01-258 3628).

THE MUSIC Publishers Association and BBC Radio-2 are planning a unique two hour joint spectacular to be staged at the Royal Albert Hall as part of the MPAs Centenary Year celebrations.

The prestigious show is still at the planning stage, but it will aim to reflect the major achievements in British music over the past 100 years. No artists have yet been signed up, but October 5 has been fixed as the tentative date for the live concert — with transmission on Radio-2 a few days later.

Highlights of the historic show may also be released on a souvenir album by BBC Records.

"We have received an enthusiastic response from the BBC," said MPA secretary, Peter Dadsdwell. "But whether or not the show goes ahead depends on our getting the support of major British composers and also the top artists who have performed their material over the years."

Peter Felstead has announced the formation of his own publishing company, Oriana Music, after departing from Jet Records publishing arm, Aviation Music, several weeks ago.

Oriana's first major deal is the worldwide representation of Celebrity Music, the publishing division of Gavin Dare's Celebrity Records. The catalogue already boasts many recorded titles via the record label's series of MOR-based albums.

Felstead says he is currently looking to tie up overseas licensing deals for Oriana.

Jonathan Simon, managing director of Chappell Music, who recently concluded a worldwide agreement with The Jam, says that the company's multi-territory deal with Deke Arlon's D & J Arlon Enterprises has also been renewed for a further term.

The Arlon catalogue includes material by Gerard Kenny, such as the Ivor Novello Award winner, 'I Could Be So Good For You'.

Paper Music's rapid climb up the music publishing ladder over the last 18 months continues with the signing for the UK and Eire of major new US songwriter, Billy Squier. Squier's song 'The Stroke' is currently in the US Top 30 and his debut album for Capitol Don't Say No has just been released.

"We also control 100 percent of the new Bucks Fizz single, 'Piece of the Action', which was written by Andy Hill," said Paper Music's chairman Laurence Ronson. "And is producing their album, so we'll have a few songs on there too." Paper Music only controlled half of the Bucks Fizz Eurovision winner 'Making You Mind Up'.

Also on the US front, Ralph Simon of Zomba Music says he has just signed a major American catalogue which includes some early Rick Nelson gems.

Back home, BBC TV themes are proving to be fruitful for publishers at present. After EMI Publishing scored with 'Gimme Gimme' from *The Hitlist* of David Lloyd George, Health Levy has acquired the Paul Shane and the Yellowcoks theme from *Hi-de-Hi*.

Hi-de-ho!

Publishing news should be sent to Brian Oliver at 87 Lambton Road, SW20 (01-947 4454).



# Singles Top 100

**SALES RATING**  
100 = Strong No.1 Sales

**AIRPLAY RATING**  
100% = Top Of The Pops

The Record Business Top 100 is compiled from sales and airplay on a system adapted from the charts of the successful US trade paper Record World.

The Top 30 is based on sales alone. Positions 31-100 are determined by the sales rating + 5% of the airplay rating. 300 shops report weekly sales, average reporting time being Thursday noon.

● **Bullet** Strong upward movement on sales and/or airplay  
 \* **New Entry**  
 ● **Platinum Disc** 1 million sales (BPI certified)  
 ● **Gold Disc** 500,000 sales (BPI certified)  
 ○ **Silver Disc** 150,000 sales (BPI certified)  
 \* **Sales or Airplay Index** less than 0.5  
 All indices are rounded to nearest whole number  
 D Distributor Code details: see New Singles Page  
 () Brackets as part of a catalogue number indicates 12-inch availability, eg: CAB(L) 503 indicates:  
 CAB 503 = 7-inch single  
 CAB(L) 503 = 12-inch single  
 Record Business guide to last week's market strength

This Week	Last Week	Wks on Chart	TITLE/ARTIST	Label/Cat. No.	D	Debut
★ 1	5	4	70 77	BEING WITH YOU SMOKEY ROBINSON	MOTOWN TMG 1223	E
2	1	6	61 64	STAND AND DELIVER ADAM & THE ANTS	● CBS CBS A1065	E
★ 3	18	2	60 14	FUNERAL PYRE JAM	POLYDOR POSP 257	F
4	2	6	50 87	YOU DRIVE ME CRAZY SHAKIN' STEVENS	○ EPIC EPC A1165	C
★ 5	9	5	38 69	I WANT TO BE FREE TOYAH	SAFARI SAFE 34	M
★ 6	15	8	38 79	HOW 'BOUT US CHAMPAIGN	CBS CBS A(12)1046	C
★ 7	25	4	36 51	ONE DAY IN YOUR LIFE MICHAEL JACKSON	MOTOWN TMG 976	E
8	3	8	34 66	STARS ON 45 STAR SOUND	○ CBS CBS A(13)401102	C
★ 9	14	3	32 65	WILL YOU HAZEL O'CONNOR	A&M AMS 8131	C
10	4	6	31 63	CHEQUERED LOVE KIM WILDE	○ RAK RAK 330	E
★ 11	4	2	29 55	MORE THAN IN LOVE KATE ROBBINS	RCA RCA 69	R
12	11	4	27 59	DON'T SLOW DOWN - DON'T LET IT PASS YOU BY UB40	DEP INT. 7(12) DEP 1	M
13	6	8	26 59	SWORDS OF A THOUSAND MEN TENPOLE TUDOR	STIFF BUY 109	C
14	7	6	26 77	BETTE DAVIS EYES KIM CARNES	EMI-AMERICA EA 121	E
15	10	3	25 87	ALL THOSE YEARS AGO GEORGE HARRISON	DARK HORSE K17807(M)	W
16	8	11	24 55	KEEP ON LOVING YOU REO SPEEDWAGON	EPIC EPC 9544	C
★ 17	24	6	23 87	CHARIOTS OF FIRE - MAIN THEME VANGELIS	POLYDOR POSP 246	F
18	12	6	21 50	THE SOUND OF THE CROWD HUMAN LEAGUE (RED)	VIRGIN VS 416(12)	C
19	16	4	20 63	AIN'T NO STOPPIN' - DISCO MIX 1981 ENIGMA	CREOLE CR (12)9	C
★ 20	34	3	18 67	GOING BACK TO MY ROOTS ODYSSEY	RCA RCA(T) 85	R
21	27	3	16 41	SPELLBOUND SIOUXSIE & THE BANSHIES	POLYDOR POSP(X) 273	F
★ 22	30	3	16 *	TOO DRUNK DEAD KENNEDYS	CHERRY RED CHERRY 24	H/P
23	13	5	16 5	OSSIE'S DREAM TOTTENHAM HOTSPUR F.A.CUP FINAL SQUAD 1981	SHELF SHELF 1(12)	A
★ 24	■	1	14 42	ALL STOOD STILL ULTRAVOX	CHRYSALIS CHS (12)2522	F
25	20	6	14 62	IT'S GOING TO HAPPEN! UVERTONES	ARDECK ARDS 8	E
26	19	7	14 57	STRAY CAT STRUT STRAY CATS	ARISTA SCAT 3	F
27	17	8	12 28	GREY DAY MADNESS	○ STIFF (Z)BUY 112	C
28	23	7	10 46	TREASON (IT'S JUST A STORY) TEARDROP EXPLODES	MERCURY TEAR 3(12)	F
29	33	3	10 60	LET'S JUMP THE BROOMSTICK COAST TO COAST	POLYDOR POSP 249	F
★ 30	45	2	9 52	IF LEAVING ME IS EASY PHIL COLLINS	VIRGIN VS 423	C
31	29	5	9 57	IS THAT LOVE SQUEEZE	A&M AMS 8129	C
32	22	6	9 54	WHEN HE SHINES SHEENA EASTON	EMI EMI 5166	E
★ 33	44	9	8 70	JUST THE TWO OF US GROVER WASHINGTON JR.	ELEKTRA K12514(T)	W
34	31	4	8 61	NOBODY WINS ELTON JOHN	ROCKET XPRES 54	F
35	26	12	8 32	AI NO CORRIDA (I-NO-KO-REE-DA) QUINCY JONES	A&M AMS(X) 8109	C
36	21	10	9 6	CHI MAI ENNIO MORRICONE	● BBC RESL 92	A
★ 37	72	2	8 27	TAKE IT TO THE TOP (CLIMBING) - CELEBREMOS KOOL & THE GANG	DE-LITE DE(X) 2	F
★ 38	■	1	8 5	TEDDY BEAR RED SOUVINE	MARDAY SD 142	M
39	35	6	7 25	CARELESS MEMORIES DURAN DURAN	EMI (12)EMI 6168	E
40	28	6	7 14	POCKET CALCULATOR KRAFTWERK	EMI (12)EMI 6175	E
★ 41	84	2	6 55	PIECE OF THE ACTION BUCKS FIZZ	RCA RCA 88	R
★ 42	67	3	6 54	THIS LITTLE GIRL GARY U.S.BONDS	EMI-AMERICA EA 122	E
★ 43	70	2	6 58	YOU'LL NEVER BE SO WRONG HOT CHOCOLATE	RAK (12)RAK 331	E
★ 44	■	1	7 12	WOULD I LIE TO YOU WHITESNAKE	LIBERTY BP 399	E
★ 45	55	4	6 35	ROCKABILLY GUY POLECATS	MERCURY POLE 2	F
★ 46	63	3	6 31	YOU MIGHT NEED SOMEBODY RANDY CRAWFORD	WARNER BROS K17803(T)	W
47	47	3	6 29	SILVER LINING STIFF LITTLE FINGERS	CHRYSALIS CHS 2517	F
★ 48	83	2	6 29	NO WOMAN NO CRY BOB MARLEY & THE WAILERS	ISLAND (12)WIP 6244	E
★ 49	90	2	6 10	YOU LIKE ME DON'T YOU JERMAINE JACKSON	MOTOWN (12)TMG 1222	E
★ 50	71	2	5 32	MEMORY ELAINE PAIGE	POLYDOR POSP 279	F
51	32	8	5 27	DROWNING - ALL OUT TO GET YOU BEAT	GO FEET FEET 6	F
52	38	3	6 1	FOLLOW THE LEADERS KILLING JOKE	MAL.DAM./EG/POL.EGMDS101F	A
53	51	5	5 25	BODY TALK (VOCAL) IMAGINATION	R&B RBS (RBL) 201	A
★ 54	81	2	6 11	WIKKA WRAP EVASIONS	GROOVE PROD. GP 107(T)	GR P
55	52	3	6 8	THE AMERICAN SIMPLE MINDS	VIRGIN VS 410(12)	C
56	40	12	6 2	MAKING YOUR MIND UP BUCKS FIZZ	● RCA RCA 56	R
57	48	4	5 28	NORMAN BATES LANDSCAPE	RCA RCA(T) 60	R
★ 58	■	1	4 53	THROW AWAY THE KEY LINX	CHRYSALIS CHS (12)2519	F
59	61	3	4 52	HISTORY NEVER REPEATS SPLIT ENZ	A&M AMS 8128	C
60	36	6	5 2	KILLERS LIVE (EP) THIN LIZZY	VERTIGO LIZZY 8(12)	F







## FOCUS ON TAPE

# Marketing a major factor in tape growth

**RECORDS ARE only 'holding steady' but tape is now on the upsurge. This RB special investigates the reasons and looks at the various labels' repertoires and current marketing ploys.**

IT ISN'T often that the whole industry is agreed upon anything, but at the moment everybody from hardware manufacturers to dealers is united in their confidence in pre-recorded cassettes.

While the album and singles markets are, at best, being described as 'holding steady' the word buoyant is used most frequently when talking about tape and it is certain to be the major growth area of the industry this year, despite the spectre of home-taping and its impact on sales of recorded music.

The reasons for this buoyancy are many and certainly the marketing impetus of the record companies this year has been a major factor. However, like all revolutions it has been building slowly for some time.

Launched 15 years ago by Philips the cassette has had a varied career to date. First it had to fight off the cartridge which it did easily in this country and is now doing in America, and then take on

its 'Big Brother' - the album.

It was perhaps over-confidence which delayed the success of cassettes for so long. They were launched with a lot of pomp but little attempt to make them attractive to the buyer. Quality was not a strong point and packaging at worst an insult.

Today the dealer is swamped with cassette campaigns, double-value lines and special releases. EMI has *Miles Of Music*, CBS 30 *Track Packs*, WEA has pioneered the cassette single and is looking at double value tapes, Polygram a *Tape Trail* campaign and most companies have a special tape promotion of one type or another.

Douglas Coates of CBS' special projects division said that the company was keen to step up its cassette marketing because it had achieved success with tapes on Nice Price and was looking to it as the only growth area of the industry.

At present CBS has a *Great Cleanup* campaign on its 100 top tapes. Purchasers receive a tape head cleaner free over the counter. CBS is also tied into the advertising of the Sony Walkman. It plans to introduce Masterworks chromodioxide tapes soon.

WEA marketing director Mike Heap said: "We have carried out a general review of our tape policies and are investigating several things. I don't see



how you can expect the public to pay more for tape than album, therefore we are looking critically at price."

The only executive in the industry with the word tape in his title is Roy Wilkins, Phonogram tape marketing manager who is also chairman of the PolyGram working party on tape promotion, responsible for *Tape Trail*.

"I like to think of tape as the younger brother rather than poor relation and Phonogram is certainly geared up to making the most of that," he said.

John Cokell, marketing director of A&M which has just launched its two-for-the-price-of-one range *The Classics* on chromodioxide tape. "We are shipping a lot of tapes, and hopeful this is extra business - not at the expense of albums. We think it is the best way to profile tape," he said.

For Monty Lewis, head of Pickwick, blister cards - large cards containing the cassette in a plastic bubble - are the answer to the cassette's image problem.

"They are so small they are invisible in the shop. Putting them on cards has increased sales enormously over the past three years and we probably sell more tapes than anyone in the business. There is a great future in tape," he said.

Music for Pleasure keeps its options open with both blister card and wrap-

**DJM'S TAPE** scheme, based on a two-for-the-price-of-one concept, is typical of the industry's growing awareness of the need to market cassettes aggressively.

around shelves. It is left to the store how and where to display them. MIP avoids specialisation and cover versions and achieves an overall ratio of 2:1 in some cases reaching equal sales. Ted Harris, mid, said: "We're reaching big audiences and both forms of packaging can be efficient if, as Asda and Tesco do, tapes are put in high traffic areas.

What emerges is a picture of a growing market which still has plenty of potential. Tapes must be available at the same time as albums, must be brought to the attention of the public, and must be good value for money. There is still room for the retailer to improve display and the companies to market tape as an individual entity.

Worldwide the ratio of pre-recorded cassettes to blank is narrowing all the time and it is thought that the better the recorded music companies market tape the less they will lose from home taping.

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Summary written by  
**PAUL CAMPBELL and  
BRIAN MULLIGAN**

## Multiple stores pioneer profitable move to open tape racking

WITH RETAIL interest in cassettes on the upsurge, tapes have finally escaped from chrome and plastic prisons on the wall into open, attractive racks.

"This form of display was pioneered by multiple stores, which enjoy above average tape sales thanks to car owners and housewives, and music chains such as HMV and Virgin and it appears to have paid off for them as greater awareness among the public has led to increased sales.

F.W. Woolworth is taking a bold step to attempt to increase tape sales. Over the next year it will spend £200,000 installing new racking in its stores so that tape can be displayed, at eye-level, above the album racks. On full price albums Woolworth already achieves 2.6:1 in favour of records and is hoping for 2:1 or better. On budget

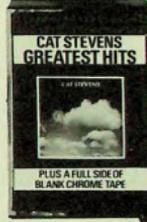
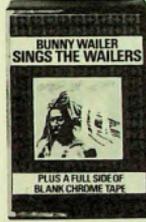
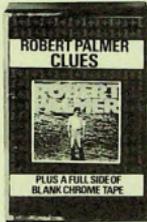
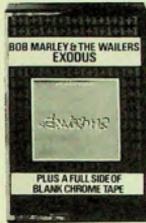
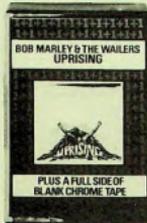
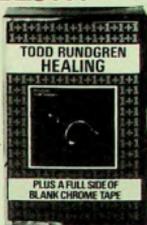
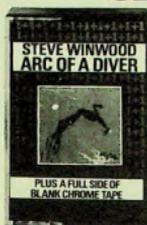
releases the ratio has reached 6:4. Curiously, in Ireland Woolworth achieves 2:1 in favour of the cassette.

Record buyer Paddy Toomey commented: "Our aim is for every browser to have a cassette rack. We are going to be much more aggressive about the way we display tapes. I sincerely hope that the industry is now taking note of the potential of cassettes."

Other major stores too are looking at ways of overcoming the display problem which the cassette poses in order that the public can be made more aware of the tapes.

Some shops sell nothing but tapes. In Covent Garden, London, is a shop called Cassettes Plus which claims to have the largest stock of cassettes in Europe, and with 10,000 titles to choose from - everything from punk to opera - who is to argue.

# We wondered what to put on the other side of these cassette albums...



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Bob Marley And The Wailers - Rastaman Vibration  
Bob Marley And The Wailers - Kaya

Bob Marley And The Wailers - Survival  
Ultravox - Three Into One  
Marianne Faithfull - Broken English  
John Martyn - Grace & Danger

Peter Cook / Dudley Moore  
- Derek And Clive Live  
Gibson Brothers - Cuba  
Plastics - Welcome Back

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# Disco Top 50

1	1	GOING BACK TO MY ROOTS	ODYSSEY	RCA RCA(T) 85
2	4	BEING WITH YOU	SMOKEY ROBINSON	Motown TMG 1223
3	2	WIKKA WRAP	EVASIONS	Groove GP 107(T) 1
4	6	HOW 'BOUT US	CHAMPAIGN	CBS A(12) 1041
5	3	AIN'T NO STOPPIN' - DISCO MIX 1981	ENIGMA	Creole CR(12) 9
6	22	ONE DAY IN YOUR LIFE	MICHAEL JACKSON	Motown TMG 976
7	5	STARS ON 45	STAR SOUND	CBS A(13) 1102
8	13	TAKE IT TO THE TOP	CELEBREMO'S KOOI & THE GANG	De-Lite DEF(X) 2
9	10	DANCING ON THE FLOOR (HOOKED ON LOVE)	THIRD WORLD	CBS A(13) 1214
10	11	JUST THE TWO OF US	GROVER WASHINGTON JR.	Elektra K12514(T)
11	15	IF YOU FEEL IT	THELMA HOUSTON	RCA RCA(T) 77
12	24	YOU LIKE ME DON'T YOU	JERMAINE JACKSON	Motown (12) TMG 1222
13	9	TWO HEARTS	STEPHANIE MILLS & TEDDY PENDERGRASS	20th Century TCI(D) 2452
14	7	BODY TALK	IMAGINATION	R&B RBS(RBL) 201
15	15	ME NO POP I	KID CREOLE & THE COCONUTS WITH COATI MUNDI	Ze (12) WIP 6711
16	27	WON'T YOU LET ME BE THE ONE	MICHAEL MCGLOIRY	Record Shack (12) SHACK 2
17	25	GIVE IT TO ME BABY	RICK JAMES	Motown (12) TMG 1229
18	18	I CAN MAKE IT BETTER	WHISPERS	Solar SO(T) 19
19	8	BODY MUSIC	STRIKERS	Epic A(13) 1290
20	12	HOW'S IT FEEL	HARVEY MASON	Arista ARIST (12) 399
21	33	YOU MIGHT NEED SOMEBODY	RANDY CRAWFORD	Warner Bros K17803(T)
22	14	NASTY DISPOSITION	AURRA	Salsoul SAL(T) 9
23	23	LET SOMEBODY LOVE YOU	KENI BURKE	RCA RCA(T) 93
24	21	ON MY OWN	DEBRA LAWS	Elektra K12529(T)
25	25	THROW AWAY THE KEY	LINX	Chrysalis CHS (12) 2519
26	41	WHY DON'T YOU SPEND THE NIGHT	SHIRLEY JAMES & DANNY RAY	Black Jack BJ(D) 4509
27	16	AI NO CORRIDO	QUINCY JONES	A&M AMS(X) 8109
28	48	I'LL BE YOUR PLEASURE	ESTHER WILLIAMS	RCA RCA(T) 78
29	31	RUNAWAY	BANZAI	Groove GP 105(T)
30	30	MIDNIGHT	UK PLAYERS	A&M AMS(P) 8137
31	34	IF YOU WANT ME	BARBARA ROY, ECSTACY, PASSION & PAIN	(Roy B RBDS 2516)
32	32	ZULU	QUICK	Epic A(13) 1119
33	17	EASE YOUR MIND	TOUCHDOWN	Record Shack SHACK 7(12) 1
34	47	WIDE AWAKE IN A DREAM	BARRY BIGGS	Dynamic DYN (12) 10
35	30	TURNED ON TO YOU	80'S LADIES	(Uno Melodic LMD 7002)
36	46	LOVE TRIAL	KELLY MARIE	Calibre Plus PLUS(L) 7
37	36	GET ON UP NOW	PLAYERS ASSOCIATION	Vanguard VS(L) 5020
38	38	INCOGNITO	INCOGNITO	Ensign ENY(T) 211
39	39	PULL UP TO THE BUMPER	GRACE JONES	Island WIP 6696
40	40	PINPOINT	THE FEELING SECOND IMAGE	Polydor POSP(X) 263
41	26	SIXTY THRILLS A MINUTE	MYSTIC MERLIN	Capitol (12) CL 16190
42	42	YOU'RE SO RIGHT FOR ME	EASTSIDE CONNECTION	Excaliber EXC(L) 101
43	26	THE NEW KILLER JOE	BENNY GOLSON	CBS A(13) 1223
44	44	LOVE IS GONNA GET YA	SHARON REDD	Epic A(13) 1210
45	45	IF YOU REALLY WANT ME	SISTER SLEDGE	Atlantic K11591(T)
46	47	NICE 'N' SOFT	WISH	(Perspective P101)
47	47	SHAKE IT UP TONIGHT	CHERYL LYNN	(Columbia 43-02103)
48	20	FEEL THE REEL (JUST DA MIX)	DAVID BENDETH	Ensign ENY(T) 210
49	49	I JUST WANT TO BE YOUR LOVER	STARPOINT	Casablanca CAN(X) 1001
50	50	PAPA'S GOT A BRAND NEW PIG BAG	PIG BAG	Y Y10

# Indie Top 50

1	TOO DRUNK DEAD KENNEDYS	Cherry Red CHERRY 24
2	DON'T SLOW DOWN/DON'T LET IT PASS YOU BY UB40	DEP International 7(12) DEP 1
3	I WANT TO BE FREE TOYAH	Safari SAFE 34
4	THE RESURRECTION EP VICE SQUAD	Riot City RIOT 2
5	GO FOR GOLD GIRLS AT OUR BEST!	Happy Birthday UR4
6	PAPA'S GOT A BRAND NEW PIG BAG PIG BAG	Y10
7	NEW LIFE DEPECHE MODE	Mute 7(12) MUTE 014
8	WHY DISCHARGE	Clay PLATE 2
9	SLATES (EP) FALL	Rough Trade RT 071
10	CHARM . . . AND YET AGAIN POSITIVE NOISE	Static STAT 4
11	WIKKA WRAP EVASIONS	Groove Production GP 107(T)
12	TEDDY BEAR RED SOVINE	Starday SD 142
13	NAGASAKI NIGHTMARE CRASS	Crass 421984/5
14	FOUR SORE POINTS (EP) ANTI-PASTI	Rondelet ROUND 2
15	DOGS OF WAR EXPLOITED	Secret SHH 110
16	OUR SWIMMER WIRE	Rough Trade RT 079
17	REBEL WITHOUT A BRAIN THEATRE OF HATE	Burning Rome BRR 1
18	LET THEM FREE (EP) ANTI-PASTI	Rondelet ROUND 5
19	CANDYSKIN FIRE ENGINES	Pop:Aural POP 010
20	SING ME A SONG MARC BOLAN	Ram MBFS 001
21	CEREMONY NEW ORDER	Factory FAC 33(12)
22	FOUR FROM TOYAH (AP) TOYAH	Safari TOY 1
23	ORIGINAL SIN THEATRE OF HATE	SS3
24	ALL SYSTEMS GO! POISON GIRLS	Crass 421984/8
25	CHANCE MEETING JOSEF K	Postcard 81/5
26	LOVE WILL TEAR US APART JOY DIVISION	Factory FAC XXIII(XII)
27	OBSESSED 999	Albion ION 1011
28	REBECCA'S ROOM WASTED YOUTH	Fresh FRESH 30
29	CARTROUBLE ADAM & THE ANTS	Do it DUN 10
30	YOU AU PAIRS	021 OTO 2
31	ZEROX ADAM & THE ANTS	Do it DUN 8
32	DECONTROL DISCHARGE	Clay CLAY 5
33	DREAMING OF ME DEPECHE MODE	Mute MUTE 013
34	BELA LUGOSI'S DEAD BAUHAUS	Small Wonder WEENY 2
35	CHILDREN OF THE SUN MISUNDERSTOOD	Cherry Red CHERRY 22
36	JUST LIKE GOLD AZTEC CAMEHA	Postcard 81/3
37	BLOODY REVOLUTIONS PERSONS UNKNOWN CRASS/POISON GIRLS	Crass 421984/1
38	COMPLETE DISORDER (EP) DISORDER	Disorder ORDER 1
39	YOU'RE NO GOOD E.S.G.	Factory FAC 34
40	POOR OLD SOUL ORANGE JUICE	Postcard 81/2
41	4 HOURS CLOCK DVA	Fetish FET 008
42	24 HOURS CHEFS	Attrix RB 13
43	DISCIPLINE THROBING GRISTLE	Fetish FET 006
44	HEX POISON GIRLS	Crass 421984/9
45	BRISTOL ROCK BLACK ROOTS	Nublian NR 001/81
46	DON'T CRY YOUR TEARS DELMONTES	Rational RATE 3
47	ATMOSPHERE JOY DIVISION	Factory FACUS 2 UK
48	TRANSMISSION JOY DIVISION	Factory FAC 13(12)
49	DOLLI PARTEN'S TITS MACLEAN & MACLEAN	Singing Dog PUP 1
50	DOLE AGE/FREE SPEECH TALISMAN	Recreational SPORT 1(2)

## INDEPENDENT MUSIC NEW RELEASES

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SLATE1	WAH HEAT	FORGET THE DOWN	7"
FAC29	TUNNEL VISION	WHATCHING THE HYDROPLANES	7"
NEWS	DEAD OR ALIVE	NUMBER 11	7"
MUTE14	DEPECHE MODE	NEW LIFE	7"
SPORT1	TALISMAN	DOLE AGE	7" b 12"
AUT002	LAUGHING APPLE	PARTICIPATE	7"
LM003	SAD LOVERS AND GIANTS	CLE	7"
RO001	SONO DYNAMOS	NEON JUNGLE	7"
RS12006	MATERIAL	TEMPORARY MUSIC	12"
98 04 EP	FAC 34 E.S.G.	6 TRACK 12" imp	12" imp
98 07 EP	LIQUID LIQUID	5 TRACKS	12" imp
U005	BOMBAY DUCKS	DANCE MUSIC	LP
RUFF13	THE RAINCOATS	ODYSSEY	LP
CAD108	COLIN NEWMAN	THE SINGING FISH	LP
RUFF19	RED CRAYOLA	KANGAROOT	LP

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## 1+1 is a 'paperback' alternative, says Blackwell

ISLAND CHIEF Chris Blackwell did not exactly receive widespread favour with the introduction of 1+1 but his analogy of the cassette as the 'paperback' to the album's 'hardback' book image summed up the approach of several companies.

"The fact is that pre-recorded cassettes are not as good value as record albums, the package is not as substantial, the artwork necessarily inferior and, although Island has always tried to give as much liner information as possible, the album cover and insert will always beat anything you can do with a cassette", said Blackwell.

1+1 was his attempt to market the cassette as the 'paperback' alternative. "Early results have been extremely encouraging. This can be seen by comparing tape sales of our catalogue where increases of 700 percent have been recorded. Cat Stevens, *Tea For The Tillerman*

sold 1,330 copies in the whole of last year and in two months on 1+1 it has sold 1,100 copies," explained Blackwell.

Not only was 1+1 revolutionary in terms of its blank side but it was also the first major chrome tape range — sold at £1 cheaper than standard tape. Blackwell insists that as inferior products they should be cheaper.

Blackwell has been taken aback by the fierce criticism directed towards 1+1 as he had previously approached the heads of Warner Bros in America and PolyGram in Germany and neither was violently against it. He thinks that the criticisms were so violent in Britain because the BPI feared that it would adversely affect its move for a tape levy.

"Like the BPI I am very concerned about the effects of home



NOT ONLY was Island's 1+1 scheme revolutionary but it was the first chrome tape range.

taping. As an independent producer I make and produce the records which contain the copyrights we are all so worried are being ripped-off. I support the campaign for a levy and would be pleased to pay a 50 percent levy on 1+1," stated Blackwell.

Selling 1+1 tapes has ensured that

some copyright music is sold every time and Blackwell is sure that the rest of the world is watching to see what happens at Island, before taking up the initiative. He is very unhappy that the BPI chose to attack 1+1 before approaching him officially to discover his motives and his reasons to persevere with it.

## Rough Trade aims to get tape a new audience

ROUGH TRADE'S first venture into the tape market brought sales of more than 25,000 on a compilation tape called C81 which was only available to readers of the *New Musical Express*.

Spurred by this success it has now launched Rough Tapes which will release best selling material like Stiff Little Fingers' *Inflammable Material*, all new releases and special compilations of unreleased material, live recordings, interview and other background information.

"RT cassette releases are intended to utilise the unique qualities of tape as a supplement to, not replacement for, disc recordings. Extra programme length, ease, and speed of production, convenience of storage and shipping, and the wide availability of playback equipment make the cassette the most value for

money purchase in modern music," said Scott Piering, tape manager.

First release is the C81 tape in a modified form but still including tracks by The Buzzcocks, Ian Dury, The Beat and others. It carries a dealer price of £2.65 and is expected to retail at less than £4.

An independent success is *When's The Raft* by Trick Switch (Cockpit 1) which received prominent advertising by RT in the consumers, as tape is increasingly doing. *New Musical Express* has its own editorial column called Garageland to bring tapes to the notice of potential buyers. The availability of often good quality tapes has naturally led to independent distributors being set up and one of the earliest was Terminal Music.

It was formed in Manchester by musician Colin Robinson two years ago initially to find markets for his own work with Night Visitors and 262 but soon expanded into supplying tapes by other bands. Business has been hotting up over the past three months, with increasing direct mail and trade interest. Terminal supplies several German stores as well as British outlets.

## Quality control high priority at TDC

WITH A capacity of 20 million pre-recorded cassettes a year, the Tape Duplicating Company, operating from premises in North Road, Islington, reckons to be the largest independent manufacturer in Europe.

The company was formed in 1977 as a result of a merger between Trident Tape Services and the Tape Duplicating Company GB, then a subsidiary of Metrosound which had been the first privately-owned firm in Europe to become involved in tape duplication, with 8-track cartridges, back in 1968.

Under managing director Peter Robey, the company has undertaken an extensive re-equipment programme to boost output to its present level. With Gauss duplicating equipment consisting of 34 slave and five master units, TDC can operate at a 64 times ratio — this means that tape is being copied at 120 ins per second, 64 times faster than it is normally played back.

Turnround is usually achieved in 48 hours, unless there are any delays in the supply of inlay cards, but Robey stresses the firm's eagerness to adapt to customers' requirements if a rush-release is called for. For a John Lennon cassette single for WEA, for instance, was ready for despatch 24 hours after receipt of the master tape, thanks to an all-night session by members of the staff, Robey among them. TDC was an innovator in developing the fashion for cassettes, being one of the few companies able to make them.

"We use the best tape the market will stand, and the quality is the same whether we are duplicating for budget or full-price labels. We would like to use a better quality tape, and we know that we could improve the sound quality if we did, but this would put the unit cost up by about 5p and nobody is keen to pay that much extra," says Robey, who notes that TDC also offers chromium dioxide tape as part of its services.

Quality control is given high priority at TDC. Seven people, equivalent to 10 percent of the workforce, are engaged on ensuring that what leaves the factory does not come back as a faulty. Every pancake is spot checked, while cassettes are scrutinised after winding and again after printing. There are further random checks on finished product. All this happens after TDC has prepared its own master tape, resqueued as necessary to ensure an even length on either side, in one of the three in-house studios.

As an independent manufacturer conscious of the reputation the company has won for providing a service as required, Robey recognises that it is the responsibility of TDC to cater for his customers' needs. Nevertheless, he knows that the job could often be done more cheaply if there was more co-ordination in the very early stages between customer and duplicator, which would allow him to put forward cost-effective recommendations. He longs for the day when packaging, for instance, is standardised. This would allow the purchase of a machine to handle work which now has to be done manually, but he accepts that the competitive instinct will tend towards a search for product identity via packaging. He also wonders why some companies still prefer to use labels when TDC has the facilities to print directly on to the cassette case.

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- oak 110 Tchaikovsky Symphony No. 5 —  
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- oak 112 Blazing Brass — The Hanwell Band

- oak 113 Award Winning Film Themes —  
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- oak 114 Favourite Western Themes —  
Cinema Sound Stage Orchestra
- oak 116 A Toast to Gilbert O'Sullivan — Denny Wise sings
- oak 117 Wales — Land of Song — Newport Male Voice Choir
- oak 118 Favourite Songs from Gilbert & Sullivan —  
London Operetta Ensemble & Chorus
- oak 120 Hits of the Everly Brothers — Peter & Freddy
- oak 121 Lets Twist Again — The Hiltonaires
- oak 122 Congratulations to Cliff Richard — Tony Webb sings
- oak 123 Star Wars — London Philharmonic Orchestra
- oak 125 Hits of Hawaii — Pacific Seranders
- oak 126 Cocktail Piano — Derek Cox
- oak 127 1812 Overture —  
London Philharmonic Orchestra/Coldstream Guards
- oak 128 Golden age of Rock & Roll — The Ripoffs
- oak 129 Hammond Gold — Duke Grant

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## FOCUS ON TAPE

### Up to 50 pack styles from G & L

WHEN IT comes to designing and manufacturing cassette packaging Garrod & Lofthouse, in the business from the beginning, can offer 40-50 different packs, or custom design for a client's need.

The philosophy behind G&L's efforts is that the standard inlay card does not give the record company sufficient space for efficient marketing and does not give the customer value for money.

G&L's first moves into designing something better was the flip-top pack which this year became very popular as the housing for about 90 percent of all the cassette singles released. The advantage of this pack is that it gives more space for artistic presentation.

Another very popular design is the twin-pack used by Listen for Pleasure for its talking-book presentations which need two cassettes, and very successfully by CBS for its *War Of The Worlds* set. G&L prints blister cards, display packs, box displays and all kinds of different devices to make the cassette more popular to the customer.

"We feel that the inlay card seldom does justice to the product and never compares with the album. The industry has learnt that you can't sell cassettes by locking them up. You must make them available and ensure that the packaging is functional and attractive," said G&L director Chris Garrod.

He is very excited by the rapid growth

in the cassette market and is encouraged by the will to experiment and improvise which exists in the progressive record companies and dealers.

"The success of the cassette can only be good for the industry. It is a major growth area."

### Chrome 'n' digital is new high

EMI RECORDS next month launches a range of cassettes which combines the best mastering quality available and chrome reproduction in what it sees as the most exciting breakthrough in the market to date.

The tapes have all been digitally recorded and BASF chromidized tape is being used to create a range of tapes with a brilliant, clear sound free from background hiss.

EMI Classical is launching the series with a selection of 16 HMV and EMI titles six of which are new issues and some of which are jazz recordings and it represents a large step in a continuing process of quality improvement.

Before making the decision to combine the "cream" of its digital recordings with chrome EMI carried out extensive research and found that the public was demanding top quality tapes.

MAJOR IMPROVEMENTS in tape sales have been seen at wholesale level, so much so that leading wholesaler Terry Blood has launched its own Oak budget cassette range to meet the increasing demand.

"Tape sales are very good and those dealers prepared to stock and display cassettes are doing good business. Unfortunately there are still dealers who

### Blood's own budget range

don't give them the time and space they ought to in their own interest, but more and more are realising the value of tape," said Terry Blood.

On popular TV compilations or albums by groups like Abba, Blood has achieved a very high ratio of tape to album sales. As much as 1:2 has been recorded against an industry average of 1:4 and a lingering reluctance of dealers to make more than nominal initial orders.

"Those dealers who are not pushing tape are losing out on money and that's a shame. The industry as a whole is trying very hard to have a go at making a success of the cassette after realising that we have not made enough of tape over the last decade," said Blood.

The historical reasons for this are: dealer margins were not as good as albums, tapes were more expensive, and they were being released weeks after the album. Blood sees all three as being counter-productive to the cassette market, but thankfully, in almost all cases these problems have been ironed out.

Blood's own Oak range is aimed at the budget segment of the market where traditionally high sales and ratios have been achieved. It is directed at the music dealers rather than garages, chemists etc and can sell at around 99p with a reasonable margin.

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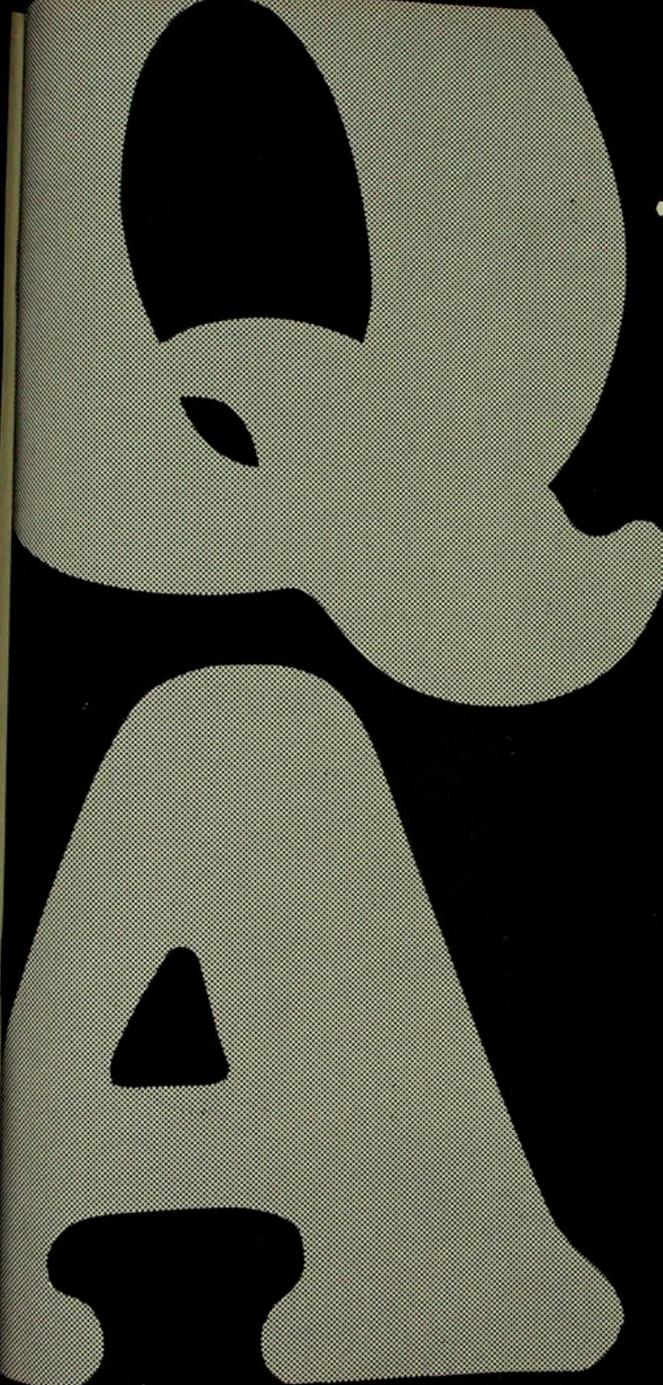
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## Single Reviews

**WIRE: 'Our Swimmer' Rough Trade**  
Originally intended for release in 1979, this Wire single was rejected by EMI. It's a light-hearted, almost novelty-song which could get one or two radio plays. And you can swim to it.

**ESSENTIAL LOGIC: 'Fanfare In the Garden' Rough Trade**  
1979 recording, this was Essential Logic's last single. It is both catchy and mysterious — love the xylophone — and should also do better the second time around.

## Album Reviews

**VARIOUS: Jukebox At Eric's (Eric's 008)**

While Eric's label was busy launching big in Japan and Pink Military and its venue was providing the spiritual home of the Teardrops, Echos et al, of the future, the in the office was playing a veritable goldmine of rare late 50s/early 60s rock'n'roll. These are now gathered on this album and superb listening they make. The influence of Berry, Cochran and lesser talents can be clearly heard in the exciting sounds of Shelby R. Smith, Tommy Blake or The Catalinas and the spirit of the age is faithfully captured in mono.



**HIP RECORDS' Mike Rubeign's Little Liverpool band** Walter, Mitty's Little While Lies to a worldwide deal. Their first single, 'Brave New England' will be available at the end of June — distribution by Service Records.

## THOMPSON TWINS

Their first album



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## Indie Albums

- 1 — PRESENT ARMS DEP International LP/DEP 1 (LSD)
- 2 ANTHEM TOYAH Sahel VOOH 1
- 3 PLAYING WITH A DIFFERENT SEX Human HUMAN 1
- 4 HEART OF DARKNESS Secret SEC 1
- 5 PUNKS NOT DEAD Exploited Positive Noise Static STAT LP 1
- 6 HE WHO DARES WINS Theatre Of Hala SSSSS LP 1
- 7 TO EACH — A Certain Ratio Factory FACT 35
- 8 FRESH FRUIT FOR ROTTING VEGETABLES Dead Kennedy's Cherry Red B RED 10
- 9 DIRK WEARS WHITE SOX Aden & The Arts Du-R-RIDE 3
- 10 SIGNING OFF UJ40 Graduate GRAD LP 2
- 11 TOYAH TOYAH TOYAH Toyah Sahel LIVE 2
- 12 9 CLOSERS Joy Division Factory FACT 25
- 13 UNKNOWN PLEASURES Joy Division Factory FACT 10
- 14 LUBRICATE YOUR LIVING ROOM Five Engines Accessory ACC-001
- 15 CONCRETE 999 Alton ITS 999
- 16 STATIONS OF THE CRASS Crass Cass 52/1984
- 17 MESH AND LACE Modern English AAD CAD 105
- 18 PRAYERS ON FIRE Birthdays Party AAD CAD 104
- 19 NOW THE WEST WAS WON Toyah Greensteaves GREL 20
- 20 THE BLUE MEANING Toyah Sahel IEVA 66
- 21 LIVE AT THE COUNTER EUROVISION 79 Many In Roots People Unite PU 000 ALB
- 22 SHEEP FARMING IN BARNET Toyah
- 23 IN THE FLAT FIELD Bauhaus Sahel SC 264
- 24 THIRST COCA DIVA A4C/A4C 13
- 25 PINK AND REDDICK BRIDGE Feltish FR 2002
- 26 SONS AND LOVERS Hazel O'Connor Crass 42/1984-2
- 27 90 DEGREES OF SIMULATED STEREO — UBU Live Paris Liba Rough Trade ROUGH 23
- 28 THE ULTIMATE ACTION ACTION Etnah ED 101
- 29 SCIENTIST MEETS THE SPACE INVADERS Scientist Greensteaves GREL 19
- 30 GROSQUES (AFTER THE GRAMME) Rough Trade ROUGH 18

## New Releases

**ROUGH TRADE RELEASES** a single, 'Theme From A Summer Place' (RT076) by Tan Tan (ex — Boney M, Aswad, and Sugar Minott). It is also available on 12-ins.

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# Albums/Tapes Top 60

\* Platinum (Over 1,000,000 sales)  
 ● Gold (Over 500,000 sales)  
 ● Silver (Over 250,000 sales)  
 New Year Singles  
 For Best-Block Code details

The Week	Last Week	Artist/Title (Producers)	Cat. No. (Price)	Dist. Code	Dealer	This Week	Last Week	Artist/Title (Producers)	Cat. No. (Price)	Dist. Code	Dealer
1	1	UB40 PRESENT ARMS (B.40)	D. E. P. INTERNATIONAL LP/CA/DEP 1 (2.89/2.89) M			31	45	MADNESS ABSOLUTELY ☆ (Clive Langer/Alan Winstanley)	STIFF (ZISEF 29) (3.03/2.42) C		
2	4	STAR SOUND STARS ON 45 (Cap Eggmont)	CBS (4096132) (2.74/2.74) F			32	23	SPANDAU BALLET JOURNEYS TO GLORY (Richard James Burgess)	REFORMATION (ZCHR 1331) (3.04/3.04) F		
3	2	TOYAH ANTHEM (Bob Sabers)	SAFARI VOICING 1 (2.89/2.89) M			33	30	BARBARA DICKSON YOU KNOW IT'S ME (Alan Tarney)	EPIC (4054651) (2.74/2.74) W		
4	6	VANGELIS CHARIOTS OF FIRE (Vangelis)	POLYOR POLSIC 1026 (3.01/3.04) F			34	1	GEORGE HARRISON SOMEWHERE IN ENGLAND (Sir George Martin & Herb) DARK HORSE (K456670) (3.04/3.04) W			
5	30	ADAM & THE ANTS KINGS OF THE WILD FRONTIER ☆ (Chris Hughes)	CBS (4048459) (2.74/2.74) C			35	39	RANDY CRAWFORD SECRET COMBINATION (Tommy Lyndon)	WARNER BROS (K456694) (3.04/3.04) W		
6	5	MOODY BLUES LONG DISTANCE VOYAGER (Pip Williams)	THRESHOLD (DIX/TCL) 139 (3.19/3.26) F			36	41	VAN HALEN FAIR WARNING (Ted Templeman)	WARNER BROS (K456699) (3.04/3.04) W		
7	19	ECHO & THE BUNNYMEN HEAVEN UP HERE (Hugh Jones)	KOROVA KORE (43) (3.04/3.04) W			37	36	GRACE JONES NIGHTCLUBBING (Chris Blackwell/Alan Sadkin)	ISLAND (ILPS (ICT) 9024) (3.04/3.04) E		
8	18	ELTON JOHN THE FOX (Clive Frank & Tom Snow/Chris Thomas)	ROCKET TRAM (SHUNT) 16 (3.04/3.14) F			38	32	AO PAIRS PLAYING WITH A DIFFERENT SEX (Lee Rock/Martin & Herb)	HUMAN HUMAN 1 (2.65) S		
9	26	JEAN MICHEL JARRE MAGNETIC FIELDS (Jean Michel Jarre)	POLYOR POLSIC 1033 (3.01/3.04) F			39	25	VARIOUS ROLL ON ● (Various)	POLYSTAR RED/VIDEOMC 1 (2.64/3.03) F		
10	5	BEAT WHA PPEN ○ (Bob Sargeant)	GO-FEET BEAT (TCHT) 3 (3.05/3.03) G			40	82	BARRY MANILOW MANILOW MAGIC ☆ (Ron Dante/Sally Martin)	ARISTA (ARTVC) 2 (3.05/3.03) G		
11	16	VARIOUS DISCO NITES, DISCO DAZE (Various)	RONCO (RC/RTL 2296 A/B) (3.45/3.49) G			41	37	CHRISTOPHER CROSS CHRISTOPHER CROSS ○ (Michael Omartian)	WARNER BROS (K456789) (2.46/2.46) W		
12	27	VARIOUS THEMES (Various)	K-T-NEE 1122 (ICE 2122) (3.45/3.49) R			42	9	QUINCY JONES THE DUDE (Quincy Jones)	ASM (AMJ/CAM) 6721 (3.04/3.04) C		
13	7	SHAKIN' STEVENS THIS OLE HOUSE ● (Shawn Colvin)	EPIC (4048495) (2.74/2.74) C			43	28	WHITESNAKE COME 'N' GET IT (Martin Birch)	LIBERTY (TCL/RG 30327) (3.07/3.07) E		
14	9	JIM STEINMAN BAD FOR GOOD (Todd Rundgren/Jim Steinman)	EPIC (4054361) (2.74/2.74) F			44	33	BARCLAY JAMES HARVEST TURN OF THE TIDE (Barclay James Harvest/Martin Lawrence)	POLYOR POLSIC (C) 5040 (3.25/3.30) F		
15	17	DIRE STRAITS MAKING MOVIES ● (Jimmy Iovine/Mack Knopfler)	VERTIGO (GWS) 1750 024 (3.04/3.14) F			45	138	MEAT LOAF BAT OUT OF HELL ☆ (Todd Rundgren)	EPIC (4048249) (2.74/2.74) C		
16	15	SQUEEZE EAST SIDE STORY (Roger Bechler/Chris Costello)	ASM (AMJ/CAM) 64854 (3.04/3.04) C			46	30	ADAM & THE ANTS DIRK WEARS WHITE SOX (Adam & The Ants)	DOT (RICE) 3 (2.56) M		
17	32	STEVIE WONDER HOTTER THAN JULY ☆ (Stevie Wonder)	MOTOWN (TC/SMA) 8035 (3.29/3.29) E			47	3	PSYCHEDELIC FURS TALK TALK TALK (Steve Lillywhite)	CBS (4048492) (2.74/2.74) W		
18	4	KRAFTWERK COMPUTER WORLD (Kraftwerk)	EM (TC/EM) 3370 (3.04/3.04) E			48	20	ULTRAVOX VIENNA ● (Conny Plank/Ultravox)	CHRYSALIS (ZCHR 1296) (3.04/3.04) F		
19	8	BILL NELSON QUIT DREAMING AND GET ON THE BEAM (Bill Nelson/John Leslie)	MERCURY (GWS) 1750 055 (3.04/3.14) F			49	39	STRAY CATS STRAY CATS ○ (Dave Edmunds/Brian Setton/Stray Cats)	ARISTA (STRAY/CAT) 1 (3.05/3.05) G		
20	10	JUDE TZUKE I AM THE PHOENIX (Jude Tzuke)	ROCKET TRAM/SHUNT 15 (3.04/3.14) F			50	4	CLASSIC NOUVEAUX NIGHT PEOPLE (Sir Sir/Mick Carrony)	LIBERTY (TCL/RG 30325) (3.04/3.04) F		
21	11	UNDERTONES POSITIVE TOUCH (Roger Bechler)	ARDEC (TC/ARD) 103 (3.04/3.04) E			51	13	CURE FEELS (Mike Hedges/Cure)	FACTORY (FACT) 6 (3.01/3.04) F		
22	18	RED SPEEDWAGON HI INFIDELITY (Kevin Beamish/Kevin Cronin/Gary Radford)	EPIC (4048470) (2.74/2.74) F			52	20	EDDY GRANT CAN'T GET ENOUGH (Eddy Grant)	ICE (ICE/GR) 21 (3.04/3.34) B		
23	12	TEARDROP EXPLODES KILIMANJARO (Chameleons/Clive Langer/Alan Winstanley/Mick Howett)	MERCURY (GWS) 1750 035 (3.04/3.14) F			53	17	FRANK ZAPPA TINSEL TOWN REBELLION (Frank Zappa)	CBS (4048816) (4.25/4.25) F		
24	30	NEIL DIAMOND THE JAZZ SINGER ☆ (Bob Shriver)	CAPitol (TC/ASZ) 12120 (3.26/3.29) E			54	12	SKY SKY 3 ○ (Wayne Besant/Tony Clark/Sky)	ARISTA (TC/KEY) 3 (3.04/3.34) A		
25	4	TENPOLE TUDOR EDDIE OLD BOB DICK & GARY (Bob Andrews/Alan Winstanley)	STIFF (ZISEE) 31 (3.03/3.43) C			55	28	JOHN LENNON & YOKO ONO DOUBLE FANTASY ○ (Yoko Ono/John Lennon/Yoko Ono)	EPICEN (K4699134) (3.04/3.04) F		
26	29	BRUCE SPRINGSTEEN THE RIVER (Bruce Springsteen)	CBS (4048910) (4.25/4.25) F			56	14	SHEENA EASTON TAKE MY TIME ○ (Christopher Neil)	EM (TC/EM) 3354 (3.07/3.07) E		
27	14	PHIL COLLINS FACE VALUE ☆ (Phil Collins/Hugh Padgham)	VIRGIN (TCV) 2188 (3.43/3.20) G			57	34	VIC DANOME NOW! (Vic Danome/Danore & Elaine Peters)	ACA/NATIONALISTS 5080 (2.00/2.00) B		
28	20	TOM PETTY & THE HEARTBREAKERS HARD PROMISES (Tommy Stinson/Tom Petty)	BACKSTREET/MCA (MCF) 3098 (3.04/3.04) G			58	26	BARRY MANILOW BARRY ● (Barry ManiLOW)	ARISTA (DART/LRT) 72 (3.04/3.34) F		
29	22	THIN LIZZY THE ADVENTURES OF THIN LIZZY (Various)	VERTIGO (LZTV/LZMC) 2 (3.25/3.36) F			59	18	STIFF LITTLE FINGERS GO FOR IT (Douglas Engel)	CHRYSALIS (ZCHR 1339) (3.04/3.04) F		
30	21	EXPLOITED PUNKS NOT DEAD (Exploited Dave Lapper)	SECRET SEC 1 (2.43) S			60	60	MADNESS ONE STEP BEYOND ☆ (Clive Langer/Alan Winstanley)	STIFF SEZ 17 (2.89/3.03) C		

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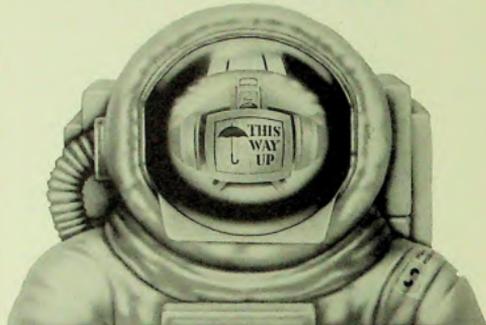
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