

RECORD BUSINESS

INSIDE

Singles chart, 6-7; Album chart, 21; New Singles, 23; New Albums, 20; Airplay guide, 18-19; Small Labels, 16.

September 21, 1981 VOLUME FOUR NUMBER 27

60p



LIGHT OF THE World, or as half of the band prefer to be known these days, **Begger & Co.**, receive their citation as Best Live Act from Tony Price, Radio Luxembourg programme director, at the DJF Disco Awards. Looking on is Ensign md Nigel Grange. Full details of the awards and further pictures are on P.15.

'Salesman's days are numbered' claim as Stiff opts for tele-sales

STIFF RECORDS has withdrawn from its joint sales operation with Virgin after 18 months and is concentrating solely on telephone selling through its own newly formed team based at its West London offices.

The company's general manager Paul Conroy explained: "We fell this is the modern way of doing things. I think the days of the rep on the road are numbered."

The five-strong force has been operating for a fortnight, working on Alvin Stardust's 'Pretend' hit and the sell-in of the forthcoming Madness album, and both operations, according to Conroy, have gone well.

Stiff claims it will be contacting as many dealers as it can find around the UK on a regular basis. Its phone-out service will be supplemented by massive dealer mail-outs of information and extra trade press advertising. The label

continued to be pressed and distributed by CBS. "If we need special store-level promotion on specific records, we will call in one of the freelance store promotions companies," added Conroy.

"In today's market it is essential that we are in direct and regular contact with as many dealers as possible. We hope the new team will quickly establish a friendly and useful rapport with the trade."

Both sides now on Island's revamped 1+1 tape

ISLAND RECORDS is going some way towards placating the BPI by putting pre-recorded music on both sides of forthcoming releases in its controversial 1+1 tape series.

But there are still likely to be quarrels over a copy line on the redesigned flip-top tape packaging which makes it clear that one side of the tape is erasable.

First fragile signs of recovery in BPI 2nd quarter figures

FIGURES TO be presented to BPI members this week are expected to reveal the first evidence of a recovery from the industry-wide slump of the last two years.

Although news of album and pre-recorded tape sales is still depressing, singles unit sales boomed in the three months from April-June 1981, and the drop in the value of sterling made parallel imports less attractive.

The full breakdown is as follows: singles unit sales were 17.9 million (up 9.2 percent on the same period last year) at a value of £12.4 million (up 26.9 percent on 1980).

Album unit sales were 11.2 million (down 1.2 percent on 1980 period) with a total value of £24.9 million (down 4.2 percent on last year). Pre-recorded cassettes sold 5.3 million units (down 9.2 percent) with a value of £11.2 million (up 4.6 percent).

The expanding singles market, especially in the teenage-oriented product, is surprising in the light of heavy youth unemployment, but portrays a healthy future.

As far as LPs are concerned, the BPI

is said to feel that the slump has been arrested and UK companies are beginning to claw back some of the losses sustained to parallel imports. However, over the past few days, bank lending rates have gone up, which will have the effect of making sterling stronger and imports attractive again. It remains to be seen if this will be a mere hiccup on the road to recovery.

Another interesting point is the reduced average dealer price of UK manufactured albums, which dropped from £2.28 to £2.23. Imports have forced the majors to reduce their prices in an effort to compete, while there has been a strong increase in the amount of mid-price back catalogue issues.

The BPI is unlikely to read too much significance into the second quarter drop in cassette sales. In the past, tape sales have been the only encouraging facet of the music industry's grim two years and the underlying trend is still upward. April-June 1980 is now regarded as having been a freak quarter, and a more normal pattern is expected in the next three months.

Launched last January, Island's 1+1 series ran into fierce opposition from the BPI by making it clear that a whole album was recorded on one side of the tape, but the other side was blank and available for recording other material because the anti-erasure lug had been left in place.

First release under the refined system will be Marianne Faithfull's

Dangerous Acquaintances (CT 9648) on September 28 and all further tapes will be under the same format.

Island claims the innovation has been introduced to make the cassette easier to use, especially for in-car entertainment, because it cuts out the need to rewind.

The introduction of flip-top packaging. ● TO PAGE TWO

YESTERDAY & TODAY

Y&T

THE "EARTHSHAKER" ALBUM

AMR 04867
© 1981 A&M Records, Inc. All Rights Reserved

on A&M Records

Pirates agree in court to halt tape activities

BPI INVESTIGATORS found a "base of piracy" when they raided the Newcastle home of Donald and Jacqueline Kane, the High Court was told on Wednesday.

John Baldwin, acting for CBS Records and the BPI, described the raid as the most effective ever carried out under an Anton Pillar order and large quantities of counterfeit tapes and equipment were seized.

The Kanes gave undertakings before Mr Justice Bingham, not to manufacture or offer for sale any cassettes pending trial. The BPI won a further injunction freezing the couple's assets, which included bank accounts, two flats and two cars.

Another two defendants Philip Manning and Frederick Lavender, also of Newcastle, gave similar undertakings.

The Kanes were said to have excavated the ground beneath their council house and built a fully equipped studio capable of manufacturing thousands of counterfeit tapes. The investigators found tapes, recording equipment, high-speed duplicators, inlay cards and boxes of raw material. "It was a haven of piracy with stacks and stacks of equipment," said Baldwin.

Costs were reserved.

Sparta Florida's Spiffire label

BACKED BY a Dutch business consortium, Sparta Florida has formed its own Spiffire label and the first release will be a segue of 12 reggae titles.

'All Star Reggae Special' features soundalike versions of such titles as 'Tide Is High', 'Train To Skaville', 'I Shot The Sheriff', and 'No Woman No Cry'. Released on September 22 in a 12-inch disco form and as a 7-inch on September 29, the record is being distributed by Pinnacle.

Managing director Hal Shaper, noting that Sparta Florida controls an extensive catalogue of reggae copyrights, said that initially the Dutch consortium had been interested in acquiring the company, but ultimately had agreed to finance the label operation. "It will be a pop-oriented label aiming releases at the charts," he added.

● **Island 1+1.** From P.1 ing - first used on the tape-only compilation *Hot You're Hot* last month - is designed to emphasise Island's concept of cassettes as the paperbacks of the music industry, allowing for a more dramatic visual presentation of the product.

Under the same system, Island will be issuing 1+1 cassettes from Peter

Tellydisc to concentrate on Autumn 'piggyback' marketing

TELLYDISC, THE joint venture between Ariola-Eurodisc and the Hutton advertising agency, is moving into what director Dennis Knowles terms 'piggyback marketing' with its Autumn releases.

It has two multi-album packages in the pipeline for concentrated TV promotion this month and next. While the TV commercials will concentrate on sales of one release, customers will receive details of other associated albums when purchasing the advertised item.

Following up the success of the *Moments* 2LP of romantic ballads, Tellydisc has responded to the suggestion of the TV contractors to produce another package of similar material. This is entitled *Lovers* and its link with *Moments* will be strongly emphasised in the TV commercial. The £6.99 package contains tracks by such artists as Cliff Richard, Abba, Carpenters, Paul Wil-

MCA Int'l to LA

MCA IS to close its London-based international office in order to centralise the function in Los Angeles.

The company's international division president Lou Cook said the restructuring would mean Maura Robinson would take over international product liaison for MCA UK and be responsible for exploitation of all UK originated product, reporting to managing director Stuart Watson. Bert Meijer, who currently heads the MCA operation in Holland becomes European marketing manager for all MCA product.

WEA and Island feud over Marley LP

A FULL scale row broke out between Island and WEA Records last week over the forthcoming release on WEA International of a ten-year-old Bob Marley album.

Island issued a press release last week deploring the LP - entitled *Chances Are* and recorded between 1968 and 1972 - as being exploitative and misleading.

For its part, WEA International denies the LP could be confused for new material and calls the music "This beautiful album which comes from one of Marley's most sensitive and creative periods as a songwriter."

Said Island chairman Chris Blackwell: "The tracks on the album are a mixture of Marley's early material and song demos, all of which have recently been overdubbed in New York. None

Shelley - *Homosapien* (Genetic ICT 9676) on September 28 - and mid-October releases from Tom Tom Club (ICT 9686) and U2 (ICT 9680).

A BPI spokesman commented that Island's 'music both sides' move was "A step in the right direction" but declined to comment further until the industry watchdog had studied the wording of the tape package.

liams and John Miles.

Those who purchase the double album will be reminded of the continuing availability of *Moments* and informed of two other albums *Dreams* and *Moods*. Details will be disclosed in leaflets and by way of a 17-track flexi-disc sampler. They will be offered the opportunity to purchase the additional albums at incentive price, still to be decided, and will receive a specially designed slip case to hold the whole set.

In October, Tellydisc will release the first four discs of a 12-LP collection of classical 'lollipops' taken from the Decca catalogue. Entitled *Invitation To The*

Dance, the package will be priced between £9-£10. Simultaneously, customers will learn about the availability of the other material, *Heart Of The Symphony* and *Piano Portraits*, again by the use of leaflets and flexi-discs.

● Coinciding with the increased activity at Tellydisc, the firm has appointed Brian Berg to the newly created position of sales-director. Berg, formerly in charge of EMI's TV advertising programme, has been working at Hutton's, with Tellydisc being among his accounts. He will continue to act as a consultant to Hutton's.



ON THE brink of a deal with Safari Records are Those French Girls. Label mds John Craig and Tony Edwards, kept the band hanging on just long enough to sign a long-term

worldwide deal. Pictured are, from left to right, Craig, Edwards, Stewart Coxhead, of managers Bullet, and the band, Sean Kelly, Jim Carney, Niel Innes, Colin Ross and John Sharp.

of the Wallers were involved in the overdubbing, which was done after Marley's death.

"Three of the tracks - 'Reggae On Broadway', 'Dance Do The Reggae' and 'Hurting Inside' - were once owned by Island Records, but, at Marley's request, were never released. The WEA album is being released against the wishes of Bob's widow Rita and the rest of the family."

Blackwell continued: "Chances Are is being presented - through its sleeve artwork - as a 'new' Bob Marley album. Some of the singer's old material was packaged and released by CBS under the title *Birth Of A Legend*, thus calling attention to the nature of the music. The WEA album, however, features a sleeve painting of Marley as he was in his later years - a cover that bears no relationship to the music."

"Island is dismayed that a company of WEA International's stature would sink to such levels of exploitation."

Shock and disappointment were the reactions from WEA International to Island's broadside.

The company rebutted the Island charges. It said all the cuts on *Chances Are* were recorded before Marley

signed to Island. The time of recording was clearly stated on the album sleeve and there could be no possible confusion. "WEA International does believe that this LP represents some of Marley's best material regardless of time frame."

The statement goes on to say that all the tracks were done as full recordings by Marley and were not song demos; all tracks were wholly owned by Danny Sims, who served as executive producer on the LP; that Rita Marley wanted to acquire the Caribbean distribution rights to the LP, but was unable because of existing WEA commitments elsewhere. She had never expressed any objection to the artistic quality or content of the recordings.

The cover picture was chosen, according to WEA International senior vice president Fred Haayen because: "It reflects the qualities of peace and happiness in Marley which all of us would like to remember."

Haayen added that he was: "Highly shocked and extremely disappointed by Chris Blackwell and Island's current reaction."

MULLINGS

AFTER FIGHTING the good fight over a long period to protect its copyright ownership, EMI has finally decided to put up for sale the Columbia trademark. Over the years as exported discs have spread internationally, EMI has gone to court on more than one occasion to defend its ownership of the name in many territories where American Columbia records have been offered for sale. Now with the label enjoying only limited use, EMI is inviting offers from interested parties.

The logo is available for most world territories, America and Japan being the two most notable exceptions. The history of the label dates back to 1888 when the Columbia Phonograph Company was formed in Washington. A British branch was opened in 1900, which eventually became autonomous and trademark ownership was split. In 1931, Columbia became EMI. In America, of course, it is part of CBS, which would now be the logical owner of EMI's rights . . .

ONCE A megastore man - Richard Branson's former partner **Nik Powell**, together with **Pete Stone**, ex-Virgin Retail, is opening the Video Palace in Kensington High Street next month. For the man who has everything, the comprehensive range of stock will include a satellite tv dish receiver, costing a modest £5000 . . . those record companies with cold feet about a BPI generic advertising campaign may be interested to know that in the US, manufacturers are being asked to contribute one million dollars for NARM's next promo scheme, due to start in Spring 1982. **Saxon's** Bingley Hall gig could be dangerous - for some reason the best known to themselves, the band has rented a 40,000-watts sound system, the biggest ever put together for a British indoor gig. Earplugs may be collected at the door . . . almost three years to the day since he formed the label, Radio-1 has recognised the existence of **Ian McNay's** Cherry Red label for its daytime shows by giving an airing to Marc Bolan's 'You Scare Me To Death' . . . while on the subject of R1, **d Mike Read** wishes it to be known that his song '24 Hours' has been recorded by **Matchbox**, not **Darts** . . . a Mullings Honesty Award to **Steve Jones** who when reading out the Top 40 described the 'Birdie Song' by **Tweets** as 'bilge' . . .

LIKE MANY well-heeled industry personalities before him, Stiff's **Dave Robinson** has turned to the Sport of Kings for a little light relaxation - and the other day was spotted leading Stiff's colt Tug Of Love into the winners' enclosure at Doncaster . . . a rare example of collaboration by indie pluggers - **Neil Ferris** and **Oliver Smallman** have joined forces to work on 'You're Supposed To Be My Friend', first single by **DJM's** new nine-piece band **Jerome** . . . next movie project from **Chrysalis** is *Contagious*, the story of a summer school terrorised by a malevolent alien organism. Produced by **Terry Ellis** it starts production in January with a 1.5 million dollars budget . . . they read us here, they read us there - welcome to **RB's** first readers in Nepal, the **Services Supply Store** of Yogendra Villa, Maharajgunji, Katmandu . . . peripatetic **Peter Harvey**, onetime **RB** production editor, has quit *Disco International's* editorship to specialise in 'exotic freelance' writing. First assignment will be the royal visit to Sri Lanka, with former gossip columnist and beautiful person **David Hancock** acting as host . . .

AFTER THEIR first show at Philadelphia's 90,000-seater JFK Stadium sold out in eight hours, the **Rolling Stones** scheduled a second concert which also sold out, resulting in a 2.8 million dollars gross, reckoned to be the all-time record in the States . . . red faces at **Chiswick** when it was discovered that the 1500 inner sleeves for the re-released first **Motorhead** album on the Big Beat label still displayed a £2.29 t-shirt offer from 1977, when the correct price for this tantalising item of apparel would be £4 . . . down at the **CBS** bash in Bournemouth, salesmen delighted to find Annifrid and Agnetha Abba were their willing dancefloor partners at the final gala dinner, also attended by the **Slits**, **Susan Fassbender**, **Nolans**, **Quick**, **Barbara Dickson** and **Aswad** . . . **Mary Hopkin** about to make a comeback along with founder **Mike Hurst** in Springfields-type group **Sundance** on **Bronze** . . . First casualty of the Motown transfer - press officer **Karen Spreadbury** whose services are not required at **RCA**.

GREG LAKE



NEW SINGLE

Love You Too Much

CHS 2553

BW. SOMEONE. Produced by GREG LAKE. Both tracks taken from the album "GREG LAKE" CHR 1357. Also available on cassette.



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).

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

ADVERTISING Howard Rosen (Manager); Jane Redman (Assistant Manager); Jacqui Jackson (Production).

COMMERCIAL/CIRCULATION Richard Tan (Manager); ACCOUNTS Mohammed Malik.

Subscription Enquiries: Jacqui Jackson.

Published by Record Business Publications Ltd., Hyde House, 13 Langley Street, London WC2, set by TypeMatters (London) Ltd., and printed by Garrod and Lofthouse Ltd., Crawley. Registered at the Post Office as a newspaper.

Oberstein lashes pop press for 'cheap shots'

CBS CHAIRMAN Maurice Oberstein launched a swinging attack on the UK's consumer rock press in his closing remarks at the company's Bournemouth sales conference last week.

"From time to time I find the pop press downright disgusting," he told delegates. "They make cheap shots at people who make music their career, and when they do that they have no business in the music industry."

"Recently we saw the music papers making snide comments about the Nolans wedding, which was a lovely family occasion. Another magazine alleged that Adam was trying to dictate to CBS about who should be signed to the label. He was deeply hurt by the remarks. The story had no foundation in fact, and Adam has never tried to influence the company in that way."

Oberstein added that not only artists are affected by inaccurate reporting, but CBS employees in the field can become demoralised. "We have a high standard of people out there, and it is unfair on you to get a wrong impression from the press."

"I find it very difficult to live with a lot of the nastiness in print, and I could do without it."

In the same speech, the CBS chairman also strongly criticised the government's copyright green paper findings on the blank tape levy issue. He told the

meeting that the BPI was pledged to change the government's mind by every available means.

"Britain has historically been in the forefront of copyright protection in the world," he said. "But this green paper strikes at the heart of the music industry."

On company policy, he revealed that a six-figure sum had been spent by CBS on means of improving disc and recording quality, culminating in the CX noise reduction system to be added to disc releases soon.

Oberstein praised his a&r team and the efforts of the company to break new acts. He commented that CBS converted more American hits into UK success than any other, but sounded a negative note about the lack of British success for artists from other parts of the world.

"MOR acts like Julio Iglesias and Brazilian star Roberto Carlos can achieve high sales," said Oberstein. "We cannot allow them to be lost. We have got to take these artists from around the world and see that they are made into successes."

And he revealed that a re-structuring of the company's commercial marketing division had taken place to give more time and attention to that part of the business.

800,000 sales for Nice Price – 25 new titles set

A FURTHER 25 titles are to be added to CBS's successful mid-price Nice Price Catalogue line this Autumn.

The CBS sales conference in Bournemouth heard that since the series was launched last March, there have been overall sales of 800,000 units.

Head of commercial marketing Peter Dixon told the meeting that Abba's *Waterloo* album, which sold 11,000 units last year, had sold 44,000 since the scheme's inception six months ago.

New titles include material from Abba, Billy Joel and Judas Priest, with new labels and logos have been designed and all albums will carry a sticker advertising the availability of tape. There will also be an insert in every LP advertising their Nice Price product.

In the pre-Christmas season, CBS will be taking widespread advertising, and a new cassette rack will be despatched to dealers putting in bulk initial orders.



SOUNDALIKE MAESTRO Jaap Eggermont looks worried as he is boxed in by the real thing – Bjorn and Benny of Abba. The three Epic artists had popped in to boost the CBS sales conference at Bournemouth last week.

Deals

CHRISTOPHER Neil, producer of Sheena Easton, has introduced another starlet to EMI. She is Rocky Sumeray, a nurse at North Middlesex Hospital, whose debut single 'Back To School Again' (EMI 5237) is out now.

MAX HOLE'S Mole Management company has signed a worldwide exclusive management contract with producer Chris Hughes. Hughes has achieved international success through his work with Adam and the Ants and will be looking for production projects in the early part of 1982.

EMI RECORDS has signed German based guitar wizard Vic Vergat and releases an album and single on October 12. The album is *Down To The Bone* (SHLP 4117) and its release coincides with a national tour as support to Nazareth.

Ins & Outs

A&M RECORDS has appointed Bernardette Gorman as international coordinator for UK based product. Gorman is Chicago born and was formerly general manager of Skelter Records and international manager of Skyhill Music Publishing in Los Angeles.

Letters

WHAT POSSIBLE justification can Jet Records have for the insert in the latest ELO LP Time? What started as dealers' unpaid leaflet distribution, has now extended to records. Our customers are now being advised by us, should we include this leaflet in our sale, to send for a two-record set of ELO's Greatest Hits which will not be available in our shops. It was bad enough when it was badges and T-shirts which many dealers sell to make a reasonable margin.

I hope that every dealer in the country, including the multiples, have destroyed these leaflets before they ever reach our customers, otherwise our customers will end up on direct mailing lists for records and tapes.

PHILIP M. AMES
Ames Records & Tapes Ltd
Preston, Lancs

Merchandising

Press barrage for new Faithfull LP

ADVERTISING in the national press spearheads Island Records' new campaign for Marianne Faithfull's new *Dangerous Acquaintances* (ILPS 9648) album due out at the end of the month.

The press barrage stretches throughout October and includes space in the *Sunday Times*, *Observer Review* section, *Guardian*, *London Standard*, *Daily Mail*, *Ritz*, *The Face* and *NME*. This will be backed by window displays, colour posters and point-of-sale material.

EPIC RECORDS has released the new *After The Fire* single 'Frozen Rivers' (EPCA 1613(12)) in both seven and 12-inch forms. Both come in picture bags and the 12-inch has a 45 rpm 'A' side and 33 rpm 'B' side.

CARRERE RECORDS releases the fourth Saxon album *Denim And Leather* (CAR 128) on Friday. An extensive marketing campaign is planned, through WEA, with consumer advertising, in-store PAs and a nationwide tour. A special offer worth 50p off tickets for the Bingley Hall date on October 10 is included in the album package.

NEMS RECORDS release the first live Nazareth album this week. *Snaz – Nazareth Live* (NELD 102) which was recorded in Canada before 18,000 people and contains 20 tracks including 'Razzer's Tale', 'Love Hurts' and 'This Flight Tonight'. It features two new members of the band and is supported by the band's first tour for two years.

JIVE RECORDS has released the second single by a Flock Of Seagulls from their seven and 12-inch forms. 'Telecommunication' (JIVE 4 and JIVET 4) is available in a picture bag and promotion will include trade and consumer press advertising, flyposting and DJ servicing. The 12-inch version contains an additional track and was produced by Bill Nelson, who released the first single on his own Cocteau label.

NANCY BOYS Music this Friday (September 25) releases the second single by *The Shift All-Stars*. 'You Tell Me Lies' (NBM 1) will be distributed by *Pinnacle* and will be available at London gigs for 50p.

MAGNET RECORDS preview the new Matchbox album *Flying Colours* (MAGL 5042) released on Friday (September 25) with a single 'Angels On Sunday' (MAG 196) a ballad which is available in a picture bag.

ENSGN RECORDS has released a new single by Slow Children in a full colour bag and in 12-inch form. 'Spring In Fialta' (ENY 220 or ENY 220) is a new track and will be advertised extensively in the consumer press. The label is also giving promotion to Gary US Bonds' Greatest Hits (ENGY 506) which includes 'New Orleans' and 'Quarter To Three' and other songs acknowledged as an influence on Bruce Springsteen.

FIRST RELEASE FROM  RECORDS

ERNEST SMITH

7"KR 1
12"KRT 1



AVAILABLE
NOW!

SALES CONFERENCES

Nearly 30 CBS albums before October end

IN A marathon afternoon video and slide presentation at CBS's Bournemouth sales conference last week, delegates heard news of almost 30 albums due out before the end of October.

Among them were long players from the leading stars from CBS, Epic and associated labels including Abba, Adam and the Ants, Earth Wind and Fire, Beach Boys, The Jacksons, Billy Joel and Teddy Pendergrass.

In addition, many of the American-based major's new British signings will make their CBS debut including Aswad, The Slits and Altered Images.

The main bulk of releases is set for October 9, when The Beach Boys' *Ten Years Of Harmony* double-album, A&P formerly After The Fire - with *Batteries Not Included*, latin-American superstar Roberto Carlos, The Dooleys with *Secrets* and a big country LP called *Hollywood to Tennessee* from Crystal Gayle.

The same date sees Dan Fogelberg's *The Innocent Age*, while recent pick-up from Rough Trade James Blood Ulmer comes to the UK for a series of dates to aid promotion of *Free Lancing*. The double soundtrack album of the movie *Heavy Metal* is expected the same month, and another recent CBS signing Atlanta Rhythm Section will deliver an as-yet-untitled LP before the end of the year.

English acts Altered Images with *Happy Birthday* and Aswad with *New Chapter* are set for Autumn albums, and The Slits with *Return of the Giant Slits* and single 'Earthbeat' will be out in October.

From America Teddy Pendergrass's *It's Time For Love*, Gladys Knight and

Adam, Abba get biggest push

CBS's BIGGEST campaigns of the Autumn will centre around Adam and the Ants *Prince Charming* (CBS 85268), with similar efforts currently being planned for a live double Jacksons set for mid-October and Abba's so-far-untitled pre-Christmas offering.

Of the less established artists the company is putting the big guns behind former DJM act Ricki Sylvan whose album *The Silent Hours* ships next week accompanied by a major advertising campaign in the rock consumer press and a flyposting effort in major cities to coincide with a single 'What's That Sound.'

Epic is looking forward to major sales with Karla DeVita's first album for the label called *Is This A Cool World Or What?* Best known for her work with Meatloaf on stage and on his new album, her disc is out on October 9.

Salesmen were also impressed by 'Spend The Night' by Cheetah, the first single to come out of a recent deal with The Alberts of Australia which has been associated with AC/DC, John Paul Young and Vander and Young in the past.



OBIE CRACKS the whip. CBS chairman Maurice Oberstein opted for the Southern Gentleman image for his closing speech at the company's Bournemouth conference, when he also took time out to lash the rock press.

the Pips' *Touch*, Frank Zappa's *You Are What You Is, OK?*, The Stylistics *Closer Than Close* and Herbie Hancock's *Magic Windows* have all completed LPs for October.

Both Rachel Sweet and Rex Smith, currently climbing the chart with their duet 'Everlasting Love', have LPs set. Rachel Sweet's is... *And Then He Kissed Me* and Smith's will be called *Everlasting Love*.

Highlights of War of the Worlds is Jeff Wayne's bestseller edited down to a single album.

The long list of releases was completed by Japanese jazzman Sadao Watanabe with *Orange Express*, Harry Belafonte's *Loving You Is Where I Belong*, a Barron Knights album due on November 7, *Nights* by Billy Ocean on GTO, and *You'll Never Know* by High Gloss.

Long-term promo on classical

A LONG-TERM marketing campaign designed to 'Place CBS in the forefront of classical music' will be mounted throughout the next 12 months.

The CBS Masterworks series will form the spearhead of the effort and sales conference delegates were told of two new albums due this Autumn.

John Williams has recorded a digital album *Echoes of Spain* featuring the music of Albeniz, while in a surprising move, operatic tenor Plácido Domingo has teamed up with John Denver to record *Perhaps Love*.

Also from the classical department will come *Commercial Break Volume 2* featuring music used as snippets of background in tv commercials and *Film '81*, a collection of recent movie soundtrack clips.

SANTANA

Ze & single

'Sensitive Kind' in full colour picture bag. CBS A 1556

Ze & tour

OCTOBER
24 Birmingham, Odeon
26 London, Royal Albert Hall
27 London, Royal Albert Hall
28 London, Royal Albert Hall
29 London, Royal Albert Hall

Ze album

'Zebop' the latest album CBS 84946 includes the current single 'Sensitive Kind' plus 'Winning and Changes'

Ze bop!



Album: 'Zebop' CBS 84946
Single: 'Sensitive Kind' CBS A 1556

Singles Top 100

SALES RATING
100 = Strong No. 1 Sales

AIRPLAY RATING
100% = maximum ratio play plus BBC's
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** 1/2 million sales (BPI certified)
- **Silver Disc** 1/4 million 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
I **Brackets** as part of a catalogue number indicates 12-inch availability, eg. CAB(L) 503 indicates CABL 503 = 7-inch single CABL 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	Dean List	
★ 1	2	3	119	67	PRINCE CHARMING ADAM & THE ANTS	CBS CBS A1408	C
★ 2	1	9	101	61	TAINTED LOVE SOFT CELL	SOME BIZZARE BZS 2(12)	F
★ 3	5	5	45	87	WIRED FOR SOUND CLIFF RICHARD	EMI EMI 5221	E
★ 4	7	5	45	73	SOUVENIR ORCHESTRAL MANOEUVRES IN THE DARK	DINDISC DIN 24(10)	C
★ 5	10	7	44	84	HANRS UP (GIVE ME YOUR HEART) OTTAWAN	CARRER CAR 183(1T)	W
★ 6	22	4	34	87	PRETEND ALVIN STARDUST	STIFF BUY 124	C
★ 7	4	7	31	53	LOVE ACTION (I BELIEVE IN LOVE) HUMAN LEAGUE (RED)	○ VIRGIN VS 435(12)	C
★ 8	6	9	30	63	HOLD ON TIGHT ELECTRIC LIGHT ORCHESTRA	○ JET JET 7011	C
★ 9	8	5	29	71	START ME UP ROLLING STONES	ROLLING STONES RSR 108 E	E
★ 10	27	3	29	54	ENDLESS LOVE DIANA ROSS & LIONEL RICHIE	MOTOWN TMG 1240	E
★ 11	3	6	29	76	JAPANESE BOY ANEKA	○ HANSA-ARIOLA HANSA 5 A	A
★ 12	14	8	27	88	SLOW HAND POINTER SISTERS	PLANET K12530	W
★ 13	9	7	24	53	ONE IN TEN UB40	DEP INTERNATIONAL 7DEP 2 M	M
★ 14	13	6	22	74	EVERYBODY SALSA MODERN ROMANCE	WEA K18815(T)	W
★ 15	26	3	21	73	SO THIS IS ROMANCE LINX	CHRYSALIS CHS (12)2546 F	F
★ 16	28	4	20	74	IN AND OUT OF LOVE IMAGINATION	R&B RBS (RBL) 202 A	A
★ 17	16	8	20	81	YOU'LL NEVER KNOW HI-GLOSS	EPIC EPC A(13)1387 C	C
★ 18	39	2	18	43	BIRDIE SONG TWEETS	PRT 7P 219	A
★ 19	11	6	16	65	ABACAB GENESIS	CHARISMA CB 388	F
★ 20	17	6	16	55	THE THIN WALL ULTRAVOX	CHRYSALIS CHS (12)2540 F	F
★ 21	24	7	15	83	RAINY NIGHT IN GEORGIA RANDY CRAWFORD	WARNER BROS K17840 W	W
★ 22	19	4	15	73	PASSIONATE FRIEND TEARDROP EXPLODES	MERCURY TEAR 5	F
★ 23	12	5	14	45	SHE'S GOT CLAWS GARY NUMAN	BEGGARS BANO.BEG 62(1T) W	W
★ 24	23	7	14	91	ONE OF THOSE NIGHTS BUCKS FIZZ	RCA RCA 114	R
★ 25	30	7	13	84	HAND HELD IN BLACK AND WHITE DOLLAR	WEA BUCK 1(CT)	W
★ 26	15	9	13	11	HOOKED ON CLASSICS ROYAL PHILHARMONIC ORCHESTRA - LOUIS CLARK	○ RCA RCA(1T) 109	R
★ 27	18	10	13	15	GIRLS ON FILM DURAN DURAN	EMI (12)EMI 5206 E	E
★ 28	97	2	12	57	JUST CAN'T GET ENOUGH DEPECHE MODE	MUTE MUTE 016	N
★ 29	32	4	12	68	HOLLIDAZE (A MEDLEY) HOLLIES	EMI 5229	E
★ 30	20	10	12	18	THE CARIBBEAN DISCO SHOW LOBO	POLYDOR POSP(X) 302	F
★ 31	50	3	12	60	UNDER YOUR THUMB GODLEY & CREME	POLYDOR POSP 322	F
★ 32	21	7	11	61	CHEMISTRY NOLANS	EPIC EPC A1485	C
★ 33	■	1	11	54	INVISIBLE SUN POLICE	A&M AMS 8164	C
★ 34	41	2	9	62	JUST ANOTHER BROKEN HEART SHEENA EASTON	EMI EMI 5232	E
★ 35	31	4	10	32	PLAY TO WIN HEAVEN 17	VIRGIN VS 433(12)	C
★ 36	51	3	8	60	I'M LUCKY JOAN ARMATRADING	A&M AMS 8163	C
★ 37	36	6	7	77	EVERLASTING LOVE REX SMITH & RACHEL SWEET	CBS CBS A1405	C
★ 38	25	10	9	16	GREEN DOOR SHAKIN' STEVENS	○ EPIC EPC A1354	C
★ 39	29	4	8	23	EUROPE AFTER THE RAIN JOHN FOXF	METALBEAT VS 393(12)	C
★ 40	38	6	8	13	AS THE TIME GOES BY (VOCAL) FUNKAPOLITAN	LONDON LON(X) 001	F
★ 41	42	7	7	59	WALKING INTO SUNSHINE CENTRAL LINE	MERCURY MER(X) 78	F
★ 42	60	2	8	18	CHANT NO.2 BEGGAR & CO.	RCA RCA(1T) 130	R
★ 43	53	3	8	15	CLASSICAL MUDDLY PORTSMOUTH SINFONIA	SPRINGTIME WIP 6736 E	E
★ 44	■	1	7	47	STARS ON 45 VOLUME 3 STAR SOUND	CBS CBS A(13)1521	C
★ 45	59	3	6	54	SEASONS OF GOLD GIDEA PARK	POLO POLO (12)114	C
★ 46	44	4	6	57	DAY AFTER DAY PRETENDERS	REAL ARE 17	W
★ 47	33	10	7	7	BACK TO THE 60'S TIGHT FIT	JIVE JIVE(1T) 002	C
★ 48	98	2	6	19	YOU SCARE ME TO DEATH MARC BOLAN	CHERRY RED CHERRY 29	P
★ 49	48	4	6	17	QUIET LIFE JAPAN	HANSA HANSA 12(6) A	A
★ 50	■	1	6	39	LET'S HANG ON BARRY MANILOW	ARISTA ARIST 429	F
★ 51	37	10	6	9	HAPPY BIRTHDAY STEVIE WONDER	○ MOTOWN (12)MTMG 1235 E	E
★ 52	35	11	6	16	(SI SI) JE SUIS UN ROCK STAR BILL WYMAN	A&M AMS 8144	C
★ 53	40	6	5	39	BETCHA 'WOULDN'T HURT ME QUINCY JONES FEATURING JAMES INGRAM	A&M AMS(X) 8157	C
★ 54	63	3	5	17	MEMORIES MIKE BERRY	POLYDOR POSP 287	F
★ 55	68	2	5	31	LOVE ALL THE HURT AWAY ARETHA FRANKLIN & GEORGE BENSON	ARISTA ARIST (12)428	C
★ 56	62	2	5	27	I'M GONNA LOVE HER FOR BOTH OF US MEAT LOAF	CLEVELAND/EPIC EPC A1580	F
★ 57	■	1	5	5	SHUT UP MADNESS	STIFF BUY 126	C
★ 58	49	8	5	19	FIRE U2	ISLAND (U)WIP 6679 E	E
★ 59	54	2	5	11	READY TO ROCK MICHAEL SCHENKER GROUP	CHRYSALIS CHS 2541	F
★ 60	73	6	4	35	HEART AND SOUL EXILE	RAK (12)RAK 333	E

SALES CONFERENCES

MCA is determined to concentrate on UK product development

New signing Nils Lofgren debuts for label; Big orders for Al Johnson TV album; Former Skynyrd players ready album; B.B. King, Crusaders and Neil Diamond to get 'Twofer' releases

RECENTLY-APPOINTED MCA managing director Stuart Watson, along with MCA international president Lou Cook, introduced a varied package of Autumn releases including everything from a TV-advertised Al Johnson LP to Nils Lofgren's new album.

After Cook revealed the closure of MCA's London international marketing office and the determination of the company to concentrate on UK product development, Watson introduced Spyro Gyra's *Freemtime* and told of 20,000 advance orders for 20 *More Golden Greats* by Al Johnson. Like the earlier Johnson package, the album will be promoted via five-second black and white spots in the London and ATV regions.

Former Lynyrd Skynyrd players Rossington Collins have come up with *This Is The Way* for early October, while Nils Lofgren, newly-signed from A&M debuts on MCA with *Night Fades Away* this week. North-Eastern heavy metal outfit Tygers of Pan Tang follow up their early success with an album in November. Meanwhile *The Look* debut with *The Look* long player early next month.

The £2.99 catalogue series has proved a success, according to Watson, who promised a further six MOR titles for November under the banner 'Those

were the Days' and 20 more to come next Spring from the entire catalogue.

At £3.04 to the dealer, the company is offering two-for-the-price-of-one packages for BB King, Crusaders, FM, Neil Diamond and the Andrews Sisters.

From America MCA is expecting albums from Rufus and Chaka Khan, Harold Melvin and the Blue Notes, Klique, Bill Summers and Summers Heat, plus country material from Joe Ely, Loretta Lynn, Barbara Mandrell, Terri Gibbs, The Oakridge Boys, Ed Bruce, John Conlee and Roy Clark.

Top seller Don Williams has provided the company with two new cuts to feature on a new three-track single with the 'A' side 'Years From Now' from the *Especially For You* album.

American hard rock was represented by Point Blank with its *American Excess LP* and Pittsburgh's Iron City House-rockers with an LP called *Blood On The Brick* in November.

Watson concluded the MCA presentation with news of a 20,000 limited edition boxed set of Tim Rice and Andrew Lloyd Webber material called *The Sensation Shows* containing the original cast recordings of *Joseph and the Amazing Technicolour Dreamcoat*, *Jesus Christ Superstar* and *Evita*, available from early November at the dealer price of £6.09.

Disco success and new label highlights DJM report to conference

A NEW label, a disco success story and a series of mid-price double offers highlighted the DJM 'Hit Pickers Guide To The Galaxy' presentation at the CBS Bournemouth conference.

Having seen the Champagne disco identity score 10 top 100 entries out of 15 releases, DJM has spun off the new Kamafala label, headed by Nick Raymond, with a semi-indie identity. First signing is heavy band Tank with an EP due in the middle of this month featuring 'Don't Walk Away', 'Hammer On' 'Shell Shock' and an LP destined for the New Year.

The label will also be putting out *The Indie Album* - a collection of indie chart hits with a mid-price tag.

DJM, with its new dealer price list of 79p for singles, £1.75 for mid-price material, £2.43 for catalogue and £3 for full price releases unveiled Jasper Carrott's latest live at the Palladium LP *Beat The Carrot* which will be backed by a major in-store campaign and a nationally-networked TV show to coin-

cide. A *Very Best of Johnny Guitar Watson* follows on October 9.

At mid-price, the major news was a supplement of nine Elton John albums added to the series, plus material from Edward Woodward and Johnny Guitar Watson as well as four more 2 for 1 cassettes. These will link *Don't Shoot Me I'm Only The Piano Player* and *Tumbleweed Connection* and the two live LPs from Elton John, *The Troggs* and *Johnny Guitar Watson*. Elton John's *Greatest Hits* volumes 1 and 2 are to be shrinkwrapped together and available to the trade at £3.50.

DJM Records chief Stephen James told delegates: 'I feel very strongly that DJM is getting its act together. We are releasing only two new albums this Autumn, with two more to come in the New York - one from our top development artist David Reilly in January produced by Nick Tauber, because we don't want to lose them in the Christmas rush.



RECENTLY-APPOINTED MCA Records managing director Stuart Watson practices his travel-agent spiel at the CBS Bournemouth conference where his company used a 'Holiday '81' theme and the voice of TV's Frank Bough.

Big push by Jet for Girl comeback

JET RECORDS' priorities for the Autumn include the return of Girl, two more singles and a series of dates from ELO and Ozzy Osbourne's second album.

Girl returns on October 9 with an album called *Wasted Youth* and 'Through To Twilight' as a single promoted by means of a 10,000 limited edition picture disc. National press and poster campaign will push a December tour of London, Scotland and the Midlands from ELO, who will put out two more singles from the *Time* album.

Heavy band Magnum have *Chase The Dragon* as their new album and 'Burnt Out' as their single while former Black Sabbath singer Ozzy Osbourne's *Diary of a Madman* album for October is Jet's major Autumn banker, to be preceded by the single 'Flying High'.



DJM'S STEPHEN James takes his audience on a 'Hit Pickers Guide To The Galaxy' with the aid of Peter Jones on voice.

Creole goes for medleys; Byron Band returns.

INTRODUCED By Judge Dread, Creole's video presentation to the CBS sales conference was strong on segued medley material, and was topped off by the re-emergence of The Byron Band. The band's 'Never Say Die' is out as a single and an album *The Rocks* follows shortly to be accompanied by a major advertising campaign, window and in-store displays and a free poster in the album.

Full promotional back-up comes with Judge Dread's own *Rub-A-Dub* album and single, while trade and consumer advertising will be taken to back *Mattmixer* and medley of medleys linking 78 *HOKED ON CLASSICS* Park, Enigma, Mojo, Shampoo, This Year's Blonde and others on an LP with a tnp of £4.49.

Singles from Creole include a Blondie medley from This Year's Blonde called 'Platinum Pop', a medley from Enigma called 'Summer Groovin'', a new Liquid Gold 45 'One Of Us Fell In Love' and 16-year-old rockabilly vocalist Marney Webb's 'Still Sackable'.

TV GUIDE

NATIONAL: All Regions
SUPERHITS 1 & 2 Various
(Now, 3 weeks) (S.49;S.49) Ronco (4C)RTL 2058A/B

ATV
CELEBRATION Johnny Mathis CBS (40)10028
DANCE, DANCE, DANCE Various K-tel NE 1143(C) 2143
HOKED ON CLASSICS Royal Philharmonic Orchestra K-tel NE 1146(C) 2146
20 GOLDEN GREATS Robert O'Sullivan K-tel NE 1126(C) 2126
LOVE IS MINE (S.49;S.49) K-tel NE 1129(C) 2129
HITS RIGHT UP YOUR STREET SHARON BOND (S.49;S.49) Capitol (TC)5046
THE VERY BEST OF ANNE MURRAY Anne Murray (Now, 2 weeks) (S.49;S.28) Capitol (TC)EM71

ANGEL, DANCE, DANCE, DANCE Various (Now, 1 week) (S.49;S.49) K-tel NE 1143(C) 2143
BISCO ERICITA Various K-tel NE 1146(C) 2146
DANCE, DANCE, DANCE Various (28th, 3 weeks) (S.49;S.49) Warwick WW(V) 5108
HOKED ON CLASSICS Royal Philharmonic Orchestra (Now, 1 week) (S.49;S.49) K-tel NE 1146(C) 2146
DANCE, DANCE, DANCE Various (Now, 2 weeks) (S.49;S.49) K-tel NE 1143(C) 2143
COUNTRY SUNRISE COUNTRY SUNRISE Various (Now, 2 weeks) (S.49;S.49) Ronco (4C)RTL 2058A/B

GRANADA
DANCE, DANCE, DANCE Various (Now, 1 week) (S.49;S.49) K-tel NE 1143(C) 2143
HOKED ON CLASSICS Royal Philharmonic Orchestra (Now, 1 week) (S.49;S.49) K-tel NE 1146(C) 2146
20 GOLDEN GREATS Robert O'Sullivan (Now, 2 weeks) (S.49;S.49) K-tel NE 1126(C) 2126
COUNTRY SUNRISE COUNTRY SUNRISE Various (Now, 3 weeks) (S.49;S.49) Ronco (4C)RTL 2058A/B

HTV
HOKED ON CLASSICS Royal Philharmonic Orchestra (Now, 1 week) (S.49;S.49) K-tel NE 1146(C) 2146
CALIFORNIA DREAMING Various (Now, 1 week) (S.49;S.49) K-tel NE 1126(C) 2126
GOLDEN MEMORIES Harry Secombe & Morris Anderson (28th, 1 week) (S.49;S.49) Warwick WW(V) 5107
CELEBRATION Johnny Mathis K-tel NE 1143(C) 2143

LONDON
DANCE, DANCE, DANCE Various (Now, 2 weeks) (S.49;S.49) K-tel NE 1143(C) 2143
THE PLATINUM ALBUM Various (Now, 1 week) (S.49;S.49) K-tel NE 1134 (C) 2134

TRIDENT
DANCE, DANCE, DANCE Various (Now, 1 week) (S.49;S.49) K-tel NE 1143(C) 2143
CALIFORNIA DREAMING Various (Now, 1 week) (S.49;S.49) K-tel NE 1126(C) 2126
20 GOLDEN GREATS Robert O'Sullivan (Now, 2 weeks) (S.49;S.49) K-tel NE 1133 (C) 2133
20 GOLDEN GREATS Frank Hall (Now, 2 weeks) (S.49;S.49) K-tel NE 1136 (C) 2136
THE VERY BEST OF ANNE MURRAY Anne Murray (Now, 2 weeks) (S.28;S.28) Capitol (TC)EM71

WESTWARD
GOLDEN MEMORIES Harry Secombe & Morris Anderson (28th, 3 weeks) (S.49;S.49) Warwick WW(V) 5107
NOTE: Capital, Polygram, CBS and MCA prices are dealer prices, all others are RRP.

VIDEO DEALERS— AN IMPORTANT ANNOUNCEMENT FOR YOU!

This month marks the introduction of a major new company in the video software distribution business—Global Video Supplies. Designed to give you the broadest stock choice and availability, plus the fast, accurate service you need to develop your business, Global represents a new dimension in the wholesale distribution of video products. Purpose-designed systems, operations and facilities, together with massive financial investment and backing, will establish a new definition for service and professionalism in this fast-growing field. **SEE WHAT WE HAVE TO OFFER YOU !!!**

Massive Stocks

With over £350,000 worth of opening stock from all the leading catalogues, no-one can match Global's huge range for scope and availability.

Retail Purchase

There is stock for purchase—all the big names, all the big titles.

Rental

In addition, we have the most comprehensive range of rental stocks available through any wholesaler—CIC, Intercocean, Media, Guild, United Artists, Intervision, and many more.

Warner Home Video Lease Plan

We are proud to be able to offer the WHV Leasing Plan—films such as 'Ten' and 'Superman' available only through the WHV lease system, which we will be operating.

Special opening offer

Take advantage now of our special opening offer—a top quality package of Horror movies from all the best catalogues and offered to you at a special price!

Fast, accurate order processing

Our new computer system has been specially designed for us by PMA Limited of Croydon, and enables us to process your orders promptly and accurately and answer your questions on our stocks. We talk to our dealers.

Ring us—we have twenty lines!

Phone **01-237 3595** on our 20-line British Telecom Herald System. We are the first video wholesaler to install this brand new system, which enables you to be sure of a fast reaction to your orders and queries. Speak to our specially trained tele-sales co-ordinators. We can give you instant service! A 24 hour Ansaphone is also available.

Cash and Carry—Convenient location—late opening

Our Cash and Carry features all available titles and is open to suit you from 8.30 am to 5.30 pm with extended hours Thursday and Friday till 8 pm. **Sundays**, for your convenience, we open from 10 am to 2 pm. Only 5 minutes from the Elephant and Castle, on the Old Kent Road, we have ample parking and our specially designed and outfitted Hospitality Suite is yours to enjoy for catalogue browsing and product selection with our specially trained staff.

National Sales Force

Global has a professional salaried sales force working under the direction of the National Sales Manager, David Miller.

Our aim, quite simply, is to make our sales force the best in the field. We pay salaries to full-time professionals—no part-timers, no commission agents.

Our company and its background

Global Video Supplies is a subsidiary of United Electronic Holdings Ltd, a public company with wide experience in distribution and retailing. The Company's Chairman, Bennie Linden, will play an active role in supporting Managing Director David Britten and Finance Director Philip Case, in their expansion of the business. National Sales Manager David Miller has been in the video business from its inception, both in the United Kingdom and overseas.

New to Video? Not sure what to do?

Ring us now and we'll have our representative call you within 24 hours. We can offer help, counsel and advice in all aspects of video software retailing—and don't forget, we're backed by a big company with plenty of experience to draw on!

Where we are—What to do now!

This map will help you to find us. No grinding through the West End traffic, and there's plenty of parking space. You'll be made really welcome.

Clip the coupon and send for details—do it now!

GLOBAL VIDEO SUPPLIES

To: Global Video Supplies, 30-50 Ossory Road,
London SE1 5AN. Telephone: 01-237 3595 (20 lines)

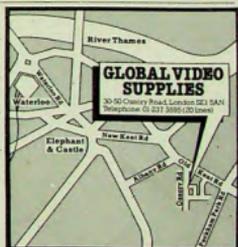
32

Name _____

Address _____

Postcode _____

- I'd like one of our reps to call and tell me about your company and its special opening offers. Tick Box.
- Please send me further details.



Some Bizzare. It doesn't make sense — but you can't ignore it

From the wrong spelling of *Some Bizzare* to the chart-topping performance of *Soft Cell*, no one quite knows how the indie label operates. PAUL CAMPBELL gets some clues from boss Stevo.

SOME BIZZARE doesn't make sense. It has a fish as its logo and nobody knows why. Quite simply *Some Bizzare*, which isn't even spelled correctly, is intended to confuse, to force people to think.

With Soft Cell's "Tainted Love" (BZS 2) sitting pretty at number one an awful lot of people are having to think about *Some Bizzare*. It cannot be ignored, and that is just how Stevo likes it.

Stevo is perhaps the most remarkable character to hit the music business since Andrew Loog Oldham dragged The Rolling Stone's screaming and kicking into the public eye in the early-60s, and he is loving every minute of it.

His name, for instance, causes consternation in conservative circles where people are just not known simply by nicknames, yet "Stevo" was enough to fill Midlands clubs where he performed. The puny expression "disc jockey" doesn't even begin to describe his appearance, what he did with records and anything else which made a noise.

Stevo, is the only name he uses, so it will have to do.

It was through his two years as a DJ in the Midlands that Stevo came to know most of the major cult bands in the country, groups like Cabaret Voltaire and Throbbing Gristle, yet he rejected them all when it came time to compile an album.

"I didn't want big bands, even by cult standards, it's all been done, I wanted complete unknowns. *Some Bizzare* would have been ignored if it had been just another compilation. People had to say 'what's this? I've never heard of any of them,'" he explained.

The album (BZLP 1) was originally released through the indie network but was quickly picked up by Phonogram and it achieved healthy sales while, perhaps more importantly, introducing Soft Cell to Phonogram and b-Movie to Deram.

Stevo managed both these bands and, at 18 years of age, can already look back on more success than many more experienced industry people achieve in a lifetime. His name, age and demeanour naturally unnerves people he has to deal with, but he tends to win them over with his openness.

"Some Bizzare is not wicked. Our heart is in the right place. I have thousands of friends and about three enemies. I am into life with a question mark. I want to get people asking questions," he said.

ANOTHER philosophy he is apt to propose is that the world is divided into those people with their eyes open and those with them closed. He, his label and his acts have their eyes so wide open they positively sparkle with energy.

"I left school without CSE's or 'O' levels. I couldn't speak until I was 14. I had to have speech therapy. All those things aren't important. What you need is suss," he suggests.

It is this awareness which enabled him to find groups like Soft Cell and Depeche Mode (doing very well on Mute)



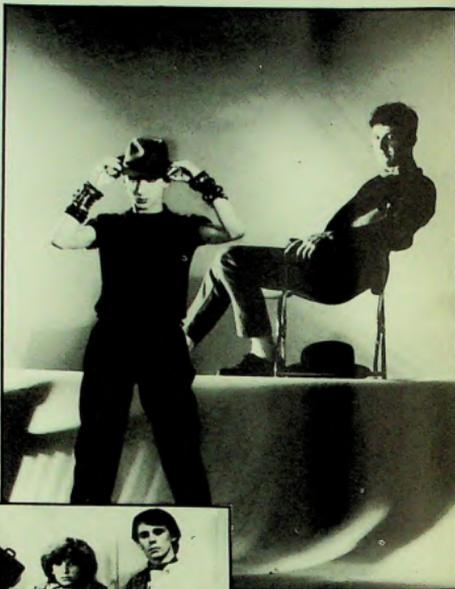
before the combined a&R departments of the major companies had even heard of them. And turn them into overnight stars.

Asked to find reasons for Soft Cell's success, for instance, he said "They are all about sleaze and trash".

Later he suggests that the open, honest way SC go about their dealing is a major reason for the success. Much of the music, he thinks, is far from being easy listening.

"Soft Cell is a serious band. They are into reality. They play for girls and boys who work in factories. They are not on an ego trip. They don't think they are better than anybody just because they are number one. They are heavy and commercial on different sides," said Stevo.

With a confidence which would put many an optimist to shame Stevo assures the world that Soft Cell's album will go to number one. Recording starts, in New York, next week. Another challenge is "Soft Cell is one of the country's top live acts. They hardly ever play, but



Soft Cell (top) and b-Movie (left) were picked up by Stevo precisely because the were unknown even by cult standards. But there will be no more sampler compilations — bands will have to convince on singles from now on.

have filled the album with Depeche Mode type bands but that wasn't the point," he said.

One thing definitely ruled out of future plans is a second compilation, from now on groups like Blah Blah Blah, Blancmange, or The Fast Set will have to reach their audiences through singles and tapes.

Some Bizzare as a label does not intend to sign many bands but it does have a single out this week by The The, called "Cold Spell Ahead" (BZS 4) which is being made available through the indie network. Like Soft Cell and b-Movie, The The were included on the album.

Also planned is a *Bizzare Theatre* with taped music but Stevo is pacing himself. "We're not taking on too much. We're concentrating on getting over what it's all about," said Stevo.

Despite the involvement of Phonogram in the success of Soft Cell, Stevo claims that there are no formal ties between the two and *Some Bizzare* and its acts are free.

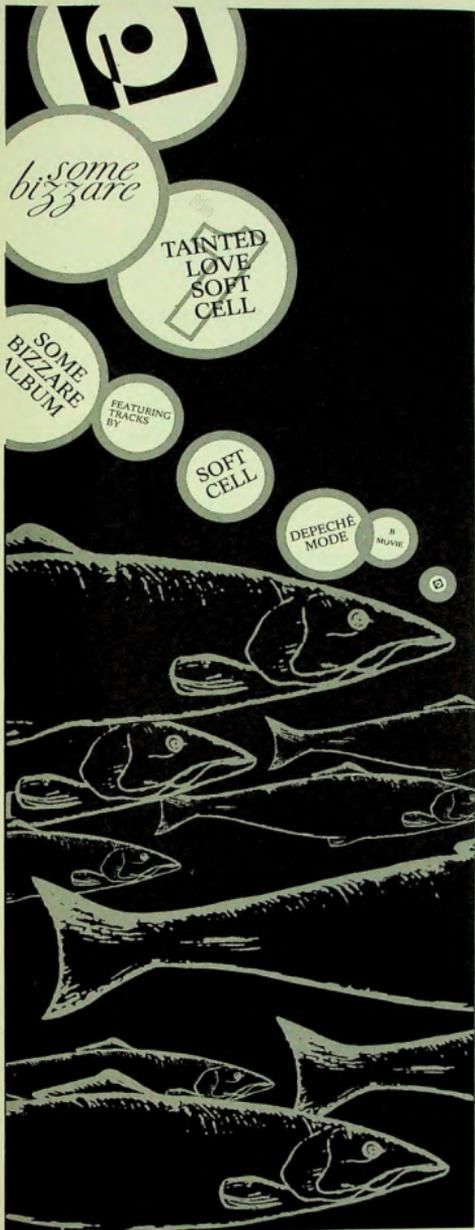
"I hate the music business. There is lots of evil out there. You have to be content with what you've got. I am free to do what I want. I hope this article will make shopkeepers think," concluded Stevo.

when they do . . ."

To cope with the additional burdens of success Stevo has found an office. Previously business had been carried out from various temporarily vacant offices of PolyGram's New Bond Street block. He was humoured because he promised hit records. Stevo didn't lie. His new office is shared with a well-known record industry figure he coyly describes as "a rival".

Stevo would of course like b-Movie to be as successful as Soft Cell and their record to date is enough only to indicate potential. "A lot of people have been hassling for b-Movie and what I'd like to say is yes. Nothing else just yes," said Stevo.

ANY BAND signed by Stevo has to have something going for it because, as well as the name bands, he claims to have rejected about 1,000 tapes submitted for the *Some Bizzare* compilation and will use the old hippy maxim of only one percent of anything being good in selection of future projects. "I could



UB40 IN *present* Arms DUB

UB40
PLAYING IN A
DIFFERENT
STYLE

ORDER NOW
ON SPARTAN RECORDS
01 903 8223/9

A DUB LP FROM

LPS DEP 2
ALSO AVAILABLE ON CASSETTE
CAS DEP 2

DEP
INTERNATIONAL

DEP INTERNATIONAL BIRMINGHAM B4 7UB



NEW 12 INCH SINGLE
MEXR 80



Junior

“MAMA USED TO SAY”

Produced by Bob Carter for Extreme Productions.
Also available as a 7 inch single in a picture bag

Order through Polygram



GROOVE PRODUCTIONS

LONDON'S NO. 1
DISCO LABEL

NOW AVAILABLE
TWO PRIME MOVERS
FROM THE GROOVER

DR. YORK
“SHAKE - N - SKATE”

12" GP110 (T)

7" GP110

No. 37
In Disco Chart

LINDA TAYLOR
“YOU'RE IN THE POCKET”

12" GP109 (T)

7" GP 109

No. 63
In Disco Chart

DISTRIBUTION
TEL 0689-73146



PINNACLE
RECORDS

RECORD BUSINESS RECORD BUSINESS RECORD BUSINESS

Disco Top 50

1	SO THIS IS ROMANCE	LINX	Chrysalis CHS 112/2548
2	IN AND OUT OF LOVE	IMAGINATION	R&B RBS(L) 202
3	HANDS UP (GIVE ME YOUR HEART)	OTTAWAN	Carlene CAR 11
4	LOVE HAS COME AROUND	DAVID BYRD	Elektra K1255970
5	WALKING INTO SUNSHINE	CENTRAL LINE	Mercury MEX(X)78
6	YOU'LL NEVER KNOW	HI-GLOSS	Epic EPC A(13)1387
7	HARD TIMES/LOVE ACTION	HUMAN LEAGUE (RED)	Virgin VS 435/12
8	MULE (CHANT NO. 2)	BEGGAR & CO	RCA RCA(T) 130
9	EVERYBODY SALSA	MODERN ROMANCE	WEA K18815(1)
10	ENDLESS LOVE	DIANA ROSS & LIONEL RICHIE	Motown TMS 1240
11	LOVE ALL THE HURT AWAY	ARETHA FRANKLIN & GEORGE BENSON	Arista ARIST 112/428
12	YOU GOT THE FLOOR	ARTHUR ADAMS	(The Incubation Band 4B1)
13	IF YOU WANT MY LOVE	EVELYN KING	RCA RCA(T) 131
14	STARS ON 45, VOL 3	STAR SOUND	CBS CBS A(13) 1521
15	RAINY NIGHT IN GEORGIA	RANDY CRAWFORD	Warner Bros K17840
16	JOY AND PAIN	MAZE FEATURING FRANKIE BEVERLY	Capitol (12)CL 211
17	YOU SURE LOOK GOOD TO ME	PHYLIS HYMAN	Arista ARIST 112/424
18	AS THE TIME GOES BY	FUNKAPOLITAN	London LON(X) 001
19	WE'RE IN THIS LOVE TOGETHER	AL JARREAU	Warner Bros K17843(T)
20	YOU'RE THE BEST	KENI BURKE	RCA RCA(T) 126
21	THIS KIND OF LOVING	WHISPERS	Solar SD(T) 22
22	BETCHA WOULDN'T HURT ME	QUINCY JONES WITH PATTI AUSTIN	A&M AMS(X) 8157
23	LOVE ME TONIGHT	TREVOR WALTERS	Real 110 204
24	CHANT NO. 1	SPANDAU BALLET WITH BEGGAR & CO.	Reformation CHS 112/2528
25	NUMBER ONE	K.I.D.	Record Shack SHACK11275
26	THE CARIBBEAN DISCO SHOW	LOBO	Polydor POP(X) 302
27	SUMMER GROOVE	JONESES	Champagne FIZZ (FIZY) 507
28	IT WILL BE ALRIGHT	ODYSSEY	RCA RCA(T) 128
29	TURN IT ON	LEVEL 42	Polydor POP(X) 286
30	HOOKED ON CLASSICS	ROYAL PHILHARMONIC ORCHESTRA/LOUIS CLARK	RCA RCA(T) 109
31	SHAKE-N-SKATE	DR. YORK	Groove GP 110(T)
32	AIN'T NO MOUNTAIN HIGH ENOUGH/REMEMBER ME	BOYS TOWN GANG	Moby Dick DICK 1(T)
33	I'M IN LOVE	EVELYN KING	RCA RCA(T) 95
34	DO YOU LOVE ME	PATTI AUSTIN	Owest K17838(T)
35	NICE AND SOFT	WISH	Excaliber EX(L) 511
36	WE'VE GOT THE FUNK	HI-TENSION	EMI (12)EMI 5225
37	SOMETHING YOU DO TO ME	T. LIFÉ	Arista ARIST 12431
38	DO IT ANY WAY YOU WANNA	MIKE 'T'	Blue Inc IN(CD) 13
39	I LIKE YOUR LOVING	RICHARD 'DIMPLES' FIELDS	Epic EPC A1554
40	LIFT YOUR VOICE AND SAY	LOVE UNLIMITED ORCHESTRA	Unlimited Gold Ugl 1(3) 1496
41	I'M STANDING HERE TODAY	CRUSADERS WITH JOE COCKER	MCA MCA(T)741
42	SHAKE IT UP TONIGHT	CHERYL LYNN	CBS CBS A 1(13)1436
43	SQUARE BIZ	TEENA MARIE	Motown (12)MG 1236
44	BACK TO THE '60s	TIGHT FIT	Live LIVE(T) 002
45	I CAN'T TURN AWAY	SAVANNA	R&B RBS(L) 203
46	96 TEARS	THELMA HOUSTON	RCA RCA(T) 120
47	THE DIP	KEITH DIAMOND BAND	(Millennium YD 11812)
48	(YOU'RE) IN THE POCKET	LINDA TAYLOR	Groove GP 109(T)
49	VICTIM OF THE PLANETS	BIG DIPPER	Epic EPC A(13)153
50	TAKE OFF	HARLOW	Champagne FIZZ (FIZY) 105

**WHO TAKES
THE RISK OUT**

**OF RETAILING
RECORDS, TAPES**

**AND VIDEO IN
TODAY'S**

**RECORD
BUSINESS**

**INSIDE
RM
THE 15 YEAR
SUCCESS STORY**

A RECORD OF SUCCESS

The most important factors in every company success story are the effective management of people and money. It is vital therefore for management to select wisely the people it employs whether it be staff or consultant. Basko Projects has been pleased to be part of that success story.

Record Merchandisers Limited, the major record and tape wholesaler in the United Kingdom, distributes approximately 1000 different high volume product lines and remains successful in a highly competitive market tested by the present economic situation.

Basko Projects Limited were responsible for the design, manufacture, installation and commissioning of equipment and systems which doubled the capacity of Record Merchandisers and substantially improved productivity and customer service. Payback on investment was less than one year.

This is just one example of the many successful projects carried out by Basko not only in the record business but in other industries from pharmaceuticals to building and construction.

If you are concerned with deriving the utmost from your Capital Investment in systems and physical facilities, consult:-

John Stiefel on 0789-294997 or write to:-

BASKO
BASKO PROJECTS LTD

The Spinney, Portley Wood Road, Caterham, Surrey.



RENOIR

LIMITED

Congratulations on your past
record-here's to the next 15 years.

Colour Printers & Designers

Reform Row Tottenham London N17 9SZ Telephone 01 808 5695-7/1684 & 2035

RM is expanding the music market

SINCE BECOMING chairman of Record Merchandisers in March, I have been increasingly aware of the excellent progress made by Hasan Akhtar and the management team in recent years. The company has achieved steady growth in the face of difficult trading conditions. I am delighted with this development, and congratulate everyone concerned on their success. With signs that the economy may be 'bottoming-out' we can look forward to a steady expansion.

Record Merchandisers offers a vital, all-embracing service to the multiple outlets in the High Street. The company was set up in 1966 with the objective of increasing the number of outlets selling pre-recorded music: now, 15 years on, Record Merchandisers supplies some 15 percent of all records and pre-recorded tapes bought in this country underlining

RM chairman **David Fine:** "RM is offering an essential service to companies who would not otherwise enter this field"

the company's impact in the marketplace.

Record Merchandisers is expanding the market for recorded music by developing new outlets offering an essential service to companies who would not otherwise enter this field: by so doing, it compliments the work of the record companies and specialist record dealers.

It has been an impressive year for Record Merchandisers. I believe that with the many new industry developments to come, especially the introduction of video to the operation, the future will bring even greater achievements.

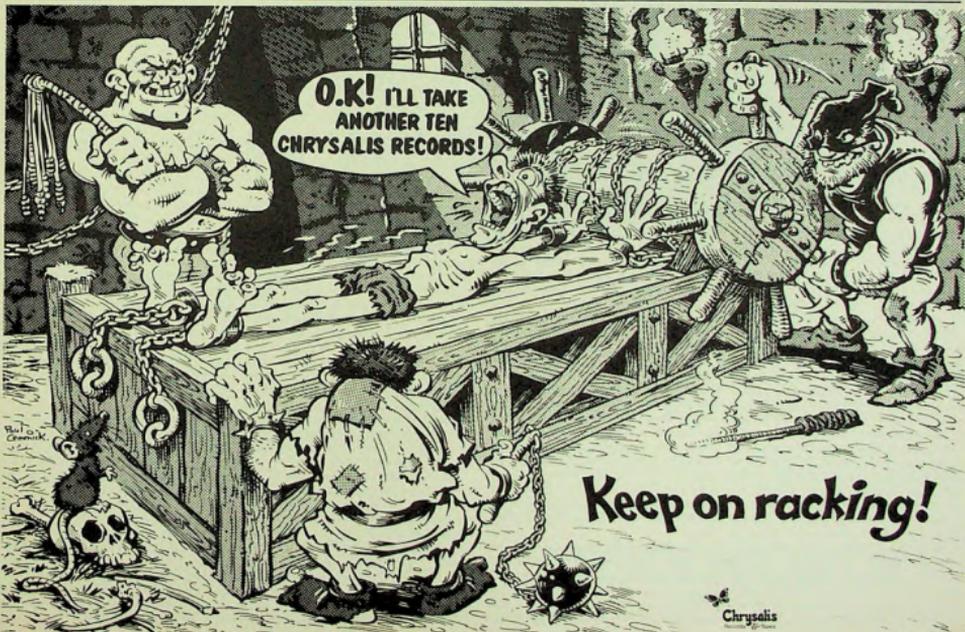


RM managing director
Hasan Akhtar

HASAN AKHTAR is the current managing director of Record Merchandisers and the latest in a line which began 15 years ago when Frank Pearce, then an EMI area supervisor came off the road to become the first general manager. Pearce was assisted by Tom

McDonnell, general administration manager, Mike Hitches, sales and marketing manager, and Wally Hobson, personnel manager. The company's first managing director, appointed in 1969, was Ian Miles, who was responsible for Woolworth becoming the company's major client in 1971. When Miles left to form Multiple Sound Distributors, James Arnold-Baker succeeded him and introduced racking

into Littlewoods and Debenhams. Akhtar joined RM from MIP, where he was financial director, having previously been a senior accountant with EMI Records. In four years he has seen it develop from a company with an insecure future to an aggressive flourishing operation with a projected turnover of £40 million this year and responsible for 15 percent of all records sold in Britain.



Keep on racking!

Chrysalis

Taking the risk out of retailing

FOR THE last two and a half years Record Merchandisers' commercial director has been Dave Hammond, whose responsibilities cover distribution, sales and marketing: all the customer services. In that time he has presided over a quite dramatic improvement in RM's ability to satisfy the needs of those customers, with an accompanying dramatic growth in turnover.

He sees RM as a catalyst between the non-traditional retail trade and the record industry, a piggy-in-the-middle with skills neither customer nor supplier possess. In the past, he says, the company lean a little on the record industry side; now the balance has been redressed and it has moved to a more central position. The basic business of the operation is summed up in the slogan of an old campaign: "Record Merchandisers takes the risk out of retailing". With full sale or return on albums and tapes that is exactly what it does. The music market; these days is fragmented and unpredictable; there are no obvious Beatles around. The gross margins of a wholesale operation are very narrow. One way and another there is little scope for making mistakes, Hammond notes, and the company has in recent years addressed itself more and more to the implications of that.

A policy of keeping stores 'clean' at all times has been followed, to the extent that some say RM stores are too tightly stocked. Stock is moved readily around the country, from region to region or into the Hayes centre for recycling. Order fulfilment times are very much quicker: on average 24 hours for chart material with an 85-90 percent completion rate. From November commitment level checks will be computerised, though Dave Hammond says this will not take out the human element. "The system is an on-line computer so there's lots of management flexibility through Visual Display Units: we can build a picture of each store at will, how much they are ordering, how often".

As often as possible is the RM advice. With greater consistency and more efficiency at sending out the right stock at the right time, stores can rely on Record Merchandisers, they don't need to overstock. Besides, as Hammond says: "We're in the business of optimising sales, not maximising them. We don't say we don't necessarily fulfil all the customer's orders, because for example there may be something that comes into the chart that is not compatible with the profile of our customer, or that we take the view - and we're the experts - that it will be in because out of the charts so quickly that they only want a minimum stocking. And it's not in anyone's interest" for customers to be over-stocked.

Now that phoned orders and more efficiency at Hayes have removed their image as humpers of unwanted stock, the 28 RM reps who constitute one of

the largest sales forces in the UK are freed to spend more time getting stores to merchandise product effectively. The company has always had a reputation as very much a team operation, and Hammond has been at pains to keep it that way, both among the sales force and in the management and staff as a whole.

He has not been afraid to call in outside help where it was needed. "There were weak areas, both in expertise and management resources, and we have brought in a number of specialists to help us. A firm of consultants called Basko has worked on the first two phases of our warehouse improvements, though phase three was done totally in-house. We employ Le Conte Gale, a sales promotion company that produces marketing campaigns for certain of our customers, principally Littlewoods. They did the 'Pop Pickers' campaign last year with Alan Freeman, and there's a very exciting Littlewoods campaign for this Autumn that will generate a tremendous amount of consumer awareness, which we couldn't have achieved in-house.

"Then there's Realmhealth, which has done in-store displays and windows for us since 1978, as well as the video promo films that were adopted by Woolworth in 1979 and Littlewoods last year. Now they are in the process of developing RM video for other customers and of producing a video trailer film for video software. And there is Sales Achievements, which we've used over a number of years to do in-store features and fittings. They produced concepts for Littlewoods, Debenhams, the Top Man fashion chain, and others, and they worked on Trax, the full shop in Top Man at Southampton that we operate as an RM concession. It's very much an experimental thing for us: to actually run it, and we're very encouraged by the results so far. It fits our objective of broadening our customer base in the UK, and also our customer's objective of reaching a more youth-oriented market".

Dave Hammond has been closely involved with Record Merchandisers' move into video. After examining the market last year RM launched in March this year with a mixture of product, mostly films, from six suppliers, going into 45 accounts on sale only. Now the firm is finalising a video rental scheme for launch in October. "What we are doing is to encourage retailers to form their own video clubs. We supply the product on sale or return, and we administer the club for them. We estimate there will be 100 or more stores on the rental scheme by the end of the year".

"We don't want them to go hell for leather. It's not going to be a goldmine overnight. Shops which rent tapes for 24 hours at £2 or less have got to be operating such as a loss leader. We also think the success of a video operation,



"We're in the business of optimising sales, not maximising them" says commercial director **Dave Hammond**

whether sale or rental, depends very much on where the store is and the competition it has. There are a lot of cowboys around in video who make things difficult for legitimate retailers. What we are trying to do with the rental scheme is to fit the retailers' needs and also those of the supplier, so that he gets a decent level of royalty".

In several areas of policy RM's views are aligned with those of the record industry. On pricing the company takes the view that records represent extremely good value for money already and it attempts to exercise a moderating influence on its customers' discounts. It does not touch imports, as Dave Hammond explains: "That's a policy of many years which stems I suppose partly from being UK record industry-owned, but also because we don't feel it's in the best interests of the retailers or the suppliers to take sales away from British manufacture. Sometimes that's a very hard argument to sustain with our customers when they are faced with dealer margin reductions, but so far we've held that line, we have persuaded them".

On TV-advertised albums, too, RM's views have mirrored those of the industry. "We've got more cautious on them, and certainly moved away from the 'pile it high' attitude of a couple of years ago. TV's less effective now; with rates going up it's a very marginal business. On the other hand we do believe that television is terribly important, because by and large it's the only way to get to your infrequent purchaser. We would actual-

ly advocate the record industry coming out with a music campaign, because there are a lot of people who would buy records if they knew about them. Very few people read the pop papers, and with the over-24s, the only way you get them is through television or by impulse purchasing as they're walking through the store, which is why we encourage record departments in high traffic flow areas.

"To use the business terminology, we believe that age group has a propensity to purchase which is under-exploited by the record industry, partly as a function of economics, I accept, and partly of trying to generate new sounds, because it's the experimentation of the under-24s that gives us our new music trends. But it's not bringing in the older people who will buy, and who are much less price-conscious too: they will quite happily pay £5.49 or whatever for an album".

Dave Hammond need not wring his hands too much. With its 1,300 accounts ranging from Woolworth through Littlewoods and Debenhams to Fine Fare, Martins the Newsagent, the Savercentre hypermarkets and all the others, Record Merchandisers in the financial year to June 1981 achieved 20 percent net growth, at a time when record sales generally were in sharp decline. "It's very much a partnership between ourselves and our customers", says Hammond, "and I do think given the state of the economy as a whole that it's a startling achievement".

You don't get to No.1 without the right backing.

Back in 1970 when Led Zeppelin were topping the LP Charts the only interest Woolworth had in the record business was selling budget LPs.

A small enough start, but it was sufficient to build on, and Woolworth started selling full price LPs in 63 stores across the country.

The experiment was a success but it showed that we needed professional help in making sure that we had the new releases people wanted, that we had them in the right places, and that we had them quickly.

That's when Woolworth called in Record Merchandisers as a backing group.

They handled the entire racking operation of full price LPs, tapes and singles in all our record departments simply and efficiently.

The new joint selection and distribution system that we put into operation worked so well that by the

time the Sex Pistols appeared on the scene Woolworth had attained a 7% share of pre-recorded



tapes, 9% of the full price LP sector, and 12% of all singles.

This year with the Electric Light Orchestra at No.1, Woolworth are Britain's No.1 multiple retailer of records and tapes with 928 outlets and 15% of the market.

Thanks to Record Merchandisers. The best backing group a No.1 ever had.

WOOLWORTH
And Woolco

15

CONGRATULATIONS RECORD MERCHANTISERS

On Your 15 Year
Spin in the Record
Business.



Good Luck for the
Future and Many
Thanks from . . .

WESTERN SIGNCRAFT LTD.

Specialist in All
Types of Record
Browser Card and
P.O.S. Material
Directly Involved
in the Music
Industry.



HERE'S TO THE NEXT

15

WESTERN SIGNCRAFT

16 Johnsons Road
Whitehall Bristol

Telephone: 0272 55884 PBX

RM -15th ANNIVERSARY SUPPLEMENT.



A vote of confidence from the people at the sharp end

AROUND ONE in six of the records and tapes bought in this country are sold by Woolworth: 21 percent of the singles, according to the latest figures, and an overall 14 per cent of the full-price albums and cassettes. They are sold through record departments in 928 of the giant multiple's High Street outlets, every one of which is racked and serviced by Record Merchandisers.

The association goes back a long way: it was in 1971 that Woolworth and RM embarked on a pilot scheme involving 63 shops, an entry into record retailing that proved so successful it was rapidly extended to other stores throughout the country. Within four years RM was handling over 850 Woolworth accounts, representing a very large proportion of its total business. The reason the numbers have stabilised since is simply that there are very few branches left that do not have record departments.

The two companies have grown together: Woolworth's market share has steadily increased, and so too has RM's turnover, even through the worst of the economic recession. Very close working links exist between RM and Woolworth's record chief Paddy Toomey. Senior account executive Mike Wreford explains the ties: "Everything is done in consultation with Paddy Toomey. We talk two or three times a day, and we see him at least once a week. We have a weekly product presentation to the RM

Top, **Mike Wreford**, account executive who handles F.W. Woolworth Right, **Tony Wheatley**, account assistant. RM and Woolworths are working to broaden the chain's customer base

management team where we decide on titles, quantities of stock and the number of outlets we recommend should carry it. I see Paddy Toomey the next day and present our recommendations to him when final decisions are made."

Stores order product to an agreed level with special arrangements made to cater for varying regional demand.

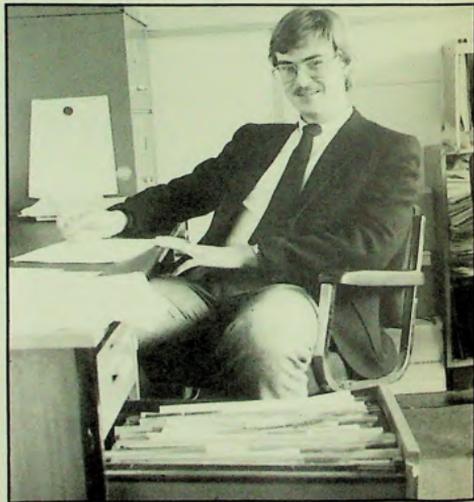
Ordering is done by telephone and through the mail. Stores are encouraged

to order as much as once a day, little and often. Orders can be turned round quickly and the shops can therefore ensure maximum range with minimum stockholding. RM reps on the road can provide singles top-up if needed, as well as keeping the store 'clean' by pulling out slow-selling stock and helping with in-store merchandising of all RM-supplied product.

Between them Woolworth and RM are working hard to broaden the chain's customer base. The image of Woolies is very strong in the High Street but covers all age groups, whereas the biggest buying sector is the 15-24-year-olds. Mike Wreford concedes: "Woolworth is going after a bigger share of this key business. But there is a long way to go, and at the moment we're definitely moving in the right direction. We've been doing a lot more in press advertising, for instance, to make the point to young people that Woolworths does sell their type of music, and not just charts and MOR, and I think that's been effective."

One of the limitations is that record departments are sited within stores that may be selling as many as 15,000 other lines. Opportunities for record shop atmosphere are few; competition for window displays may be intense. But here again strides have been made. There are 100 windows in key stores displaying records and tapes. 200 more record departments have special clearance to mount display panels above the normal wall-line, thereby helping to create something of a record shop within a store environment. And of course Woolworth was the first major retailer to go into in-store video, initially with Captain Video and later with a tailor-made service provided by Realhome, whose videotapes are

● To P9



TOP OF THE SHOT IN 15 YEARS



15

**CONGRATULATIONS
RECORD
MERCHANTISERS**

AND THANK YOU

*FOR ALL YOUR SUPPORT
IN HELPING RCA
TO ACHIEVE
SO MUCH SUCCESS*

*TO THE DIRECTORS AND STAFF
OF RECORD MERCHANTISERS*

HAPPY BIRTHDAY SWEET 15

1

RCA

After 15 years in the record business, Record Merchandisers have decided to go into movies.

Superman. The Movie.
"10."

The Enforcer.

The Gauntlet.

Every Which Way But Loose.

Dog Day Afternoon.

The Bugs Bunny/
Road Runner Movie.

The Mr. Men Vols 1/2.

Exorcist II: The Heretic.

The Candidate.

Alice Doesn't Live Here
Anymore.

The Prisoner of Second
Avenue.

Cool Hand Luke.

Whatever Happened to
Baby Jane?

Rio Bravo.

House of Wax.

Who's Afraid of Virginia
Woolf?

Chisum.

The Great Race.

The Train Robbers.

The Swarm.

The Thief Who Came
to Dinner.

McQ.

Night Moves.

Beyond The Poseidon
Adventure.

Badlands.

The Fiendish Plot of
Dr. Fu Manchu.

Fleetwood Mac.

All Warner Home Video titles for rental are
now available from Record Merchandisers.



WARNER HOME VIDEO

We make television worth watching.

● Woolworth From P 6

now played three times a day in 250 top turnover stores. Sales increases of around 30 percent have been measured on featured product, and there are plans to introduce video promotion to maybe 50 more stores.

Another area of discussion is on retail pricing, where RM and Woolworth discuss what level of discount should be effected on which titles. As with other multiples, Woolworth is concerned at the level of price discounting, on the principle that it is unnecessary to sell your best product at highly discounted prices with little extra volume being generated but vital margin being given away. It is a matter of balancing objectives: Woolworth needs reasonable margin to continue development of the departments, but at the same time they have to be competitive in the High Street.

In August Woolworth's singles prices went up, having been held since late 1979 at 99p. There was initially some consumer resistance to the increase, and sales slowed down for a while. However, market share for the second quarter of 1981 was up to 21 percent, for which Mike Wreford gives some credit to RM's buying department. Last year 85

percent of all the company's pre-credit allocations made the Top 30.

But Wreford believes there is still a lot of extra business to be done, in all product areas, and at Woolworth Paddy Toomey takes the same view. "We plan to be stronger and stronger in the record market. We had a particularly good last quarter in singles, and we shall be attempting to keep it at that sort of level; we have spent an awful lot of money this year on re-financing for cassettes; and we still have a lot of potential in the field of full-price albums and tapes, where our market share overall is 14 percent."

Woolworth has always been strong in sales of pre-recorded tape. Now every album rack will have a tape browser above it, carrying the corresponding titles, an innovation it's hoped will bring album:tape ratios down to 2:1 by the year end. And a bold experiment will take the idea further. For six months Record Merchandisers will be allocating equal numbers of albums and cassettes on most titles to 81 Woolworth stores of all grades around the country. Sales will be closely monitored.

In mid-price product too, new moves are afoot. The latest introduction is Star Sounds, whereby every Woolworth store will have a separate £2.99 price point bringing together mid-price lines



like CBS's Nice Price with RM's own mid-price catalogue deletions, each complementing the other. This scheme has no time limit: it will run indefinitely, assuming it achieves larger sales.

So the RM/Woolworth relationship is still a dynamic and developing one. Paddy Toomey sums up: "We are very happy with the service Record Merchandisers give us. We are making good

progress, and we hope they will continue doing for us what they do now. I suppose I shouldn't let them know this, but whenever I go round the branches I always ask the staff in the different record departments whether they are happy with the RM service. Invariably the reply is Yes - and a vote of confidence from the people at the shop end must be the acid test.

"We plan to be stronger and stronger in the record market" says Woolworth's buyer Paddy Toomey (right).

CONGRATULATIONS! YOU DON'T LOOK A DAY OVER FOURTEEN.



ARETHA FRANKLIN
LOVE ALL THE HURT AWAY
Includes: Love All The Hurt Away
(Duet with George Benson)
SPART 1170 TCART 1170



MANILOW MIRACLES
Includes: One Voice, Even Now,
Double Live Album
BMBOX 2 TCBOX 2



BARRY MANILOW
IF I SHOULD LOVE AGAIN
Includes: Let's Hang On
BMAN 1 TCBM 1



SKY BOX SET 3:
Includes: SKY, SKY2, SKY3
SKYBX 1 ZCSBX 1



THE BLUES BAND - ITCHY FEET
BB3 MCB3



STRAY CATS - GONNA BALL
STRAY 2 TCAT 2

ARISTA, ARIOLA AND ALL
THEIR ARTISTS CONGRATULATE
RECORD MERCHANTISERS
ON THEIR FIFTEENTH
ANNIVERSARY.



ORDER FROM:
Tandem Sales Team or Polygram Record Operations, P.O. Box 36, Clyde Works, Grove Road, Romford, Essex. Telephone: 01-590 6044
except: * PRT Limited, 132 Western Road, Mitcham, Surrey, CR4 3UT. Telephone: 01-640 3344



Hunches are not enough in RM's buying strategy

attracting that kind of customer".

The buying department's selections are heard and approved at a weekly meeting with RM's management, and the quantities to be ordered are discussed. Initial orders are generally geared to two weeks' stock for each store, plus enough held at Hayes to cover RM over the same period. On very major items, initial orders of 100,000 are not uncommon. Then it is up to the buying department to get the best possible terms from the manufacturers, and thereafter to liaise with the record companies on promotional support in the form of co-operative advertising, window displays, point-of-sale, copies of the record for in-store play, and so on.

The product range worked on is fairly selective, of course, with an active catalogue of up to 600 titles. Most are either chart-oriented, and mainly big name acts, or else aimed at the older buyer, though there are some surprisingly contemporary items, as we have seen. On *Not The Nine O'Clock News*—hardly an obvious Record Merchandisers kind of album—the company has done 100,000 copies. Different stores have different kinds of customers: product for the Top Man concession is at a different end of the spectrum, the inventory so different it has to be treated as a special case, though RM hopes to broaden the general customer base in that direction.

Other factors affect the product range. Kingsley Grimble gives an example: "The trend has been to have fewer major releases in the middle months of the year, so you've had more titles with lower sales, which goes right against the normal racker's principle of working a limited number of big sellers. But we've

had to adjust to it, and sustain turnover by working a wider product range".

Singles have become increasingly important to RM. In the financial year to June 1981, the company sold 200,000 copies of no fewer than nine separate singles. "It has really boomed this year", says Kingsley Grimble, "it's been phenomenal. I think partly because a lot of the repertoire has been perfect for us: novelty singles like Joe Dolce Or Shakin' Stevens, he's meat and drink to our stores. Basically we stock the Top 75 and breakers. On major singles we'd order upfront and distribute so they were in the stores from day one, which is important both for sales and for the credibility of the outlet. Others we pick up on the week before they enter the chart. The stock control is a bit more hairy, basically. The numbers are bigger, the drop-off is faster, so you just have to monitor more tightly".

The buying department has recently been restructured so as to enable the product managers to develop specialist skills in certain areas. Dave Buckley is responsible for new releases and for co-ordinating co-operative support and promotion for all RM's clients. Ashley Abram is responsible for singles and for new product lines, also for special product requirements—as in the case of *Top Man*—which are separate from the mainstream and therefore need separate attention. Product co-ordinator David Phillips is responsible for monitoring the catalogue and keeping it properly in stock, and also for looking after RM's mail order customers, where the demand patterns are different again, with

● TOP PAGE 13

A measured business decision plus an element of talent spotting, says buying controller

Kingsley Grimble

THE BUYING department of Record Merchandisers plays a very crucial role. In a rack-jobbing operation offering full sale or return there is little margin for errors of judgment, and without exaggeration it is on the buying department's expertise in the week by week selection of likely product—at the rate of tens of thousands of records a week—that the fortunes of the company stand or fall. Dealers given to agonizing over the smallest order will appreciate the responsibilities.

So too might an a&r man, for there is certainly an element of talent-spotting involved, though buying has to be a measured business decision in which all sorts of factors—most importantly the interests of Record Merchandisers' customers—must be taken into account. Hunches alone are not enough.

When deciding whether or not to order a particular forthcoming album, say, and if so how many, RM's buyers consider the selling points of the LP in question, the profile of potential customers and the probable demand pattern. Buying controller Kingsley Grimble explains in more detail: "Under the first heading, we would look at the

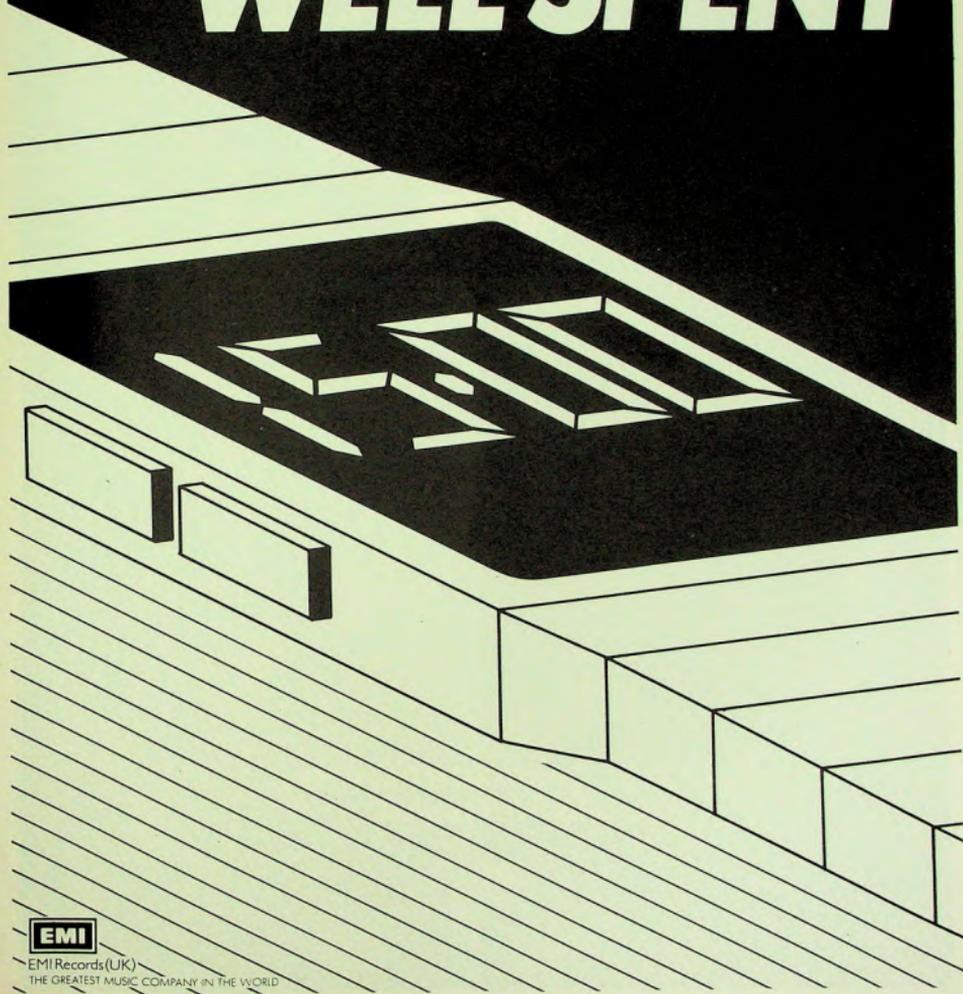
pricing of the album, the track record of the artist, the type of music and its current fashionability, the weight of the record company campaign in support, whether there's a related single or anything else going on that would help trigger demand, all those kinds of factors. Under the second, we assess who is likely to buy the record, and how many of those kinds of people use our kind of store, and under the third we consider what kind of music is involved: if it's high fashion sales tend to peak very quickly, whereas on MOR product sales are steadier but longer-lived, so that determines in what depth we take the album into stock.

"On top of that we must also bear in mind the marketing objectives of the retail chains we are servicing. Woolworths, for instance, has been making efforts to pull younger buyers into the stores. Very successfully too, and that's reflected in our choice of titles that you wouldn't normally associate with Record Merchandisers: we've done very well on UB40 for example; we had a 14 per cent sales share on Meatloaf's *Bat Out Of Hell* album. We are definitely getting better at selling that sort of stuff,

Meat Loaf was an act which gave RM a 14 percent share.



IT'S BEEN TIME WELL SPENT



EMI

EMI Records(UK)

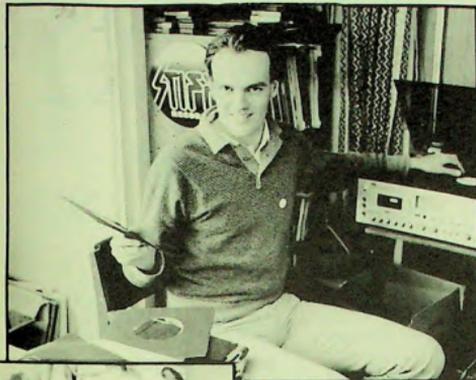
THE GREATEST MUSIC COMPANY IN THE WORLD

HAPPY BIRTHDAY SWEET 15



to your Continued Success...
A&M Records





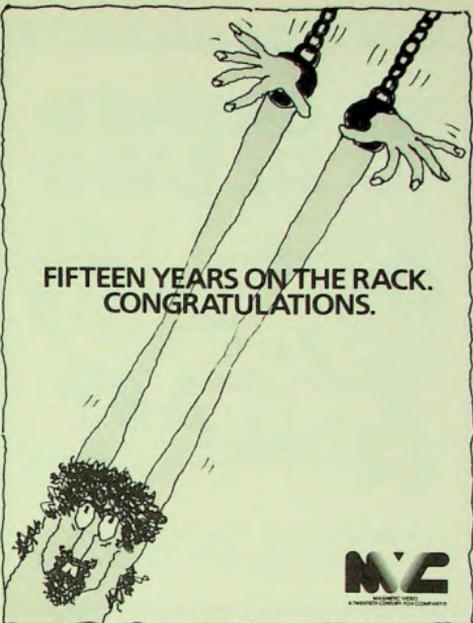
Ashley Abram is responsible for singles and new lines while product co-ordinator **David Buckley** (left) monitors catalogue



high tape sales, expensive box-sets selling well.

Video falls within David Phillips' province too. RM has made what Kingsley Grimble calls: "a measured, thoughtful approach" to the new medium, trying to develop key outlets in responsible fashion, first with a range of 100 top titles, mostly movies, and now with the introduction of a rental scheme.

Shakin' Stevens is 'meat and drink' to RM's stores



**FIFTEEN YEARS ON THE RACK.
CONGRATULATIONS.**

NC
A MEMBER OF THE RECORD BUSINESS GROUP

To  from 
Best Wishes
Landor Cartons

Suppliers of Record Mailers and Master Bags
For Stocks and Specials
ring John Sibley ERITH 35426
Corinthian Manor Way, Erith, Kent.

**HAPPY
ANNIVERSARY**
RM

*-it's nice to be associated
with the leaders.*

Richard Robson Associates Ltd.
Public Relations Consultants to the record and video industries.

WE GREASE TO PLEASE



All the best from the five year olds
at Stiff... keep taking the phone calls

BEST WISHES FROM



Family Video



Cinema Features



Sport on Video



Picture
Time
Video



21st Century Video



Superstars
on video

the world of VCL

Tel: 01-405 3732. Telex: 8814427 UNION G
VCL Video Services Ltd., 58 Parker Street, London WC2.

*Congratulations to
Record Merchandisers on your
15th Anniversary.*

EMI RECORD TOKENS, RECORD TOKEN CENTRE, EMI RECORDS LTD., 1-3 UXBRIDGE ROAD, HAYES, MIDDLESEX

Congratulations Record Merchandisers
on your 15th Anniversary. Best wishes from
Morris Cass and all at Contour Packaging

SUPPLIERS OF PACKAGING TO THE RECORD INDUSTRY

CONTOUR PACKAGING, BRIDGE WORKS, IVOR LANE, COWLEY, UXBRIDGE, MIDDLESEX UB8 2JF. TEL: UXBRIDGE 3011

Microfilm-the number one record

The demand for singles, LPs and new releases from retail outlets used to cause unimaginable problems for Record Merchandiser's Customer Services department in Hayes.

These backroom people who ensure a fast and up to date record supply to the High Street were becoming inundated with vast amounts of paperwork until the microfilm division of Canon Business Machines (UK) Ltd was called in to help out.

To date, Record Merchandisers has some 1300 to 1500 accounts each of whose file has to be continually updated with new orders.

Now, in the year of their 15th anniversary, they are happy to announce that a Canon in-house microfilm system is not only saving them space, time and worry but also money as well as actually improving their company image.

Before the microfilm system, despatch applications detailing records ordered and sent out were filed in manila folders and kept in racks taking up the space of ten filing cabinets. Staffed by four people, one of whom was part-time, the department had to keep its records as up to date as possible. Two of the staff would therefore go through the files every quarter extracting items that were more than six months old. These were then sent to an outside microfilm bureau service for filming. Apart from the cost of this service, there were some harmful side effects creeping into the system.



Every quarter two of the staff were occupied for three weeks with this updating resulting in an inevitable build-up of new filing with which the remaining staff could not cope. By the time the sorting process was completed, there was a four-day backlog of the most recent and therefore most important information un-sorted and un-filed.

Furthermore, delays were occurring with customer enquiries while staff searched for the answer to a query. Overall, the paper-based filing system was proving too slow and time consuming for a company that needed facts and figures at its fingertips.

In April 1979, after comparing various types of equipment, Record Merchandisers decided to install a Canon 161G processor camera - together with an IR6 105RX rear projection inserter (available exclusively through Canon), a Canonama 370 reader/printer and three Canonama 360T readers.

The initial advantage was that Record Merchandisers no longer needed the outside bureau service so they immediately saved £4500 per year. Furthermore, one of the staff was deployed elsewhere and, with the total system costing £5722, Record Merchandisers calculated that their in-house microfilm system would pay for itself in about a year.

Other important reasons for choosing this system was that jacket microforms could be easily updated and the 161G camera processor produces ready to use film without a need for darkroom processing.

Now all the paper invoices are sorted into numerical order and passed to the camera operator who, by pressing a foot switch, films the document. The image passes through the built-in developing, washing and drying areas from where it is taken up on a spool. Thus, the operator needs no technical experience and produces ready-to-use film at the push of a button. The film spool is then loaded into the jacket inserter where each image is first checked for quality on a 225 x 315mm display screen and then cut and loaded into jackets.

Mrs Betty Hinge, Customer Services Supervisor at Record Merchandisers, is very pleased with both the speed and simplicity of the microfilm system: "We process about 3000 invoices a day now" she says, "and if anyone telephones with a query we have the answer at our fingertips by simply taking the relevant jacket from a desk-top tray and inserting it into a reader. Before the microfilm system we used to have to go to another floor, search for an invoice and call the customer back.

"The jackets are filed in account number order and to further speed and simplify location they are colour-coded every 100 numbers. When the information on the jackets is more than twelve months old these are taken from the 'active' desk storage trays and put in a fireproof safe which holds up to six years of records."

The Accounts department also makes use of the microfilmed files as they have a reader in their department and produce invoices and update the sales ledger. A hard copy paper record can, if needed, be supplied to the accounts department by using the 370 reader/printer.

The system was fully installed in just one day and Canon backed this up with two days on-site operator training. Within one week Record Merchandisers were making their own records.

For more details on the microfilm equipment and services offered by Canon contact:

**Canon Business Machines (UK) Ltd,
Waddon House,
Stafford Road,
Croydon. Telephone: 01-680 7700**

Instant order processing by the new 'star' staffer

ONE OF the most pampered members of the Record Merchandisers staff sits alone in an air-conditioned room on a lower floor, speaking only when spoken to, but capable of the most enormous amounts of work. It is of course an IBM 38 System computer, a machine brand new to this country and to RM, announced only a year ago, delivered in January, and brought on line in April this year. The cost of the computer suite and the computer itself: £300,000.

It sounds a lot, but electronics industry prices have come down so much over the last ten years that the cost is actually less than that of the vastly inferior system it replaces. Finance director Steve Nobbs explains: "Previously we had IBM System 3 computers, which we started using in 1973. They have reached the end of the development road, where this new system is capable of enhancement. In computer jargon it's field upgradeable, which is rather like being able to convert your car engine from four to six cylinders simply by bolting two extra ones on.

"We regard it as a genuine investment for the future, and it is specifically geared to the requirements of our customers. You see, speed is what our business is all about. With the old system, telephoned orders had to be

batch processed, which meant every three hours or so they would come off the computer with 500 other orders that all had to be looked through manually and the priority items picked out and so on. With the system 38 one major benefit is that a customer phones an order in and almost instantaneously, certainly within a few seconds, it's printed downstairs in the warehouse and in the picking lanes. Allowing a maximum order picking time of one hour, that means an order received at 2.30 pm will be on its way by 4 pm at the latest. It really has speeded things up.

In processing orders, the computer automatically makes what's called a commitment level check, making sure stores are asking for the right quantities and referring orders that are excessive to the marketing department for screening. The system can be fine tuned limitlessly, says Steve Nobbs. And its prodigious capacities are put to other uses too. It can be left to work on through the night, tirelessly updating stock reports, or handling other routine functions. It can provide every conceivable detail of the company's stock holding or its accounts, not on reams of computer print-out, but instantly, on a screen. Ask it who is returning certain titles and it will provide an analysis by

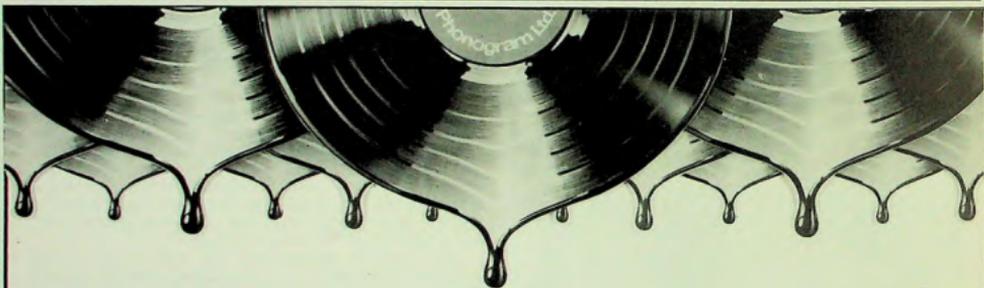


Finance director **Steve Nobbs**: "The System 38 really has speeded things up"

store. It can show overall returns for the month, broken down to individual titles, and how many were returned for which of a dozen or so reasons, and their value, and organise the data by store by customer or by region. Yours to command, but not anyone's: the 38 is what's known as a secure system: every bit of information it stores is 'owned' by someone in the building and access is by use of individual passwords.

The information is available though, and not least to Record Merchandisers' customers, who can use it to help them manage their own businesses more efficiently. And the system is still being developed. Computer services manager

Roger Staines heads a team of seven: one systems analyst, one senior programmer in the person of Mike Pearson, plus three other programmers and two operators. Together they are developing a new stock control system which will completely control the movement of stock through the building. In eight weeks they put together a video rental scheme which normally would take six months from design to implementation. And in the future they are looking towards the introduction of bar-coding on records, for which the computer is fully equipped, and to even faster ordering systems, perhaps with direct computer links between Record Merchandisers and its clients.



Phonogram. A forward looking company, looking forward to another 15 years of your company.



LITTLEWOODS
STORES

AND



**A SOUND
PARTNERSHIP
FOR SUCCESS**

...here's to the next 15 years

'Our autonomy is a reflection of confidence'

Managing director **Hasan Akhtar** defines his company's approach to today's trading conditions and discusses the development of RM over the past four years.



woods and Debenhams chains were taken on just before my arrival, as well as some smaller accounts and we have been able to develop and service them without any of our previous customers suffering.

IT WOULD BE FAIR TO SAY THEN, THAT FOR A LONG TIME RECORD MERCHANDISERS WAS NOT A PROFITABLE COMPANY. WAS IT REGARDED AS JUST ANOTHER MEANS OF DEVELOPING VOLUME BUSINESS ON BEHALF OF ITS SHAREHOLDERS?

There was a degree of confusion about the role of RM, but I think that this no longer exists. It wasn't completely clear whether we existed to serve the interests of the shareholders on a break-even basis, operating as 'crusaders' whose objective, irrespective of the bottom line, was to open up new High Street outlets; as a channel for disposing of industry overstocks, or whether we were supposed to be a profitable investment in our own right.

We are now clearly positioned halfway between the retailers and the record companies, offering the skills necessary for records to be sold in High Street chains who find it more convenient and profitable to use outside expertise.

In today's climate, there is no question of RM operating at a loss. Like any viable enterprise, we have to be profitable to the degree where we can invest and develop our business and our customers' business.

HAVING TAKEN THE NECESSARY STEPS TO STOP THE LOS-

SES, WHAT OTHER CHANGES WERE NECESSARY?

We had to be sure we had the organisational strength to support the business we were doing. This required the management to be strengthened, which has been a continuing process. We brought in people like David Hammond, commercial director, Philip Matthews - financial director Stephen Nobbs' predecessor, from outside the record business, promoted managers from within and encouraged them to take a greater responsibility. We also had to ensure that investment was available for the necessary development of our warehouse, management services and sales and distribution operations. Without that, the company would have continued to suffer a slow death.

Due to the sales successes of our customers, the company was growing rapidly. To make sure we would cope with it, this required a greater sophistication in our whole approach to business and the structuring of systems and services.

The biggest single factor affecting the profitability of RM is how it handles its stocking policy. If you don't buy the right titles in the right quantities then you inevitably pay the price of your miscalculation which is either large quantities of unsold stock or very dissatisfied customers. After all, the need of any retailer is to maximise his sales.

As a result one of the key investments was to develop our buying function, the most important single area of the company. It has been greatly expanded and

ALTHOUGH NOW OWNED JOINTLY BY EMI AND POLYGRAM, RECORD MERCHANDISERS AT ONE TIME SEEMED DOMINATED BY ITS LARGER GROUP OF MAJOR COMPANY SHAREHOLDERS. HOW AUTONOMOUS IS THE COMPANY TODAY?

Record Merchandisers is completely autonomous. We operate like any associated or subsidiary company of a multi-national. This, I think, is a reflection of confidence in our management, our achievement over the past few years and our general maturity after 15 years of trading. The fact that our shareholding is now down to two multi-nationals has also speeded up that process, as have our improved results in recent years. I

should make it quite clear that we do not exist just to serve the interests of EMI and PolyGram and everything is done at arm's length, which is as it should be.

WHAT HAVE BEEN THE MOST SIGNIFICANT DEVELOPMENTS IN RE-ESTABLISHING RECORD MERCHANDISERS IN THE PAST FOUR YEARS?

Putting a stop to the losses was our first major objective. The next most important thing was to ensure that we could guarantee the service our customers needed. We can be proud of what we have achieved in recent years. Sales have grown dramatically and our level of service has improved immeasurably. Two major new accounts in the Little-

AT LAST, SOME HAPPY RETURNS FROM MARTIN.

Martin

The Good News People.....

is now headed by Kingsley Grimble, buying controller, who has come to us from Boots. In his ability to judge the degree of success that various titles will have, it functions as our a & r department. Our marketing and sales staff are closely involved in buying decisions and from then on we have sophisticated systems, some involving the computer, which are there to support our judgments and give us diverse control.

HAS IT BEEN NECESSARY FOR RECORD MERCHANTISERS TO CHANGE ITS TRADING APPROACH, PARTICULARLY IN THE LIGHT OF THE DECLINING SALES OF BACK-CATALOGUE?

Admittedly there is less volume, but we have not suffered significantly because we have always carried a tightly controlled catalogue. Over the last 12 months we have seen many of the standard catalogue items being reintroduced in mid-price lines which has proved to be very attractive. We are currently carrying over 100 mid-price titles.

Mid-price, of course, creates its own problems so far as we are concerned because in theory it takes away some of the business we had in low-price overstocks which we sold to a large number of our stores. Margins are lower, but our handling costs are the same irrespective of the selling price. However, we must recognise that it is fulfilling a need and helping dealers to cover their overheads.

WHAT AFFECTS HAS THE RAPID GROWTH OF BUSINESS WHICH YOU MENTIONED HAD ON RM'S TURNOVER?

The turnover has risen from £13 million four years ago to a projected £40 million this financial year.

HOW HAS THIS BEEN ACHIEVED?

Not by price increases. Interestingly, the average price per LP/Tape handled has gone down over the past two years. We have continued to improve our product selection and service to our customers.

If you ensure that the goods are in store on time, then you have a better chance of selling them. Our customers have also taken what we believe to be a long-term and sensible view of the

record business. Despite the bad publicity the industry tends to create for itself, they have invested in growth. They have maintained or increased the amount of space devoted to recorded music and have taken steps to present the product more attractively. For instance, Woolworths and Littlewoods are both part way through a heavy investment programme aimed at improving the display of records and tapes.

Internally, it has only been possible to continue with these increases by investing continuously in expanding our capacity. To date well over £500,000 has been spent on our computer operation and warehouse systems.

HAVE SINGLES AND TAPES BECOME MORE IMPORTANT?

These are our greatest growth areas. Compared with last year our singles business is up by 50 percent and tapes by 90 percent. This underlines the point I was making about improved presentation of merchandise in-store. Backed up with regular window displays and the in-store video, both powerful selling tools, this has helped to establish the record departments more firmly in the customers' minds.

Incidentally, I think that by achieving greater visibility for records in stores with a high traffic flow helps to focus public interest on records generally and has spin-off benefits for the retail trade at large. After all, not everybody buys records in chain stores, but most people go into one during the week and will be aware of the record department.

HOW MANY OUTLETS IS RM SERVICING AT THE MOMENT?

We are in about 1,500 stores, a figure which remains fairly stable.

Two-thirds of our outlets are the Woolworth stores and nearly 100 are Littlewoods. Our other main accounts are Martins, Debehams, Sperring and Fine Fare. There are also a few single shops.

We have increased our market share steadily and it is now something in excess of 15 percent of the total, even though we don't carry classical or budget material.

THERE WAS A TIME WHEN RM DID NOT ENJOY THE HIGHEST

'RM's basic philosophy is to cater for the needs of the non specialist retailer'

PRIORITY WITH ITS SUPPLIERS. NOW THAT YOU HAVE A 15 PERCENT MARKET SHARE, HAS YOUR STATUS IMPROVED ACCORDINGLY?

The last 12 months, which have been particularly difficult for the industry, have brought about a marked reassessment of our importance. In the present state of recession, the contact between RM and leading High Street multiples offers advantages which are well appreciated. It is not unusual for an initial order for a hot album to be in excess of 100,000 units and we have been told by our suppliers that we have accounted for 25 percent of the first ship-out. An example of this was the first Bucks Fizz album. Abba and Police are two other instances.

HOW WOULD YOU DEFINE RM'S RELATIONSHIP WITH THE RETAIL TRADE? DOES IT EXIST ONLY TO SERVICE CHAINS OR TO SUPPLY RACKING FACILITIES TO ANY SHOP WHICH WANTS TO SELL RECORDS?

RM's basic philosophy is to cater for the needs of the non-specialist retailer, provided it is a viable account for us to service, by removing the stock risk. Viability would be judged on an assessment of the likely amount of business, the margin we have to provide and the level of support necessary by the sales force. Each outlet is judged on its merits, whether it is a single shop or a chain.

ARE THERE TYPES OF SHOPS PARTICULARLY SUITED TO THE RACKING OF RECORDS?

Certain products are regarded as being sympathetic to the selling of records. Shops selling audio hardware or white goods rarely generate the kind of traffic flow which would encourage us to stock them in depth. Others, like our recent concession arrangement in Burton's Top Man stores, work very well. The customer there is traditionally in the 20-30 age bracket, comes in on average once a month and spends upwards of £30. He is also more likely to use a credit

card. To this type of customer records are not expensive.

The concession arrangement in the Top Man stores is rather different from our normal racking arrangement, by the way. Here we have designed the department from scratch to suit the image of the store and we not only put in the stock, we are also responsible for staffing the department as well. It is an arrangement which has great potential.

HOW DO YOU VIEW RECORD MERCHANTISERS' FUTURE PROSPECTS IN THE CONTEXT OF A GENERAL DECLINE IN RECORD SALES?

We are positioning ourselves as a broadly-based sound and vision company serving the home entertainment market.

I see no prospects for a significant increase in outlets as far as records are concerned. However we expect to be able to generate more business through the same numbers of stores. If video and accessories become as important as many people believe, there is no reason why RM should not look for a dominant share of this market.

Having said that, although we are excited by the possibilities that video offers, we are approaching it with a degree of caution and responsibility to our customers. The investment required is immense and we do not recommend an undisciplined rush into video. It is not the answer to all the problems of the record industry.

So far as the record industry is concerned, there are some encouraging signs for the future. Companies have been able to absorb cost increases and until recently have maintained the selling price. They are now positioned to take full advantage of better economic conditions. Another hopeful sign is the vast amount of exciting new product which is still being released. The recession has not affected creativity.

However, we must all continue to develop our marketing skills and not lose sight of the over-35 market. That has enormous sales potential and it is encouraging to see that the BPI is considering a campaign to broaden the appeal of the record business generally.

**WE KEEP A RECORD OF EVENTS!
HAPPY 15th BIRTHDAY**



BAD MANNERS MATCHBOX CHRIS REA DARTS

BAD MANNERS BLUE ZOO G.B. BAND TAJ MAHAL DOLL BY DOLL

G.B. BAND DARTS BLUE ZOO WALL STREET CRASH DOLL BY DOLL

Congratulations

To our friends
at
Record Merchandisers
on their 15th Anniversary

from
Magnet Records
their staff and artistes



WALL STREET CRASH CHRIS REA MATCHBOX

Big and flexible distribution means quicker orders

ALL SINGLES orders are delivered in 36 hours and invariably the next day if ordered early enough - and this service is being significantly improved upon in the next few weeks by changes to the Carriers we use.

That is the proud claim of distribution manager Peter Moore now that the latest phase of RM's warehouse modernisation programme has been completed.

Two years ago, the turnaround time on singles would have been on average 72 hours. The change came about after RM called in business distribution experts Basko Limited to streamline the whole RM operation. A total budget of nearly £600,000 was allocated, £250,000 of it on the very best computer set-up available to streamline the processing of customer orders.



Distribution manager **Peter Moore**: "You can run the new system with a handful or a multiplicity of people. It's been designed to react to and efficiently deal with customer needs".

Basko designed the new warehouse for RM based on a very tight brief from the company. The eventual installation was in part based on the principles adopted by another Basko client in a different business field. A larger and more flexible 'picking and packing' capacity is part of the new set-up. A day shift and a 'twilight' shift means that there may be a total of 145 people involved at some time or another in picking and packing orders. It is thought that the warehouse order processing system is now one of the most advanced in the UK.

This month, RM will be able to ship out not only singles but also BMRB Top 100 albums and tapes within 24 hours. They will also be able to move catalogue material in not more than 72 hours, although reckon that 48 hours will be nearer the time on a normal day.

Moore says, "The system is designed so that you can run it with a handful of people or a multiplicity of people. It's been designed to react to and efficiently deal with customers' needs. We also pay a lot of attention to our order completion rates. We aim to achieve not less than 95 percent completion on singles and 90 percent on chart albums and tapes. Anything less we feel undermines customer confidence, and of course reduces our sales opportunities."

In a peak week, say just before
● TO PAGE 23

Happy Birthday
 from
 Ian & Anne Miles
 and all at
 Warwick
 Records



MULTIPLE SOUND DISTRIBUTORS LTD., 79 BLYTHE RD., LONDON W14 0HP.

IBM SYSTEM/38 FINANCIAL APPLICATION PACKAGES

Record Merchandisers use an IBM System/38 computer system. Wealden Computer Services were the first Software House to announce Financial Application Packages for System/38.

Written in RPG III, and using all the System/38 facilities such as externally defined files, sub-files, etc, they follow the well-proven concepts of our IBM System/34 Packages, now implemented in over 50 installations.

Record Merchandisers use the Wealden Packages on their System/38 for their financial applications.

For more information on System/38 Packages covering:

Purchase Ledger	Payroll
Nominal Ledger	Order Entry/Invoicing
Sales Ledger	Stock Control

please contact C. F. Tinworth.
 Wealden Computer Services Ltd., Bovril House,
 Southbury Road, Enfield, Middlesex EN1 1YP.
 Telephone: 01-363 7738 or 01-886 4808.



**Our
Congratulations
to Record
Merchandisers
on 15 years of
very successful
trading**

Debenhams

Bournemouth · Bedford · Birmingham · Bristol · Bromley · Cardiff · Chelmsford
Croydon · Derby · Dundee · Exeter · Folkestone · Great Yarmouth · Gloucester
Guildford · Harrow · Hastings · Hull · Ipswich · Luton · Manchester · Northampton · Norwich
Nottingham · Oxford Street · Plymouth · Romford · Scarborough · Sheffield · Southampton
Southsea · Stirling · Stockport · Stockton · Swansea · Swindon · Taunton
Telford · Walsall · Weymouth · Wigan

Also at Swan & Edgar, Piccadilly Circus, London

The space-age hub of RM's new operation

CUSTOMER SERVICES Manager Jan Borass presides over an impressive telephone order department where 21 VDU screens are the hub of Record Merchandisers' modernised operation.

The department is staffed by 20 telephone order clerks who staff desk lines from 8.30 am to 8.00 pm Monday to Friday. The department currently processes about 1200 order per day (this figure will top the 1800's in the peak months of November/December). In addition to which they input all despatch notification and credit a stock advice along with various other file maintenance data.

From this place, customers will be able to place orders for the BMRB

● **PETER MOORE**. FROM P.21 Christmas, the new system is designed to process a total of at least 1.3 million units, the majority of them on a Tuesday and Wednesday. Average through-put for the rest of the year is 500,000 units per week. "Basically, what happens is that as soon as the best-selling charts are announced on the radio orders really start flooding in." At an average time of year, RM would process something in the region of 100 singles orders in an hour.

albums and tapes - as well as TV titles - Top 100 by phone where previously phone orders were confined to the Top 50 plus TV advertised material. This change has been facilitated by the improvements brought about with the new IBM System 38 computer installed earlier this year. Ordering by phone means faster delivery "and in this way" comments Jan Borass "we hope to encourage our customers to place smaller orders more frequently to minimise possible over buying of stock caused by the vagaries of the chart."

Due to improved computer systems and regular keyboard training of operators the Department has successfully reduced its order taking time for singles

Although RM has always been associated with, or indeed had the image of only racking popular chart product, there is now the capacity to hold up to 875 album and 840 tape different titles. This additional capacity is necessary to satisfy regional demand for Scottish, Welsh and Country and Western product and partly to ensure that the warehouse can cope with any likely increase in the size of the catalogue at short notice - such as the introduction of Mid-Price material.

and can now process all single orders in the space of a Tuesday afternoon (to co-incide with the singles chart change) ensuring deliveries reach the stores in most cases within 24 hours.

In order to improve the efficiency of the telephone order department further and help it cope with the ever increasing volume of business a new training aid is to be installed this month. An audio visual display keyboard training unit has been purchased which will enable operators to reach a greater degree of speed and accuracy, developing technique and skill. Coupled with an in-house product training programme incorporating Video and other items now handled by the Company, Jan Borass feels confident that the Record Merchandisers' order department will be well equipped to meet the increased demands of its customers in the future.

Customer Services section also comes under Borass with a staff of three on

"The National Charts are not our only yard-stick for stocking product and we are often pleasantly surprised by sales of catalogue and ethnic product."

At present, line items actually in stock run out at 580 LPs, 450 cassettes and 110 singles. "If an artist is doing a PA in one part of the country we automatically introduce his best selling product as live items."

RM ships 2.5 albums to 1 tape, one of the highest tape ratios in the industry and closing all the time.



1,200 orders a day are processed in Jan Borass's telephone order department

hand to deal with any customer inquiry relating to orders, despatch, content or delivery.

Record Merchandisers considers it important to minimise customer frustration. When a store rings up whatever the nature of its query, only one telephone call is necessary to get results instead of being passed from one department to another. At the touch of a button the computer provides information on orders, despatches, prices, stock, carriers and credit advice, so that most queries can be dealt with immediately. This department handles in the region of 70 inquiries per week and is headed by Betty Hinge who supervises their operation and the filing section. Betty has been with Record Merchandisers for

● TOP PAGE 24

NEW ALBUM . OUT NOW MISTY IN ROOTS WISE AND FOOLISH

ALBUMS No PU 101 ALB CASSETTE PU 101 CAS



PUBLISHED BY PEOPLE UNITE PUBLICATIONS LTD.
DISTRIBUTED BY SPARTAN RECORDS

01-903 8223
01-903 4753





RM's salesmen must be merchandisers too

TEAMWORK AND COMMUNICATION is the key to the success of RM, says Field Sales Manager Geoff Thompson, who heads the national sales force of four Area Managers (Gordon Ross in Scotland, Derek Irving responsible for Yorkshire and Lancashire, Glyn Marsh covering Wales and the Midlands and Brighton-based Keith Cooper managing London and the South-East), a Sales

Training Manager, 30 representatives and 4 part-time merchandisers (who look after Savacentre Hypermarkets).

"Our objectives in the field are simple" affirms Thompson, "we provide a merchandising service to meet the needs of individual customers, and we aim to optimise their sales through the till. It's no use just selling in the product - our greatest concern is to sell the product right through to the customer."

A representative works on a 20 day call cycle, and makes on average between five and six calls in a day. Major outlets receive a weekly call, (others are either fortnightly or monthly) from their local representative. The in-store duties carried out include merchandising the department with the store staff, ensuring the right product is being stocked in the right depth, selling in new or local product (RM's North Eastern Representative, Brynn Gilmore recently sold in over 1,000 copies of 'Come Home,

"Our greatest concern is to sell the product right through to the customer," says sales manager **Geof Thompson**

TELEPHONE SALES & CUSTOMER SERVICES. From Page 23

10 years and in that time has established a good rapport with most of the customers. A delivery survey is conducted on a continuous basis to ensure carriers meet their deadline commitments. A computer print-out ensures that the Customer Services Department can check at the end of the day that everything that should have been despatched has in fact been so. If, for any reason, an order has been delayed Customer Services will ensure the customer is informed. The department liaises constantly with the warehouse to ensure special customer requirements are met and with the accounts department to ensure adjustments to invoices are effected. Because this one department receives all inquiries Record Merchandisers is in a

position to monitor the type of queries arising and is therefore able to rectify a potential problem before it arises and establish the root cause in many cases.

The filing section, with a staff of three, maintain daily a file on every transaction on microfilm involving the filming, jacketing and filing of over 12,000 documents per week. Using a numeric and colour coding system, up to six years records can be located in seconds, aiding the speed and efficiency in which Customer Services respond to customer needs.

"Our objective" says Jan Baross "is to provide the best service available to our customers and to continually better and expand that service. The feedback we encourage and receive from our custom-

ers over the order desk and through the Customer Services Department is very instrumental in achieving that aim." Having recently joined Record Merchandisers from a large hotel and catering group, Jan has this to say about the company: "Record Merchandisers is a small happy company, a fact demonstrated by the long service of the majority of its staff. In my last company two years service was considered a pretty good average, in their VDU department, here, however, over half my staff have been with Record Merchandisers more than five years. I think the 'total flexibility' in attitude of our staff is our greatest asset and I look forward to clocking up my five years or more with Record Merchandisers".

Ronco

Records (UK) Ltd

No. 1
with Disco Daze
and Disco Nites
Superhits 1 and
Superhits 2

We couldn't do it
without



SECURICOR

PARCELS SERVICE

Congratulations to
Record Merchandisers
on their

15th
anniversary

Securicor Parcels Service
Number 1
for nationwide deliveries

24 Gillingham Street, London SW1V 1HZ
Tel: 01-828 5611

Newcastle' by Busker in just ten days) and withdrawing 'dead' and faulty product.

RM accounts are all graded relative to their turnover and their stock levels agreed accordingly. The representative in conjunction with the account, is responsible for ensuring not only that the stock level is correct, but also that the product mix is right for the account. The company places great emphasis on keeping its customers racks clean of 'dead' stock. The majority of accounts operate on a catalogue list as well as 'chart material' product.

Catalogue product is changed monthly in line with consumer demand and the store commitment levels.

"The withdrawal of stock is a thankless and time-consuming task, but one which we all appreciate is a very necessary one when you supply product on sale or return," states Thompson. "It is really our money sitting in the racks - and also if our customers racks are full of stiffs, we're making it more difficult for a consumer to find the good product - and the easier the shopper can find the product the more likely he or she is to make the purchase."

The merchandising work carried out by the sales force extends to the promotion of selected albums and tapes - usually in the form of a competition for the Representatives. The Genesis *Duke* album was given this treatment - and RM's customers sold as many units in six months as they did in eighteen on the

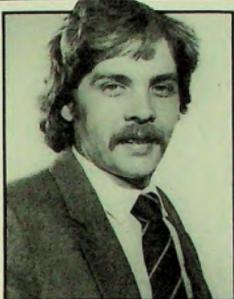
previous Genesis album.

A growing feature in the field operation is the function of providing the company with virtually all its information on competition and product performance - information which companies such as CBS and Fandem make regular use of. Representatives are encouraged to feed back ideas about - and criticisms of - the company operation.

A new Mid-Price Catalogue, shortly to be introduced, will feature a ready-made perforated orderset attachment to the stock list - an idea first thought up by 1981 Representative of the Year, Leeds-based John Halliday - which will in time be applied to the smaller monthly catalogue lists.

The progress and growth of Record Merchandisers has led to the sales force becoming the major source for the company's sales and marketing management. On average, one in ten representatives is promoted each year, and the emphasis RM is now placing on the training of its sales force reflects the company's determination to create its management from within. There is no stronger advocate for this than Thompson, who learned his retailing with Littlewoods chain stores - indeed, it is no accident that RM looks for retailing experience as much as selling experience when recruiting its representatives.

Thompson is only too well aware that there are no short-cuts in the area of training and the recent promotion of Area Manager Fred Howard to Sales



Dave Bowler was promoted in-house and is now sales co-ordinator of the RM Top Man concession deal.

Training Manager is viewed as vital to the future. "The people we are now recruiting are looking for a career, not a job; however we cannot create managers overnight, nor can we create bionic representatives in a few weeks, but in a service-based operation the need to get someone on the road is sometimes still the major factor. We are now trying -

and we have some way to go yet - to ensure that the men and women who introduce themselves as the RM representative are better trained, better prepared, and more aware of their role."

This policy has resulted in the recent promotion of three representatives - Dave Bowler to Sales Co-Ordinator responsible for RM's new Top Man concession work, Mike King to Key Account Manager responsible for Debenhams, and most recently Andy Sturrock, who will shortly be moving from his Dundee base to assist Mike Wreford in the Woolworth account operation. Significantly, Sturrock's opportunity has come about due to the further promotion to Video Co-Ordinator of another ex-representative, Tony Wheatley.

Like any Sales Manager, Geoff Thompson is delighted to see his men progress; however he maintains a down to earth attitude typical of his Geordie background -

"Whilst planning for the future is important, we must never lose sight of our day to day business. Although RM will continue to provide both security and opportunity for the Sales Force, its members are only too well aware that good results are achieved in the main by very hard work. Only by ensuring that we optimise whatever business is available to us today can we approach the future with confidence - and I've yet to meet a retailer who doesn't think his sales could be higher!"

Congratulations

To all our friends at R.M.
and best wishes
for the next 15 years

John

MCA RECORDS
1 Great Portland Street, London W1 3FW
Distributed by CBS (960 2155)

John

IN 1966 BACK IN THE MISTS OF PRE-HISTORY THREE YOUNG MEN STARTED (WITH SOME HELP FROM GEOFF, JOHN AND THE EMI BOARD) A RECORD REVOLUTION BY SELLING ALBUMS TO NON-TRADITIONAL RETAIL OUTLETS. THE THREE YOUNG MEN (KNOWN AS FRANK, TOM AND MIKE) ARE NOW MATURE AND FIDDLING THEIR EXPENSES AT DAMONT, SPARTAN AND K-TEL BUT THE GLORIOUS REVOLUTION HAS NOW SPREAD TO EVERY HIGH STREET IN THE COUNTRY.

**IN 1981 RECORD
MERCHANTISERS
SELLS MORE THAN
ANY OTHER
COMPANY IN
THE UK.**

IN 1996 WHO KNOWS WHAT WILL HAPPEN THEN — EXCEPT THAT FRANK, TOM AND MIKE WILL BE YOUNG AGAIN.
(OK HASAN—CAN I HAVE THE ORDER NOW—MONTY PRESKY AND ALL AT DAMONT)

RM's 15-year history comes up to date with a new momentum

Brian Mulligan traces the landmarks in the varied history of Record Merchandisers from the days when Sir Joseph Lockwood was a prime mover behind this new-to-Britain enterprise

THE EXAMPLE OF the way the American record business had grown as a result of the advent of rack-jobbing, plus a fear that aggressive American methods might disturb the comfortable balance of retailing in Britain, were the twin reasons which led to the formation of Record Merchandisers in 1966.

Like much of what was happening in the UK in the mid-60s, the moving force behind the formation of RM was EMI, notably Sir Joseph Lockwood the company chairman and John Fruin, then general manager of EMI's sales and distribution division, who was entrusted with setting up the racking division. Although it was a wholly-owned enterprise at the start, Fruin with the support of Geoffrey Bridge, the managing director of EMI Records, always felt that the company should be owned by an industry consortium, if only to ensure access to an opposition's top titles.

By 1968, EMI was racking about 100 outlets, having begun in Bristol with a chain of six green 'logs cards shops. This was followed by 10 audio and TV outlets in East London, the Samuels jewellery chain and Martins the Newsagent, still a major account 15 years on. Man in charge of RM in the early days was Frank Pearce who came off the road as an EMI area supervisor to become general manager. Tom McDonnell was brought in as administration manager,

Mike Hitches to handle sales and marketing, and Wally Hobson as personnel manager.

Record Merchandisers Ltd. was actually formed in 1968 when the idea of a jointly-owned company took shape with the addition of Decca as an equal partner. Shortly afterwards, the company was further strengthened with the addition of Pye, while the PolyGram companies became the fourth shareholders in 1971 along with CBS, but the American company withdrew from the consortium in 1973.

There was much suspicion among traditional record retailers regarding RM's early intentions and at a GRRC conference in 1968 it was necessary for Frank Pearce to allay fears that the company might begin discounting its prices.

By 1969 the company had developed to the point that a full-time managing director was regarded as essential and Ian Miles was given the job. A period of rapid expansion followed with the number of outlets doubling each year. In 1971 turnover passed the £1 million mark for the first time and the company moved into its own 50,000 sq. ft. premises in Clayton Road, Hayes.

The other 1971 landmark was the beginning of RM's association with Woolworth. Previously the High Street multiple had not enjoyed a record retailing image relative to its importance among the chain stores, but having decided to drop buying its own repertoire and embrace racking, Woolworth took the first important step towards its present pre-eminence at the nation's largest retailers of records and tapes.

After the departure of Ian Miles to form his own Multiple Sound Distributors company, James Arnold-Baker was appointed managing director and during his tenure, Littlewoods and Debenhams became major record accounts. Four years ago Arnold-Baker took a position outside the record industry and was replaced by Hasan Akhtar, who had previously been financial director of Music for Pleasure after a spell as a senior accountant with EMI Records.

Over its 15 years history, Record Merchandisers has had its up and downs to the extent that at one point its future as an industry-owned operation was in some doubt. However, in recent years it has gained new momentum and today operates as a flourishing, marketing-orientated operation giving the industry much needed High Street presence and volume during a recession which has seen a severe drop in record sales generally.

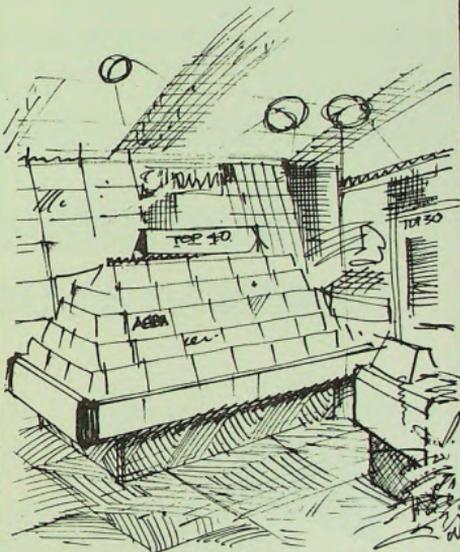
The Record Merchandisers Supplement was written by Brian Mulligan, David Redshaw, Richard Robson and Nick Robertson. Production by David Redshaw.

RECORD MERCHANDISERS LINKED FOR 15 YEARS

WITH

SALES ACHIEVEMENT

CONGRATULATIONS FROM INNOVATORS AND CREATORS OF SPECIALIST RECORD, CASSETTE, VIDEO EQUIPMENT AND ENVIRONMENTS



SALES ACHIEVEMENT

LAUNTON ROAD INDUSTRIAL EST.,
TELFORD ROAD
BICESTER, OXON. OX6 0TZ
PHONE: (086 92) 45649

DIRECT ASSISTANCE

KEMPNER

CONGRATULATES
RECORD MERCHANTISERS LTD.
ON THEIR **15th** ANNIVERSARY

**YOU KEEP
EXPANDING**
AND
WE'LL KEEP SHRINKING

S. KEMPNER LIMITED

498 Honeypot Lane Stanmore Middlesex HA7 1JZ
Tel 01-952 5262/5 Telex 21400 KEMPNR G.

**THE SUPPLIERS OF SHRINKWRAP
MACHINERY AND MATERIALS TO
THE MUSIC AND VIDEO INDUSTRIES**

RM -15th ANNIVERSARY SUPPLEMENT.

Acknowledging th the key to RM's suc

THE ABILITY to acknowledge the different needs of different types of retail outlets is the key to RM's success with its roster of national accounts.

Indeed, there is probably no other organisation in the UK either inside or outside the record industry that can offer, under one roof, such a high degree of specialisation in various different retail areas.

The day-to-day running of the National Accounts Department is the responsibility of manager Max Mansfield who was appointed to this key position 12 months ago after several years in other areas of the RM operation.

To RM, "National Accounts" quite simply means all customers other than Woolworth, which is the company's biggest account and which is looked after by a separate team.

Retail groups that come under the "National Accounts" umbrella include Littlewoods, Debenhams, Martins, Sperrings, Lavells, Fine Fare, SavaCentre, Morrisons and various Co-Op outlets. Together, they all total around 500 outlets.

Each of these multiples have very different requirements from any of the

others with regard to retailing records and pre-recorded tapes - and RM is able to cater for these needs.

Assisting Mansfield in the department are three key accounts managers - Doug Fryer, Mike King and Graham Smith who each look after certain groups of shops.

Fryer has responsibility for supermarkets, Co-Ops and mail order, King for Debenhams and other department stores and Smith for Martins, Sperrings, Lavells and other CTNs. The department is completed by secretary Joanne Carroll.

Explains Mansfield: "The customer profile of each type of store group is very different. Customer spending in CTNs (confectionery, tobacconist/newsagent outlets), tends to be lower than in other types of outlets, and therefore stock and display material has to be adjusted accordingly."

Another feature of CTNs, according to Mansfield, is that there is a fairly high degree of impulse purchasing. A customer will go to buy a newspaper or cigarettes, but can also be persuaded to buy an LP or pre-recorded tape.

Congratulations from Ktel Here's to a successful future



Ktel

The needs of different retail outlets is met with its national accounts

Martin's Newsagents

THE MARTIN'S NEWSAGENT chain is one of Record Merchandisers' oldest customers, and in fact started using the company as a supplier only a few months after RM was set up back in 1966.

Martin's had in fact introduced LPs – mainly budget material – at certain outlets in 1965, and for 12 months was buying direct from record companies.

However, a year later, Martin's realised the potential for them of selling pre-recorded music through their valuable High Street sites, and in 1966 decided to give the then fledgling RM a chance to prove its worth at an

"It is not possible to have in-house the expertise needed to control such a wide range of goods"

outlet in Chandlers Ford in Hampshire.

From those early beginnings, the RM/Martin's relationship has built to the point where 80 branches of the CTN multiple now sell LPs, singles and pre-recorded cassettes.

"Dealing with a company like Record Merchandisers", explains Martin's product manager, leisure goods, John Condon, "is very important for an operation such as ours.

"We sell a very diverse range of product in our stores and we believe that it is simply not possible to have in-house the expertise needed to control such a wide range of goods.

"Certainly as far as records and tapes are concerned, and keeping up with all the new acts that are constantly emerging, we need to bring in outside expertise – and Record Merchandisers provides this."

The Martin's stores stock the top 100 titles on LP and cassette, and the top 75 singles.

The store group is expanding its record retailing operation and will be opening a new record department at its Swindon branch at the end of October. Several other new departments will be opening next year.

The Record Merchandisers/Martin's relationship is particularly close, as the Martin's product controller, records, Bob Spratt is a former RM staffer.

Debenhams

IN CONTRAST, shopping in a department store is often more of a family

Top: **Max Mansfield** who manages the RM national accounts department. Below: **Doug Fryer** who with **Mike King** and **Graham Smith** is a key account manager

affair, spending is higher, and most important of all, consumers will go in specifically to browse through a whole range of products including records and tapes.

DEBENHAMS HAVE made significant growth in this area with special purchases from RM aimed at building customer flow through their departments in a generally quiet time of the year without disrupting their full price business.

Debenhams have been selling pre-recorded music for the best part of 20 years, but it is only comparatively recently that the company has been taking advantage of the unique services offered by Record Merchandisers.

Originally, the store group, which currently sells pre-recorded music at 44 of its 90-plus High Street outlets, bought its stock direct from record companies.

However, as Ray Carter, Debenhams record buyer observes: "We gradually realised that buying direct from record companies was not the most efficient and cost-effective way for a High Street multiple such as ourselves to merchandise pre-recorded music. We found that we were carrying an excessive surplus of stock relative to the business that we were doing, and the Buying Department needed a new system which simplified administration and enabled us to have a much tighter control".

Accordingly, in 1975 the store group took the policy decision to experiment with a new form of record and tape merchandising, and RM was given five stores to rack on a trial basis.

Debenhams has a carefully planned expansion programme underway to open further record departments.

The experiment proved so successful that Debenhams decided to gradually introduce RM over a period of time, to all 44 stores – a transition that was completed two years ago, with RM taking over the Debenhams record departments at the Romford and Harrow stores.

The range of stock carried by the Debenhams' outlets varies according to the size of the record departments, with the bigger outlets carrying a range of about 250 titles on LP and pre-recorded cassettes, and the top 75 singles.

Underlining the ever-growing contribution of pre-recorded music to the store groups' overall turnover, there is a carefully planned expansion programme underway to open further record departments in selected outlets.

Two recent additions were departments

● To p.30



● Debenhams, From P 29

at Luton and Telford, which were opened last month, and in November the Edinburgh store will become the latest to sell pre-recorded music.

Carter says that their customer profile in the record departments covers all age brackets, and notes that a lot of product is bought through Debenhams' credit facilities.

The store group has an aggressive pricing policy which is spearheaded by a fortnightly discount scheme, which is a continual promotion involving between 20 - 25 selected LPs, heavily discounted to stimulate consumer interest.

Debenhams enjoy a very close relationship with RM. Explains Carter: "In conjunction with RM we are constantly analysing each store's performance and requirements for the future. We have regular meetings with RM's senior management, and I am convinced that it is this close relationship which is helping our record operation to enjoy a steady and sustained growth".

Littlewoods

Yet another retailing area with differing needs again is that of supermarkets where the type of repertoire that can be capitalised on for sales is middle-of-the-road and tv-advertised product.

As part of this catering for individual store groups' needs, RM recently changed its grading system for stores which determines the size of stock each outlet receives.

Previously, there was an overall system applicable to all stores. However, this has been changed and each type of store group now effectively has its own grading system which takes into account the different levels of traffic-flow in different sorts of outlets.

Explains Mansfield: "The key to our success is to have the right sort of product and the right promotional material in the right outlets."

On the promotional side, RM offers a whole range of material, service and facilities to help customers sell more records and tapes, one of these being carefully selected records and tapes to retail at £2.99 under the banner of "Supersavers". This helps to attract the impulse purchaser into the record department and provides a much wider product range at very competitive prices. This idea has been successfully used by many of their accounts.

Another idea frequently capitalised upon is the use of PAs. Again this draws the customers into the record department and has a good spin-off effect both short and long term and also boosts the morale of the record staff and indeed the store concerned. Again the needs of the customer have to be identified and the artists chosen have to be carefully considered. At a recent PA with Bucks Fizz, some 200 units were sold in the space of one hour!

In addition to point-of-sale material from record companies, and its own special browser cards, RM has also been extremely successful in using in-store video as a merchandising aid.

Over 50 Littlewoods stores currently use a special promotional video cassette put together every

month for RM by Realmheath Displays. Littlewoods estimate that using in-store video has in fact boosted sales of records and tapes by 25 per cent.

Last year, RM acted as middleman between the record industry and Littlewoods for a major in-store promotion in October entitled 'Pop Pickers' - endorsed by DJ Alan Freeman.

Eye-catching point-of-sale material for this promotion was designed for Littlewoods by RM's advertising agency Le Conte Gale, and sales during the period of the promotion were increased by nearly 40 per cent.

Last year, Littlewoods announced plans for a major new commitment to retailing pre-recorded music - a commitment that is now starting to pay off handsomely.

Sales of records and pre-recorded cassettes through the store group's 100 High Street record departments are increasing rapidly and an extensive refurbishing programme is under way at 30 existing sites.

Littlewoods began selling records and tapes in March, 1977, when, via Record Merchandisers, LPs and cassettes were introduced at six stores on trial basis. By the end of that year, record departments had been installed in 35 outlets and by the end of 1978, 100 branches were selling LPs and

Over 50 Littlewoods stores currently use a special promotional video cassette put together every month for RM by Realmheath

cassettes. However, the real turning point for Littlewoods came last year when RM made a major presentation to the store group.

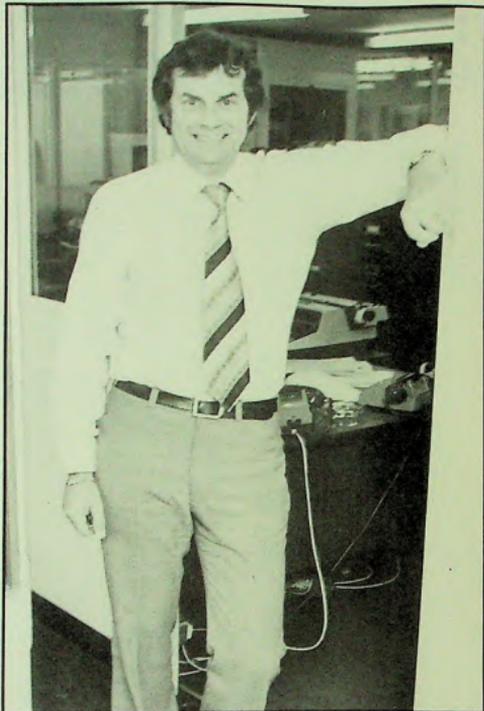
As a result of RM's recommendations, Littlewoods introduced singles in over 40 outlets and since then has gradually built the singles operation up to the point where they are now sold in all record departments.

"This has has a very beneficial effect", explains Littlewoods buyer, Richard Mawdsley who is based at the company's head office in Liverpool.

"The singles have attracted much younger buyers into the record departments for the first time and the kids who come in to buy singles often return to buy an album or tape. Consequently, by moving into singles, we have generated a lot of extra business." Littlewoods stock the Top 30 singles and with LPs and pre-recorded cassettes, the total range is much larger - around 350 titles.

Another recent innovation for Littlewoods has been the introduction of in-store video as a merchandising aid at around 50 stores. This has also helped to generate extra business.

Littlewoods re-furbishing programme involves modernising and in some cases enlarging or re-siting 30 record departments over the next few weeks. The programme began last week in the Argyle Street Glasgow store. The record department was moved from the basement to the ground floor and its floor area increased by about 60 per cent.



Above, **Mike King**, account manager. Debenhams discovered that buying direct from record companies was not the most cost-effective way for a high street multiple to merchandise pre-recorded music. They found that they were carrying an excessive surplus of stock.

There are now 109 Littlewoods stores in all parts of the country. The group is particularly strong in the Midlands, the North of England and Scotland.

Mawdsley says he finds RM highly suited to Littlewoods needs and requirements.

"We don't have to deal with numerous record companies which means staff requirements can be kept to the minimum and we can concentrate on our selling operation".

Another aspect of the 'National Accounts' Department is the running of Littlewoods mail order operation.

Littlewoods issues a mail order cata-

logue twice a year listing 45 titles on LP and cassette, specially selected by RM.

In addition, there is a Christmas supplement to the main catalogue.

Customers send their orders to Littlewoods, which in turn passes them on to RM, where they are turned round in 24 hours.

The mail order operation has proved highly successful and is another example of the flexibility of RM's national accounts operation.

Explains Mansfield: "Each of the store groups has specific customer needs, and we as a company must major in on these needs to optimise sales."



Purpax Plastics Limited

MANUFACTURERS OF RECORD, CASSETTE, VIDEO
STORAGE PRODUCTS AND PVC PROTECTIVE SLEEVES.

Purpax Plastics Limited, 138 Miles Road, Epsom, Surrey.

Telephone Nos. London 01-393 1410 - Epsom, Surrey (03727) 21644/40322 - Alva, Scotland (0259) 60307/60067 - Aberdare, Wales (0685) 874541/878265



Realmeath



Instore Video
Window Displays
Instore Displays

**selling the sausage
—not the sizzle!**

**'Hasan the
last 15 years
been
wonderful!'**

Congratulations on 15 successful years.



SYSTEM/38 GIVES RECORD MERCHANDISERS THE FLEXIBILITY THEIR CUSTOMERS NEED.

"We set up the video rental club, and tested it, in just eight weeks"

That's all it took for Record Merchandiser's video rental club idea to reach completion. Now, in addition to their video planned sales system, they can offer their customers a complete video rental service, including club membership, credit organisation, cassette stock levels, and even royalty payments for the films. And it can be tailored to suit individual customer's needs - thanks to the flexibility offered by the IBM System/38 computer.



Roger Staines, RM's Computer Services Manager, and his support team, are able to make productive use of the many facilities which are built into the System/38 - to smooth the way their company handles business.



"Our customers benefit from a fast response time and over-night deliveries"

When an order is phoned into Record Merchandisers, an operator immediately keys in the customer's requirements on one of the System/38's terminals. The computer checks each stage of the order and, when it is completed, a delivery note is printed out in the warehouse, enabling the company to offer a next-day service to most parts of the United Kingdom.

Stephen Nobbs, Record Merchandisers' Financial Director explained that Record Merchandisers were able to convert from their previous computer system in just three months. Some fine-tuning adjustments were made in the process to take advantage of the high technology computer hardware and microcode incorporated into the System/38.

"Record Merchandisers' customers get detailed sales analysis reports"



When a Record Merchandisers' customer needs to know how his business is doing - whether he is a large multiple retailer, or an individual store - the System/38 provides the sort of data he needs. The System/38 has a built-in 'Relational Data Base' which can be used to bring together different information stored in the computer to produce comprehensively tailored marketing reports that give a clear picture of his performance.

System/38 employs advanced computer technology to provide functions normally associated with larger systems. Simplicity of operation is fundamental to System/38. Today, Record Merchandisers' customers as well as staff are becoming used to the 'personal computing' facilities offered by the System/38. Between the 40 screens and 5 printers, a whole range of operations has been specifically developed to improve service to customers. These include a fast order printing service for the warehouse, up-to-the-minute stock information and product demand monitoring.

FIND OUT FOR YOURSELF HOW SIMPLY THE SYSTEM/38 COULD BENEFIT YOUR BUSINESS.

IBM

IBM United Kingdom Limited, General Business Group, General Systems Division,
PO Box 32, Alencon Link, Basingstoke, Hants RG21 1EJ. Telephone: (0256) 56144

Record Merchandisers Executives Foto-File



David Phillips, product coordinator in the buying department and also involved in RM's video development



David Bishop, company secretary



Ted Pascoe, sales administration manager



Mike Fitz-Gibbon, stock controller



Wally Hobson, personnel manager



Joyce Millier, assistant company secretary

pes to pay
 DIFF £
 A.T. £
 Total £
 RECEIVED
 on _____

POST OFFICE



TELEGRAM

Prefix. Time handed in. Office of origin and Service Instructions. Words.



At _____ m
 To _____
 By _____

N12 LONDON 22/18 14 1015
 RECORD MERCHANDISERS LTD CLAYTON ROAD HAYES MIDDLESEX
 CONGRATULATIONS TO RECORD MERCHANDISERS ON THEIR
 15TH ANNIVERSARY STOP = POLYDOR RECORDS +

COL 15TH

For free repetition of doubtful words telephone "TELEGRAMS ENQUIRY" or call, with this form at office of delivery. Other enquiries should be accompanied by this form, and, if possible, the envelope.

B or C



Video racking – RM's determination to keep pace with leisure trends

THE RACKING of video, the latest development from Record Merchandisers, is a pointer to the company's determination to keep pace with trends in home leisure requirements. A sales package was introduced in April and a separate rental club scheme makes its appearance this month.

Caution has been the watchword so far, since after extensive observation of the market, the company recognises only too well that expertise in this new market is inevitably at a premium for both supplier and retailer. "If we don't know, then how can we tell others with confidence exactly what they should stock", points out managing director Hasan Akhtar.

As an initial step towards bringing some expert skills to the subject, RM appointed Kingsley Grimble, formerly with Boots, with a primary responsibility to develop the company's video interests.

Coinciding its entry with the TV backed launch of the Thorn-EMI range of pre-recorded video cassettes, Record Merchandisers started by offering a package of 75 titles, all on full SOR, having first discussed likely needs with potential customers.

Market research proved that although the VHS configuration was most popular, there was nevertheless a greater demand for the Betamax system than had been originally anticipated. Therefore the package was scaled on a 2:1 ratio of 75 titles in VHS and 35 in Beta, but

with built-in flexibility to change the ratio according to individual shop requirements. Supplementing the starter pack is a catalogue of 500 titles from which special orders can be selected. Blank tapes are also available. New titles are added at three-monthly intervals.

Outlets receive two calls a week from a representative, particularly in the early stages of the account being opened, and a special promotion video for in-store use is being made available in the Autumn.

Dealers taking the sales pack receive a profit margin of 20-22½ percent, and because of RM's ability to supply repeat orders in 24 hours, usually only one copy of each title is contained in the pack. So far about 50 outlets are being racked with video, with Littlewoods about to add ten of its main stores to the total.

Like the sales scheme, rental will also be linked to an initial pack of 75 titles of proven appeal.

Product will be clearly identified so that it cannot be confused with stock available for sale.

Its great advantage is that dealers opting to enrol for rental will not be

faced with having to deal with the intricacies of the many different schemes already being operated by the software manufacturers. Only one form will need to be completed and this will cover all titles.

RM supplies all product free of charge, with the dealer deducting an agreed percentage of the rental fee and remitting the remainder to the company. To join the club, customers pay a refundable membership fee of £25 which is passed to RM to defray stock costs. This allows rental of one tape, although plans are in hand to cover up to four titles at the same time. To accommodate customers who do not wish to deal only with one outlet, and would not therefore wish to become club members, a deposit of £30 is payable for each rental.

Videos can be rented on a sliding scale of fees depending on the length of time for which they are hired – £3 for 24 hours, £5 for three days, and £7 for seven days. "We are purposely not going to the lowest price level possible because we consider that service and product range will be more important in the long-term than keener prices," says

Akhtar. "We have seen the problems caused in the record industry by heavy discounting and we don't want to encourage a similar trend in this new business. Adequate margins are important for all concerned".

First major High Street multiple to join RM's rental scheme will be W. H. Smith which is introducing it into 40 stores from October 1. Akhtar anticipates that at least 100 outlets of all types will be subscribing by December.

He is particularly enthusiastic about the likely appeal of racked rental to record shops. "Video is a sympathetic product to records," he points out. "It requires similar skills in terms of product knowledge and it can be merchandised in the same way. Video and records can be sold successfully side by side and we think our rental scheme could be particularly attractive to record retailers, particularly if they feel they do not have either sufficient product knowledge or capital to invest in stock. We can remove the risk element for them."

He adds: "With full SOR on records, we know there is a vast difference between getting the stock into the shop and selling it. If it doesn't sell then it comes back to us. So caution is what we are urging on anybody who wants to become involved in video. We have advised customers to feature it in fewer outlets than they had planned and to look at the results first before getting too heavily committed. To go overboard right from the start could be fatal."

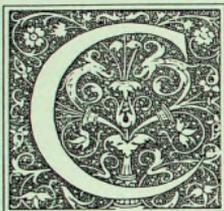
YOU SELL THE RECORDS. WE KEEP THE SCORE.

Congratulations to our customers, Record Merchandisers Limited, on being 15 years in the business.



BARCLAYS

Station Road, Hayes



ongratulations
to Record Merchandisers
on the occasion of
their 15th Anniversary

from **wea** Records

WEA Records Ltd. □ A Warner Communications Co.

Indie Top 50

1	■ JUST CAN'T GET ENOUGH	DEPECHE MODE	Mule MUTE 016	
2	1 ONE IN TEN	UB40	DEP International 7 DEP 2	
3	3 ALL-OUT ATTACK (EP)	BLITZ	No Future 01 1	
4	24 YOU SCARE ME TO DEATH	MARC BOLAN	Cherry Red CHERRY 29	
5	5 RELEASE THE BATS-BLAST OFF	BIRTHDAY PARTY	4AD AD 111	
6	2 INCONVENIENCE	AU PAIRS	Human HUM 8(T)	
7	7 PAPA'S GOT A BRAND NEW PIG	BAG PIG BAG	Y Y10	
8	5 I DON'T WANT TO LIVE WITH MONKEYS	HIGSONS	Romans In Britain HIG 2	
9	8 PUPPETS OF WAR (EP)	CHRON GEN	Fresh FRESH 36	
10	■ REALITY	CHRON GEN	Step Forward SF 19	
11	33 LEATHER, BRISTLES, STUDS & ACNE	G.B.H.	Clay PLATE 3	
12	1 ONE LAW FOR THEM 4-SKINS		Clotckwork Fun CF 101	
13	6 NEW LIFE	DEPECHE MODE	Mute 7 (12) MUTE 014	
14	3 GRASS/TRADE UNIONS	ROBERT WYATT/DISHARI	Rough Trade RT 081	
15	24 HOLIDAY IN CAMBODIA	DEAD KENNEDYS	Cherry Red (12) CHERRY 13	
16	22 NAGASAKI NIGHTMARE	CRASS	Crass 421984/2	
17	19 NEU SMELL (EP)	FLUX OF PINK INDIANS	Crass 321984/2	
18	9 KITCHEN PERSON	ASSOCIATES	Situation 2 SIT 7(T)	
19	11 FOUR SORE POINTS (EP)	ANTI-PASTI	Rondelet ROUND 2	
20	30 LET THEM FREE (EP)	ANTI-PASTI	Rondelet ROUND 5	
21	14 NERO	THEATRE OF HATE	Burning Rome BRR 1931	
22	20 MATTRESS OF WIRE	AZTEC CAMERA	Postcard 81-8	
23	23 LAST ROCKERS	VICE SQUAD	Riot City RIOT 1	
24	10 ANOTHER ONE BITES THE DUST	GENERAL SAINT/CLINT EASTWOOD	Greensleeves OINK 1/GRED 56	
25	18 KINGS CROSS	CHARGE	Test Pressing TP3	
26	13 CEREMONY	DEPECHE MODE	Factory FAC 33(12)	
27	21 DREAMING OF ME	Depeche Mode	Mule MUTE 013	
28	16 THE RESURRECTION (EP)	VICE SQUAD	Riot City RIOT 2	
29	35 SHE'S IN LOVE WITH A MONSTER MAN	REVILLOS	Superville SV 1001	
30	27 LOVE WITH TEAR US APART	JOY DIVISION	Factory FAC 23	
31	■ WHEN I WAS DEAD	RUDI	Jamming CREATE 1	
32	28 REALITY ASYLUM	CRASS	Crass 19454U	
33	42 TOO DRUNK	DEAD KENNEDYS	Cherry Red CHERRY 24	
34	— WARDANCE/PSYCHE	KILLING JOKE	Malicious Damage MD 540	
35	— YOU	AU PAIRS	021 0TO 2	
36	25 ARMY LIFE	EXPLOITED	Secret SHH 112	
37	26 EXPLOITED	BARMY ARMY	Secret SHH 113	
38	17 SMILES AND LAUGHTER	MODERN ENGLISH	4AD AD 110	
39	43 TRANSMISSION	JOY DIVISION	Factory FAC 13(12)	
40	15 MOTORHEAD	HAWKWIND	Flicknite FLS(EP) 205	
41	48 BLOODY REVOLUTIONS/PERSONS UNKNOWN	CRASS/POISON GIRLS	Crass 421984/5	
42	50 REALITIES OF WAR (EP)	DISCHARGE	Clay CLAY 1	
43	— WHY	DISCHARGE	Clay PLATE 2	
44	— CALIFORNIA	UBER ALLES	DEAD KENNEDYS	Fast Products FAST 12
45	— DOGS OF WAR	EXPLOITED	Secret SHH 110	
46	37 ATMOSPHERE	JOY DIVISION	Factory FACUS 2 UK	
47	31 FEEDING OF THE 5,000 (SECOND SITTING)	CRASS	Crass 621984	
48	39 4 MOVEMENTS (EP)	THOMAS LEER	Cherry Red (12) CHERRY 28	
49	49 APE MAN	ERAZORHEAD	Test Pressing TP4	
50	40 24 HOURS	CHEFS	Graduate GRAD 11	

BLACKWING RECORDING STUDIO

CUSTOMERS INCLUDE

BARRY ANDREWS	G. LEWIS & B.C. GILBERT (DOME)
BOYO RICE	THE LINES
DEPECHE MODE	SILICON TEENS
(all singles and forthcoming album)	THE SKIDS
FAD GADGET	MIDGE URE
FURIDUS PIG	WILD HORSES
IL YA VOLKSWAGEN	WILKO JOHNSON

SOUNDCRAFT 2" 16 TRACK & SERIES 2416 DESK LEXICON 244, MASTERROOM & PSE REVERBS AURAL EXCITER, DELTA LAB, HARMONIZER, FLANGER/DOUBLER DBX 165 COMPRESSOR/LIMITERS, NOISE GATES, DE-ESSERS SPACE ECHO, DOLBY 'A' & DBX NOISE REDUCTION, PARAMETRICS STUDER, TANNY SUPER REDS & AURATONES

SPACIOUS STUDIO - FRIENDLY ATMOSPHERE
TELEPHONE: 01-261 1263

OUT NOW ON SUPERVILLE

THE REVILLOS!

NEW SINGLE

SHE'S FALLEN IN LOVE WITH A

MONSTER MAN

CVW And featuring MUTE DOLL

CV 1001

HOTLINE: 0689 73146

DISTRIBUTION THROUGHOUT THE WORLD BY 101 RECORDS

RUSH RELEASE LIMITED

The Complete Promotion Co. ®



**WE'D LIKE TO THANK
ALL OUR FRIENDS
FOR MAKING US**

No.1

The Best Promotion Person(s)

Ian & Nick Titchener

Rush Release

The DJF British Disco Awards 1981

Sponsored by Record Business

& Disco International

*CURRENTLY CELEBRATING 19 NATIONAL CHART
ENTRIES (FIVE IN THE TOP TEN)*

*AND NOW STAYING ONE STEP AHEAD
"A VIDEO PROMOTION SERVICE"
COVERING ALL THE VIDEO CLUBS IN THE U.K.*

NEW

PHONE NOW FOR MORE DETAILS!

Thanks again from:

IAN, NICK, FINLAY, RANNOCH, STEVE, ROBERT.

☎ (01) 672-9121/2/3

2nd Floor 15 Trinity Road London SW 17 7SD

*FOR ALL YOUR CLUB/DISCO PROMOTION, NATIONAL RADIO PROMOTION
ARTISTS/LABEL P.A'S AND VIDEO PROMOTION*

DJF Disco Awards



JAAP EGGERMONT, man behind the Stardowns hits, receives his award Best 12-inch Single from Rosco.



CHRYSLIS ACT Linx line-up to receive their Best British Act certificate from Tony Prince of Radio Luxembourg.



AWARDS FOR Smokey Robinson and Stevie Wonder, Best Single Male winner and runner-up, being accepted by Gordon Fruin, general manager of Motown.



MAN BEHIND the shades is Fred Dore of WEA, picking up the Best Single Group citation for 'Searching' by Chango.



ON the right is Froggy, voted Best London DJ, and giving him a congratulatory handshake is Eugene Records of the Chi-Lites.



JOHN WALLER of Phonogram receives on behalf of Kool and the Gang, whose 'Celebration' single scored a runner-up award.

PRODUCER JAAP EGGERMONT, Randy Crawford, Linx and the Motown stars Smokey Robinson and Stevie Wonder were among the winners at the presentation of the DJF British Disco Awards, sponsored jointly by Record Business and Disco International. Presented at Busby's Charing Cross Road as part of an evening entertainment associated with the annual Diskotek 81 exhibition, the awards were based on votes cast by members of the DJF.

Eggermont's trendsetting work with the Stardowns recordings was recognised with two winner awards - Best 12-inch Single and Best LP Group, plus two runner-up awards for Best 12-inch and Best Producer.

Randy Crawford was a double winner with 'One Day I'll Fly Away' (Best Single Female) and Secret Combination (Best Album Female). Best Single Male was Smokey Robinson's 'Being With You', with Stevie Wonder's 'Happy Birthday' in second place. Wonder's *Hot Than July* was voted Best Album Male.

Chrysalis band Linx took the award for Best British Act, with Light Of The World (now reincarnated as Beggar & Co) named Best Live Act.

Awards details in full:-
BEST SINGLE - Male: 'Being With You' by Smokey Robinson (Motown);
Runner-up: 'Happy Birthday' by Stevie Wonder (Motown).
Female: 'One Day I'll Fly Away' by Randy Crawford (WEA);
Runner-up: 'Feels Like I'm In Love' by Kelly Marie (Calibre Plus).
Group: 'Searching' by Chango (WEA);
Runner-up: 'Celebration' by Kool and The Gang (Delite).

BEST ALBUM - Male: Hotter Than July by Stevie Wonder (Motown);
Runner-up: Give Me The Night by George Benson (WEA).
Female: Secret Combination by Randy Crawford (WEA);
Runner-up: Diana by Diana Ross (Motown);
Group: Stars On 45 Star-sound (CBS);
Runner-up: Celebrate by Kool And The Gang (Delite).

BEST 12-INCH SINGLE - 'Stars On 45 Vol. 1' by Star-sound (CBS);
Runner-up: 'Stars On 45 Vol. 2' by Star-sound (CBS).

BEST BRITISH ACT - Linx (Chrysalis);
Runner-up: Jaap Eggermont.

BEST PROMOTION PERSON: Ian and Nick Titchener (Rush Release);
Runner-up: Loraine Trent (CBS);
BEST LIVE ACT: Light Of The World (Ensign);
Runner-up: Earth Wind And Fire (CBS);
BEST DISCO LABEL: CBS; **Runner-up:** RCA; **BEST LONDON DJ:** Froggy; **BEST REGIONAL DJ:** Kelly.

Pictures - RICHARD WALKER

Bubbling Under

- | | | | | |
|----|----|---------------------------------|---------------------|---------------------|
| 51 | — | DANCING FREE | Brothers Johnson | AM&M |
| 52 | 40 | SEARCHING TO FIND THE ONE | Unlimited Touch | Capitol |
| 53 | 50 | HEAT UP FAIR STYLE X | Capitol | Mercury |
| 54 | 67 | MAMA USE TO SAY | Atlantic | Epic |
| 55 | — | TIME WAITS FOR NO-ONE | Jacksons | Prelude (import) |
| 56 | 48 | HOT SUMMER NIGHT | Yolki Soul Robinson | Magulnik |
| 57 | — | FIRST TRUE LOVE AFFAIR | Jimmy Ross | Motown |
| 58 | 26 | HAPPY BIRTHDAY | Stevie Wonder | 20th Century |
| 59 | 32 | STREET MUSIC | Bang Gang | Superscope (import) |
| 60 | 54 | I WANNA FEEL YOUR LOVE | Chango | RCA (import) |
| 61 | 36 | WORK TO LIVE, DONT LIVE TO WORK | Chango | Situation 2 |
| 62 | 53 | ANOTHER ONE BITES THE DUST | Janet Jackson | Greenleafs |
| 63 | 46 | COLUMBIA (IN THE JUNGLE) | M.S.U. | Mainstreet |
| 64 | 45 | SWEET DELIGHT | Woods Empire | Fabu (import) |
| 65 | 40 | GIVE IT UP (DONT MAKE ME WAIT) | Sylvestor | Fantasy |
| 66 | 40 | BODY MUSIC | Chris Rainbow | Capitola |
| 67 | 58 | DONT BE SO COOL | Carmed | Odele |
| 68 | 59 | LOVE MUSIC | Enigma | Pig Bag |
| 69 | 59 | PAPA'S GOT A BRAND NEW PIG BAG | Pig Bag | |

Disco Dance

- | | | | | |
|----|----|------------------------------|----------------|-----------------|
| 1 | 2 | LOVE BYRD | Donald Byrd | Elektra |
| 2 | 1 | LEVEL 42 | Level 42 | Polydor |
| 3 | 4 | SECRET COMBINATION | Randy Crawford | Warner Bros |
| 4 | 5 | MEZZOPORTE | Mezzoporte | Warner Bros |
| 5 | 6 | STANDING TALL | Cousiners | MCA |
| 6 | 8 | LOVE ALL THE HURT AWAY | Freddie | RCA |
| 7 | 11 | HOTTER THAN JULY | Stevie Wonder | Anista |
| 8 | 12 | FREE TIME | Spice Girls | Motown |
| 9 | 10 | CANT WE FALL IN LOVE | Phyllis | MCA |
| 10 | 12 | AFRICA - CENTRE OF THE WORLD | Boy | Anista |
| 11 | 14 | IF MIGHT BE MAGIC | Tenna Marie | Polydor |
| 12 | 15 | CRUISING THE STREETS | Boyz | Motown |
| 13 | 14 | IT MUST BE MAGIC | Tenna Marie | Moby Dick |
| 14 | 15 | CRUISING THE STREETS | Boyz | Moby Dick |
| 15 | 10 | LOVE IN NEW ORLEANS | Mace | Capitol |
| 16 | 9 | THE DUDE DUNCEY JONES | Duncey Jones | AM&M |
| 17 | 10 | BAGNONS | Morlon | Beggars Banquet |
| 18 | 11 | SHADOWS IN THE STREET | Shawke | Elektra |
| 19 | 11 | YOU'RE THE BEST | Kenneth Burke | Motown |
| 20 | 18 | YOU'RE THE BEST | Kenneth Burke | RCA |

Hot Albums

- | | | | | |
|----|----|------------------------------|--------------------|-------------|
| 1 | 1 | SIGN OF THE TIMES | Bob James | Tappan Zee |
| 2 | 2 | SUMMER OF '81 | Frankie Beverly | Whitfire |
| 3 | 10 | THE MANY FACETS OF ROOPER | Rooper | Solar |
| 4 | 3 | THIS KIND OF LOVING WHISPERS | Richard Duplex | Warner Bros |
| 5 | 2 | DIMPLES | Richard Duplex | Solar |
| 6 | — | TENDER TOGETHERNESS | Stanley Turrentine | Boatwalk |
| 7 | 4 | NEVER TOO MUCH | Luther Vandross | Elektra |
| 8 | — | PIECES OF A DREAM | Pieces Of A Dream | Epic |
| 9 | 12 | LOVE | Michael Henderson | Elektra |
| 10 | 11 | LIKE YOUR STYLE | Michael Henderson | Buddah |
| 11 | — | EVERY HOME SHOULD HAVE ONE | Richard Duplex | Motown |
| 12 | — | SPACES | Spacial | Overst |
| 13 | — | SOCIAL CHANGES | Anita All Stars | Anista |
| 14 | — | THE SECOND ACT | Scotti Brothers | Fania |
| 15 | — | THE SECOND ADVENTURE | Dynasty | Solar |
| 16 | — | LANGUAGES | Michael Wattanabe | Solar |
| 17 | 20 | FANCY DANCER | One Way | US Columbia |
| 18 | 19 | SUMMER HEAT | Brooks | MCA |
| 19 | — | SOMETHING RICH | Michael Wattanabe | Polystyle |
| 20 | 9 | I BELIEVE IN LOVE | Rocky Robbins | AM&M |

Twelve Inchers

- | | | | | |
|----|----|--------------------------------|--------------------------|---------------------|
| 1 | 1 | LOVE HAS COME AROUND | Donald Byrd | Elektra |
| 2 | 2 | SO THIS IS ROMANCE | Lina | Chrysalis |
| 3 | 3 | END OF THE REGINATION | Chango | AM&M |
| 4 | 4 | WALKING INTO SUNSHINE | Central Line | Mercury |
| 5 | 6 | OH SHANT NO 2 | Beggar & Co. | RCA |
| 6 | 5 | YOU'LL NEVER KNOW | Hi-Los | Epic |
| 7 | 7 | HARD TIMES | Love Action | Virgin |
| 8 | 16 | LOVE ME TONIGHT | Trevor Walters | Human League (Reel) |
| 9 | 7 | YOU WANT MY LOVE | Evelyn King | Virgin |
| 10 | 8 | JOY AND PAIN | Mace | Capitol |
| 11 | 11 | EVERYBODY HAS A Modern Romance | Modern Romance | WEA |
| 12 | 8 | WE'RE IN THIS LOVE TOGETHER | Warner Bros | Warner Bros |
| 13 | 10 | YOU GOT THE FLOOR | Amputation Band (import) | |
| 14 | — | LOVE ALL THE HURT AWAY | Anita | Anista |
| 15 | — | YONTS THE BEST | Ken Banks | RCA |
| 16 | — | STARS ON 45 VOL 3 | Star-sound | CBS |
| 17 | 14 | YOU SURE LOOK GOOD TO ME | Phyllis | Elektra |
| 18 | — | NUMBER ONE GIVE ME YOUR HEART | Onear | Anista |
| 19 | 11 | NUMBER ONE I.D. | Carriere | Carriere |
| 20 | 9 | AS THE TIME GOES BY | Funkapollin | London |

Futurist Dance

- | | | | | |
|----|---|-----------------------------------|--------------|----------------|
| 1 | 1 | PLAY TO WIN | Heaven 17 | Virgin 12" |
| 2 | — | RAGE OF THE GODS | Chrysalis LP | Chrysalis LP |
| 3 | — | JUST CAN'T GET ENOUGH | Mute 7" | Mute 7" |
| 4 | 9 | QUILT LIFE | Spase | Hansa 12" |
| 5 | 3 | WON'T YOU BE MY FUTURE | Fusion 12" | PVK 7" |
| 6 | — | SONS AND FASCINATION | Virgin LP | Virgin LP |
| 7 | 2 | LOVE ACTION/HARD TIMES | Human League | Virgin 12" |
| 8 | — | SOUL OF A FUTURE | Orchestra | Orchestra |
| 9 | — | ORCHESTRAL MANOEUVRES IN THE DARK | Dinodis 10" | Dinodis 10" |
| 10 | 6 | EUROPE AFTER THE RAIN | John Fox | Metal Beat 12" |

Disco Dealer

SHOULD anyone have overlooked the fact, last week's disco chart top three was entirely British, surely a sign of the times. Although Ottawa have displaced Central Line on the current listing, the top three remains at least all-European!

Also flying the European flag high on the disco album chart are Mezzoporte - a jazz-funk band from (wait for it!) Iceland. The five-piece outfit's enigmatic debut album is on the new Steiner label, marketed by BBJ International and distributed through Pinnacle and City Sounds. The band are currently in the country to promote the release, and make a show P.A. at London's Record Shack at the weekend.

An album of some of the recent crop (or plague) of disco-beat segwayed hit records was obviously on the cards, and K-Tel have delivered it with *Dance, Dance, Dance*, currently being TV-advertised. It features both English hits, Gidea Bay's *Be My Boy* and their new 'Seasons Of Gold' plus the current hits by Tight Fit and the RPO, and best obviously, Bandonian's 'Home Cookin' medley of Sam Cooke oddsies. Also included are 'Stars On 45' Vol. 1 and Vol. 2, but clearly K-Tel was unable to reach terms with CBS over these valuable assets, for the versions on *Dance, Dance, Dance* are carbon-copies by an outfit called the Chartblasters. Putting aside the mind-boggling concept of copies of copies of originals, it is to be hoped that prospective purchasers notice this particular artist credit before buying the album, than when they've got it home.

Some disco shorts: Champagne follows the successful *Re-Mixture* low-price compilation with a collection titled *Re-Mixture*, due in October. ... latest UK disco-oriented band to appear on their own label are Jump, who debut with 'Bouncy Bouncy' on DTA Records (DTA 001), already picking up some positive reaction from both DJs and larger labels. ... Arthur Adams to RCA, see the buzz. ... Elite, original home of Level 42, is preparing an album of earlier but largely unrecorded material by the band for late October release through Pinnacle; title is *Strategy*. ... many new import albums just into the shops, including Herbie Hancock's *Magic Windows* (US Columbia); *Between* from Barry White (Unlimited Gold); *It's Time For Love* by Teddy Pendergrass (Phil Int); Charles Veal's *Believe* (Capitol); *Baby Brother* (Elektra); and a jazz set from the *Janet Lussan Quintet* (Inner City).

BARRY LAZELL

The Airplay Guide features playlists which are in force in the current week* (except for Radio Hallam which due to production deadlines is for last week). Playlists normally only affect daytime Monday-Friday shows.

NEW ADDITIONS TO PLAYLISTS ARE SHOWN IN BOLD TYPE

Basic Key
A - Main Playlist/Chart
B - Breakers/Climbers
C - Extras
 ★ - Hit Picks
 ☆ - Station Pick

		100	99	98	97	96	95	94	93	92	91	90	89	88	87	86	85	84	83	82	81	80	79	78	77	76	75	74	73	72	71
		100	99	98	97	96	95	94	93	92	91	90	89	88	87	86	85	84	83	82	81	80	79	78	77	76	75	74	73	72	71
		100	99	98	97	96	95	94	93	92	91	90	89	88	87	86	85	84	83	82	81	80	79	78	77	76	75	74	73	72	71
71	■	TUNNEL OF LOVE (PART 1) DIRE STRAITS	C	★	★																										
72	69	■	I'M GONNA LOVE HER FOR BOTH OF US MEAT LOAF	C	★	B	B	A	A	B	B																				
73	45	■	BEACH BOYS MEDLEY BEACH BOYS	C	A																										
74	68	■	LITTLE DARLIN' RACEY	C	C	C																									
75	87	■	QUIET LIFE JAPAN	B																											
76	21	■	CHEMISTRY NOLANS	C	B																										
77	43	■	BETCHA' WOULDN'T HURT ME QUINCY JONES	C	C	A	C																								
78	76	■	WHO'S CRYING NOW JOURNEY	C	★	B																									
79	0	■	IN YOUR LETTER REO SPEEDWAGON	C																											
80	60	■	HIGHWAY TO SPAIN MAGNA CARTA	B	★																										
81	0	■	FUNNY FACE SPARKS	B																											
82	0	■	THROUGH BEING COOL DEVO	C																											
83	72	■	COME ON LET'S GO ROCKY SHARPE & THE REPLAYS	C																											
84	0	■	AND THEN SHE KISSED ME GARY GLITTER	C																											
85	84	■	YOU SCARE ME TO DEATH MARC BOLAN	C	B	B																									
86	0	■	THIS KIND OF LOVIN' WHISPERS	C	B	B																									
87	56	■	DO ME LOVER CARLENE CARTER	C	B	B																									
88	0	■	SHE'S IN LOVE WITH A MONSTER MAN REVILLOS	B																											
89	92	■	SAVE ME HELEN REDDY	A																											
90	0	■	SAY GOODBYE TO HOLLYWOOD BILLY JOEL	C	B	B																									
91	39	■	REALLY WANNA KNOW YOU GARY WRIGHT	C	C																										
92	0	■	THE PLANET DOESN'T MIND NEW MUSIK	C	B	B	B																								
93	0	■	SIGN OF THE TIMES BOB JAMES	C	★																										
94	0	■	STATUS ROCK HEADBANGERS	C																											
95	0	■	IF YOU WANT MY LOVIN' EVELYN KING	C																											
96	0	■	TELECOMMUNICATION A FLOCK OF SEAGULLS	C																											
97	0	■	MAMA USED TO SAY JUNIOR GISCOMBE	C	B	B																									
98	0	■	MONA WILLY JIVE	C																											
99	0	■	THE STROKE BILLY SOUIER	C																											
100	52	■	JEEPSTER POLECATS	C																											
BREAKER		■	TURN YOURSELF LOOSE JOHN MILES	C																											
BREAKER		■	PLATINUM POP THIS YEAR'S BLONDE	C																											
BREAKER		■	CHANT NO.2 BEGGAR & CO	C																											
BREAKER		■	LATIN MUSIC KID CREOLE & THE COCONUTS	C	B																										
BREAKER		■	MEMORIES MIKE BERRY	C																											
BREAKER		■	BELINDA EURYTHMICS	C																											
BREAKER		■	DANCE WITH ME EARL KLUGH	C																											
BREAKER		■	(THERE'S) NO GETTIN' OVER ME RONNIE MILSAP	C																											
BREAKER		■	WHERE DID YOUR HEART GO? WAS (NOT WAS)	C																											
BREAKER		■	ANOTHER SLEEPLESS NIGHT ANNE MURRAY	C	B																										
BREAKER		■	SOME GIRLS HAVE ALL THE LUCK BETTE BRIGHT	C																											
BREAKER		■	TAKE ME TO THE BRIDGE VEVA	C																											
BREAKER		■	THAT'LL MAKE YOU HAPPY GLADYS KNIGHT & THE PIPS	C	C																										
BREAKER		■	MISUNDERSTANDING SAD CAFE	C																											
BREAKER		■	LOVE HAS COME AROUND DONALD BYRD	C	★	B																									
BREAKER		■	WHEN YOU WERE SWEET SIXTEEN FUREYS	C																											
BREAKER		■	BODY MUSIC CHRIS RAINBOW	C																											
BREAKER		■	TELSTAR SHADOWS	C																											
BREAKER		■	MR. RUBIK BARON KNIGHTS	C																											
BREAKER		■	MYSTERY GIRL DUKES	C	★	B	B																								
BREAKER		■	HAPPY BIRTHDAY ALTERED IMAGES	C																											

Key To Station Playlists

MERCA SOUND
 A List
 B List
 C List
 ★ Hit Pick

PENINE
 A List
 B List
 C List
 ★ Hit Pick

THAMES VALLEY
 A List
 B List
 C List
 ★ Hit Pick

FULMOUTH SOUND
 A List
 B List
 C List
 ★ Hit Pick

ABC
 A List
 B List
 C List
 ★ Hit Pick

BBC SCOTLAND
 A List
 B List
 C List
 ★ Hit Pick

HERRING
 A List
 B List
 C List
 ★ Hit Pick

PIPERSON
 A List
 B List
 C List
 ★ Hit Pick

The Radioactive symbol is awarded for a gain of at least 3% in the airplay rating - equivalent to one major or two or three minor I/R station playlists.

Each playlist is weighed according to approximate frequency of play and audience reach as indicated by available published research.

ELVIS COSTELLO and the ATTRACTIONS

A CHANGE IS NOT STRANGE

GOOD YEAR FOR THE ROSES
 THE NEW SINGLE

BEAT
 1111

Distributed by **WEA** Records Ltd © Warner Communications Co.
 Order from **WEA** Records Ltd, P.O. Box 99, Aspley Lane,
 Wembley, Middx. HA9 1FJ. Tel. 01-998 5929 or from your **WEA** salesman.

New Albums

ARTIST/TITLE (Label)	LP/Dealer price	Cassette/Dealer price	
ANDREWS SISTERS THE BEST OF ANDREWS SISTERS (MCA)	MCLD 804	3.04	C
ANNE MURRAY THE VERY BEST OF ANNE MURRAY (Capitol)	EMRY 31	3.25	C
BACHELORS THE BEST OF THE BACHELORS (Inca Etna)	TAB 27	2.03	F
BARBARA WOODHOUSE WALKING TO ANNALS (BSC)	CD only DOW 3	2.99	A
BARRY GARY ORCHESTRA VO STRINGS ATTACHED (PRT)	246 85273	2.74	C
BILLY BRILL SINGS IN THE ATTIC (CBS)	246 85273	2.74	C
BOB COOPER SEXY & THE BILLY NOLAN BAND GROUP ACTIVITY (Arista)	ATF 65	4.05	F
BOB SEGER & THE SILVER BULLET BAND ANN TONGER (Capitol)	E-STEP 23	4.05	E
BOYSTOWN GANG CRUISING THE STREETS (New Day)	TC-ET-STEP 23	4.05	F
BRAND NEW GUN COLLECTION (MCA)	JULIE 18	3.04	C
B. B. KING NOW APPEARING AT OLD MESS (MCA)	MCLD 801	3.04	C
CABARET FUTURA FOLKS RUSH IN WHERE ANGELS DARE TO TREAD (Vanguard)	141 ROUGH 27		C
CABARET VOLTAIRE RED MECCA (Rough Trade)	IRA 5325	3.04	M
CAMEL SHAMBLED... THE BEST OF CAMEL (Dunoi)	DM 316	3.04	M
CAROLYN ROBBSON BANKS OF TYNE (Dingles)	254 5519	3.04	M
CARROLL THOMPSON HOPELESSLY IN LOVE (Capitol)	POLC 5047	3.38	F
COZY POWELL 1.51 (Polygram)	MFCF 3122	3.04	C
CRUSADERS STANDING TALL (MCA)	MCLD 802	3.04	C
CRUSADERS THE BEST OF THE CRUSADERS (MCA)	MCLD 802	3.04	C
DANNY RAY ALL THE BEST - DANNY RAY (Black Jack)	B.L.P. 02		J/M
DANNY ESSEX BE-BOP THE FUTURE (Mercury)	8359 054	3.04	F
DUTCH SWING COLLEGE BAND DUTCH SWING COLLEGE BAND ON TOUR (P-Box)	83206	2.40	F
DYNASTY THE SECOND ADVENTURE (Columbia)	AFEMP 1014	3.94	F
EDDIE HARRIS SOUNDS INCREDIBLE! (Audio Fidelity)	AFEMP 1014	3.94	F
EDDIE HARRIS THE AFRICAN SUPER BAND EDWARD THE PACESETTERS (Edison)	EGE 12	2.90	F
ELI KATAMORA SWING ELI (Zemex)	CJ 152	3.30	P
EMPIRE EXPENSIVE SOUND (White-Lies)	D/E 001	2.84	P
EYELIDS IN SAGA CAUGHT IN FLUX (Cherry Red)	B RED 18	2.95	P
FRANK ZEPHERD 20 GOLDEN GREATS (K-Tel)	NE 1136	5.49	C
GENESIS ASHBAK (Chrysalis)	CBRC 102	3.38	F
GEIL SCOTT-HERRON THE BOTTLE (Audio Fidelity)	AFEMP 1011	3.25	F
GODLEY & CREME COM'ON (Polygram)	POLC 5043	3.38	F
GOOD SHOW CLASSICS VOLUME 2 (World War 1)	THE NASTY REB 42		F
AFEMP AT THE BURNING CROSS (BSC)	22F 422		F
HANK WANGFORD HANK WANGFORD (Low Pie)	COW 1	5.49	M
HARRY SECORDE & MODRA ANDERSON GOLDEN MEMORIES (Warwick)	HW 5107	5.49	M
HARVEY ANDREWS WALKING TO ANNALS (Bachelors)	CEB 002	2.64	A
HAZEL & CONNOR COVER PLUS (Arista) (Arista release)	ALB 106		M
HEAVEN BY RENEESE & PARENTS (Vine)	TCV 2208		M
HUMAN SEXUAL RESPONSE IN A ROMAN MOOD (Don't Fall Out The Muggins)	X 11	3.45	F
JAN DURY LORD LIMPSTER (Polygram)	POLC 5042	3.38	F
ILLINOIS JACQUET SINGS THE THING (Verve)	2834 434	3.30	P
IMPRESSIONS FAN THE FIRE (20th Century)	1623 16	3.80	G24
IRIS WILLIAMS SINGS THE THING (Verve)	EMC 3376	3.07	F
ISAC HAYS LIFETIME (New Day)	2311 074	3.55	F
JAPAN ASSURANCE (Arista)	AMFLP 001		A
JASPER CARROTT BEAT THE CARROTT (Dunoi)	DUP 20575		A
JOHN HENDRIX RARE HENDRIX (Audio Fidelity)	AFEMP 1015		A
JOHN ASHTRADING WALKING TO ANNALS (Arista) (Arista release)	AMFL 54875	3.04	C
JOHN MARTYN GLOUROS FOL (MCA)	K99178	3.04	K99178
KING CAMERON DISCIPLINE (Polygram)	EGLP 49	3.25	EGMC 49
LABO THE CARIBBEAN DISCO SHOW (Polygram)	POLC 1045	3.01	POLC 1045
LONGHEAL LONGHEAL VOLUME 2 (BSC)	NOTI 004		M
LOUIS ARMSTRONG FATS WALLER (Polygram)	AFEMP 1012		M
MEDIUM MEDIUM GLITTER HOUSE (Cherry Red)	B RED 19	2.86	P
MEZZOFORTE MEZZOFORTE (Epic)	STEREP LP 01	2.89	P
MICHAEL HORDEN (MUSIC BY MARISSA ROBLES) C.S. LEWIS: THE CHRONICLES OF NARNIA (ASV)	SMD 354-2		A
MICHAEL SCHENKER GROUP MOSE (Chrysalis)	CHL 1208	3.24	C
MOTORHEAD MOTORHEAD (Capitol)	WK 2	3.35	P
HAZARETH IT'S HAZ (NEMS)	NELD 102	2.34	S
WEL DAMIANO DAMIANOS (MCA)	MCLD 803	3.04	C
MILS LOGREN NIGHT FACES AWAY (Backstreet/MCA)	MCF 3121		C
NOVO COMBO NOVO COMBO (Polygram)	2391 523	3.05	MCF 3121
OLD SWAN BAND GAMESTERS, PICKPOCKETS & HARLOTS (Dingles)	DM 322		M
PASSIONS 20,000 FEET OVER CHINA (Polygram)	POLC 1041	3.04	F
PATTI AUSTIN EVERY BODY LANGUAGE (Epic)	2405 013	3.05	F
PATTI AUSTIN EVERY BODY SHOULD HAVE ONE (West)	K06931	3.04	K456031
RAFAEL CAMERON CAMERON'S IN LOVE (Salvo)	SAL 7	3.34	R
RAPER ROCK UNTIL YOU DROP (Real)	NEAT 1001	2.89	P
RICHARD CLOYD/MAN PROFILE VOL. 1 (Tribal)	ALB 2481	2.40	CL4 2481
ROLLING STONES WILD ROLLERS (Decca)	BR 90	2.03	K19C 90
ROSE TATTOO ASSAULT AND BATTERY (Dunoi)	CAL 127	3.04	CAL 127
ROSE TATTOO JUMP STREET (White-Lies)	K06956	3.04	K456956
ROY FOX & HIS BAND WHISPERS (Decca Classics)	RF 13	1.80	F
ROYAL PHILHARMONIC ORCHESTRA (Hercules (K-Tel))	NE 1146	5.49	CE 2146
SAXON DENIM & LEATHER (Carrere)	CAL 128	3.04	CAL 128
SHADOWS HITS RIGHT UP YOUR STREET (Polygram)	POLD 5046	3.25	POLD 5046
SHAKIN' STEVENS HANNAH (A&O/GRAMMA (Arista))	JULIE 19		A
SHAKIN' STEVENS & THE SUNSETS SHAKIN' STEVENS & THE SUNSETS (Mercury)	200 000		A
SOUNDS OF THE STEAM AGE THE RAILWAY TO BICARTON (ASV Transcend)	ATH 7013		A
SOUNDS OF THE STEAM AGE THIS IS YORK (ASV Transcend)	ATH 7014		A
STANLEY COWELL NEW WORLD (Solari)	SCW 5131	3.34	SCW 5131
STATUS QUO FRESH QUOTE (PRT)	DOW 2		A
TANGIERE DREAM EXIT (Virgin)	V212		C
TORONTO HEAD ON (A&M)	AMFL 54872	3.04	289
UB40 PRESENT ARMS IN DUB (International)	LP DEF 2	2.89	CA DEF 2
ULTRAVOX RAGE OF EDEN (Chrysalis)	ZCDL 1338	3.22	ZCDL 1338
VAL ODONNAN MEMORIES ARE MADE OF THIS (Decca Etna)	TAB 29	2.03	KTBG 29
VARIOUS COUNTRY SUNSET/COUNTRY SUNSET (MCA)	NTS 25548	5.49	5.49
VARIOUS DISCO EROTICA (Warwick)	WW 5108	5.49	WW 45108
VARIOUS COUNTRY SUNSET/ON (Arista)	NE 1127	5.49	CE 2127
VARIOUS DANCE, DANCE, DANCE (K-Tel)	NE 1143	5.49	CE 2143
VARIOUS LOVE IS (K-Tel)	NE 1129	5.49	CE 2129
VARIOUS SUPERHEROES 1 & 2 (Hanna)	RTS 2058	5.49	4C RTL 2058
VARIOUS THE CIRCUS COMES TO TOWN (Circus)	TENT 001	1.74	
VARIOUS THE MAGIC OF PAPER (MCA)	NTS 227	2.44	TOMTS 227
WARREN VACHE REINTERSECT (Epic)	CJ 153	3.30	F
YELLOW GUD STRANGERS IN PARADISE (Escape)	ES 001		A
YESTERDAY & TODAY (Earthquake (A&M))	AMFL 54867	3.04	A
YETTERE THE PROPER JOB (Arista)	ALB 300		A

**New Smash
Disco
Single**
if you want my lovin'
 7" RCA 131 12" RCA 131
taken from the Album
i'm in love
 ALBUM RCA LP 5048 CASSETTE RCA K 5048

RCA

ORDER FROM: RCA LIMITED, LYNX LANE, WEST BROMWICH, WEST MIDLANDS B70 7ST. TELEPHONE: 021-525 3000

Albums/Tapes Top 60

Platinum Disc (100,000 copies)
Gold Disc (100,000 copies)
Silver Disc (100,000 copies)
See page 10
for Distributor Code details

The Last Week	Weeks on Chart	Artist/Title (Producer)	Cat. No.	(Price)	Dist. Code	Distributor	This Week	Last Week	Weeks on Chart	Artist/Title (Producer)	Cat. No.	(Price)	Dist. Code	Distributor
1	3	MEAT LOAF DEAD RINGER (Meat Loaf/Stephen Garcia)	EPIC EPC4083645	(2.74/2.74)	C		31	16	47	STEVIE WONDER HOTTER THAN JULY ☆ (Stevie Wonder)	MOTOWN/CT5184	8.005	(2.91/2.29)	E
2	7	ROLLING STONES TATTOO YOU (Mick Jagger/Keith Richards)	ROLLING STONES/CTOJUN 3914	(1.07/0.87)	E		32	35	18	TOYAH ANTHEM ● (Nick Leeson)	SHARAY V0001C	(2.69/2.89)	M	
3	20	ULTRAVOX RAGE OF EDEN ● (Ultravox/Conny Plank)	CHRYSALIS/SZCHR1338	(1.04/3.04)	F		33	17	BATLES BATLES BALLADS (George Martin/Phil Spector)	PARLOPHONE/CT505 7214	(1.04/3.04)	E		
4	5	JOAN ARMATRADE WALK UNDER LADDERS ○ (Steve Lillywhite)	A&M/AM/CA/MA/64816	(1.04/3.04)	C		34	30	DIRE STRAITS MAKING MOVIES ☆ (Jimmy Iovine/Mark Knopfler)	VERTIGO/63508/1150334	(1.04/3.14)	F		
5	3	GARY HUMAN DANCE (Gary Numan)	BEGGARS BANQUET/BEG4/BEG238	(1.04/3.04)	W		35	21	HUMAN LEAGUE TRAVELOGUE (Human League)	VERIGN/V2160	(2.43)	C		
6	4	ELECTRIC LIGHT ORCHESTRA TIME ● (L.A.M.F. Vinyls)	JET/LETJULPTA2326	(1.04/3.04)	C		36	27	45	ADAM & THE AMTS KINGS OF THE WILD FRONTIER ☆ (Chris Hughes)	CBS/40384549	(2.74/2.74)	C	
7	1	GENESIS ABACAB (Genesis)	CHARISMA/CBB/C11021		F		37	23	11	KIM WILDE NIM WILDE ● (Ricky Wilder)	RAK/CTGRAN 544	(1.07/3.07)	E	
8	2	SHAKI STEVENS SHAKY (Shakti Cohen)	EPIC EPC14010027	(1.25/2.74)	C		38	40	2	ART GARFUNKEL SCISSORS CUT (Art Garfunkel/Roy Hale)	CBS/4088259	(2.74/2.74)	E	
9	20	MICHAEL SCHENKER GROUP MSG (Ron Anderson)	INTERNATIONAL/SY/PCP621	(1.89/2.89)	M		39	2	POINTER SISTERS BLACK AND WHITE (Richard Perry)	PLANET HIK/42300	(1.04/3.04)	W		
10	15	UB40 PRESENT ARMS ● (S&S)	D.E.P. CHRYSLAL/SY/PCP621	(1.89/2.89)	M		40	1	ROYAL PHILHARMONIC ORCHESTRA/LOUIS CLARK HOOKED ON CLASSICS (Lionel Bart/John Bacharach)	K-T-TEL INC. 114/0322 2146	(1.49/3.49)	G		
11	1	CLIFF RICHARD WIRED FOR SOUND (Alan Tarney)	EMIT/CEMC 3377	(1.07/3.07)	E		41	1	SHADOWS HITS RIGHT UP YOUR STREET (Shadows)	POLYDOR/POL/DC15046	(1.25/3.25)	F		
12	2	SIMPLE MINDS SONS AND FASCINATION (Steve Nillgate)	VERIGN/V2207	(1.20)	C		42	25	7	BUCKS FIZZ BUCKS FIZZ ● (Andy Hill)	RCA/RCA/PIRCA/0550	(1.34/3.34)	R	
13	10	RANDY CRAWFORD SECRET COMBINATION ○ (Tommy Lipuma)	WARNER/BARS 416456004	(1.04/3.04)	W		43	28	32	PHIL COLLINS FACE VALUE ☆ (Phil Collins/Mick Pughan)	VERIGN/CTA2185	(1.43/3.20)	C	
14	7	DURAN DURAN DURAN DURAN ● (Colin Thurman)	EMIT/CEMC 3372	(1.07/3.07)	E		44	34	35	ULTRAVOX VIENNA ● (Conny Plank/Ultravox)	CHRYSALIS/SZCHR 1296	(1.04/3.04)	F	
15	9	CLIFF RICHARD LOVE SONGS ● (Various)	EMIT/CEMTV 21	(1.26/2.26)	E		45	4	STEVE HACKETT CURED (Steve Hackett/Chris Wood/Ronnie Lane/Magnum)	CHARISMA/COS 4021 (714/133)	(1.04/3.14)	F		
16	11	MEAT LOAF BAT OUT OF HELL ☆ (Todd Rundgren)	EPIC EPC4082419	(2.74/2.74)	C		46	44	BRUCE SPRINGSTEEN THE RIVER ○ (Bruce Springsteen)	CBS/40688510	(4.25/4.25)	C		
17	2	HAZEL O'CONNOR COVER PLUS (Tony Visconti)	ALBION/CAJLB 108		M		47	39	TEARDROP EXPLODES KILIMANJARO ○ (Charmaine/Clive Langer/Kean Wootledge/Mike Howett)	MERCURY/635071505025	(1.04/3.14)	F		
18	4	PRETENDERS PRETENDERS II (Chris Thomas)	REAL SRK/SKZ 3572	(1.04/3.04)	W		48	43	12	JOE JACKSON JUMPIN' JIVE (Joe Jackson)	A&M/AM/CA/MA/ 68530	(1.04/3.04)	C	
19	1	STAR SOUND STARS ON 45, VOL. 2 (Gael Eggenmont)	CBS/4085181	(1.25/2.74)	C		49	21	VANGELIS CHARIOTS OF FIRE ● (Vangelis)	POLYDOR/POL/DC1 1626	(1.01/3.04)	F		
20	7	LONDON SYMPHONY ORCHESTRA/ROYAL CHORALE ROCK CLASSICS ● (Lionel Bart/John Bacharach)	K-T-TEL INC. 113/0322 2153	(1.49/3.49)	G		50	1	JAPAN ASSEMBLAGE (Various)	HANSAL/3/CHAN 001		A		
21	13	BOB DYLAN SHOT OF LOVE (Burt Bacharach/Bob Dylan/Chuck Plotkin)	EPIC/4085178	(1.42/2.74)	C		51	1	JASPER CARROTT BEAT THE CARROTT (Various)	DUN DUF 2057503/3H 40573		C		
22	4	MARC BOLAN T.R.E.X. IN CONCERT (Tony Visconti)	MARC/ABOLAN 1	(1.04)	P		52	49	12	MICHAEL JACKSON THE BEST OF MICHAEL JACKSON (Various)	TAMLA/MOTOWN/CT5184 9009	(2.44/2.44)	E	
23	23	REO SPEEDWAGON HI INFIDELITY ○ (Kevin Beamish/Kevin Cosman/Gary Richman)	EPIC EPC14084700	(2.74/2.74)	C		53	2	U2 BOY (Steve Lillywhite)	ISLAND/ILPS 1201 9646	(1.04/3.04)	E		
24	1	VARIOUS SUPERHITS, 1 AND 2 (Various)	RONCO/AC/ARL 2556	(1.49/3.49)	D		54	1	ALTERED IMAGES HAPPY BIRTHDAY (Clare Somers/Martin Rushen)	EPIC EPC1401 84953	(2.74/2.74)	C		
25	1	JOHNNY MATHIS CELEBRATION - THE ANNIVERSARY ALBUM (Various)	CBS/CBS/641-9038	(1.25/2.74)	C		55	2	CHRIS DE BURGON BEST MOVES (Various)	A&M/CA/MA/MA/ 68532	(1.04/3.04)	C		
26	12	UB40 SIGNING OFF ☆ (Bob Lamb/LB40)	GRADUATE/GRAD/PIR402	(2.89/2.89)	M		56	1	VARIOUS DANCE DANCE DANCE (Various)	K-T-TEL INC. 114/032 2143	(1.49/3.49)	G		
27	3	STEVIE NICKS BELLA DONNA (Jimmy Iovine/Tom Petty)	WEA/KIA 91969	(1.04/3.04)	W		57	41	BARBRA STREISAND GUILTY (Barbra Streisand/Barry Gibb/Karl Richardson)	CBS/4068132	(2.74/2.74)	C		
28	17	OFFICIAL BBC ALBUM OF THE ROYAL WEDDING ○ (Sylvia Carter)	BBC/REC7H413		A		58	44	25	SHAKI STEVENS THIS OLE HOUSE ● (Shakti Cohen)	EPIC EPC4048445	(2.74/2.74)	C	
29	4	LEVEL 42 LEVEL 42 (Waka Naima)	POLYDOR/POL/SJC 1106	(1.01/3.04)	C		59	15	BEACH BOYS 20 GOLDEN GREATS (Beach Boys/Brian Wilson/Tonyas Venet)	CAPTROL/CTCMT21	(1.04/3.04)	E		
30	18	JIM STEINMAN BAD FOR GOOD ○ (Todd Rundgren/Jim Steinman)	EPIC EPC4084361	(2.74/2.74)	C		60	42	2	COMSAT ANGELS SLEEP NO MORE (Various)	POLYDOR/POL/SJC1038	(1.01/3.04)	F	

The Adventures of PROMPEOPLE

SOON THE TEAM HAVE COME INTO THEIR CIVIL DISGUISES AND ARE SHARING THEIR LATEST ADVENTURES.

DR. BRANWINE: "I CHAPS AS SO MUCH I DEVELOPED MANY OF PROMPEOPLE'S POWERS IN MY LAB. NOW IT IS TIME TO GIVE THE TEAM SOME NEW AIDS. I HAVE JUST COMPLETED THESE NEW AIDS SHOULD MAKE LIFE BETTER. AND PUT US WAY AHEAD OF ALL COMPETITION AND THE HEDGERS!"

BEEF BEEP: "MY NEW WEAPON."

X-RAY SPECS

AND MY NEW ATOMIC PLASMA GUN.

WELL THERE YOU ARE GUYS THERE ONE OF EACH FOR EVERYONE! THESE NEW POWERS WILL MAKE US INDIVIDUALS. HITS WE WANT AND HIT WE'RE GOING GET!

IT'S TIME YOU MET ONE OF PROMPEOPLE'S BEST FRIENDS TOMMY TOMMY

THEY ARE

PP

ALBUM REVIEWS

Top 10

ROYAL PHILHARMONIC ORCHESTRA: Hooked On Classics (K-tel NE 1146)

Prod: Jeff Jarrett/Don Reedman
The potential for this album has already been spectacularly demonstrated by the 'Hooked On Classics' single and with K-tel's marketing muscle behind it, a prominent chart position is assured right through the buying season. First and foremost it is a fun album, with Bach, Tchaikovsky, Mozart, and a clutch of composers coming in for the up-beat treatment. The RPO plays beautifully and Barry Griffiths' solo violin contributions are quite dazzling. But the real star is arranger Louis Clark who has seamlessly patched together extracts from no less than 106 familiar themes.

Top 40

THE SHADOWS: Hits Right Up Your Street (Polydor POLD 5046)
Prod: Shadows

In their maturity the Shadows seem to have settled into a cosy niche of slick MOR instrumentalists designed to relax rather than stimulate the listener's attention. Of course, they have a tradition to maintain and are surely delivering the sounds their enduringly faithful public will expect with this collection of hits old and new which allow Hank Marvin to indulge the full, warm range of his varying styles of lead playing. All the repertoire is familiar and will be duly exposed on their marathon Autumn tour of the country.

Top 60

BOB SEGER'S SILVER BULLET BAND: Nine Tonight (Capitol ESTSP 23)

Bob Seger's stunning concerts at Wembley Pool last November will still be prominent in the memories of the 50,000 or so fans fortunate to see the contemporary king of rock 'n' roll. Which augers well for the sales potential of this live 2LP, recorded last year in Detroit and Boston and covering pretty well the same ground as his London shows. A flaming version of 'Hollywood Nights' heads a reprise of most of his classics, among them 'Fire Down Below', 'Night Moves', 'We've Got Tonight' and 'Feel Like A Number'. Marvellous stuff.

ANGELIC UPSTARTS: Live (Zonophone ZEM 102) **Prod:** Angelic upstarts
No less than 15 tracks recorded live as

Top 60

JOHNNY MATTHIS: Celebration (The Anniversary Album) (CBS 10028)

Not a definitive Greatest Hits collection but rather a set of quality ballads including more recent successes such

recently as June and a free four-track flexidisc; nobody can accuse the Upstarts of being mean. The live numbers have largely been heard before with tracks like 'Last Night Another Soldier' and 'I'm An Upstart' but the addition of saxophone is welcome. Menzi reads his poetry in a strong North Eastern accent and incites the crowd to 'Rock Around Russia' with 'Guns For The Afghan Rebels'. Perhaps the most interesting feature is a version of Cliff's 'The Young Ones' - they do it to what the RAF did to Dresden - quickly followed by cover of 'White Riot' which outlashes The Clash.

CRUSADERS: Standing Tall (MCA MCF 3122) **Prod:** Wilton Felder/Six Hooper/Joel Sample

It goes without saying that a new Crusaders album is excellent. The trio's intuitive feel for a jazzy funk is not diminished, despite a change in recording venue to Nashville and the addition of one Joe Cocker on vocals for a strong ballad 'I'm So Glad I'm Standing Here Today' and the danceable 'This Old World's Too Funky For Me.' If anything Wilton Felder's saxophone cooler than ever. Meanwhile the band has been playing much-publicised UK concerts with B. B. King for a 1982 live album, so the Crusaders media profile is high at the moment.

Best of the rest

THE HEEBEEGEEBES: Never Mind The Originals, Here's The HeeBeeGeeBees, 439 Golden Greats (Original TWITS 101) **Prod:** Martin Lawrence

Rock 'n' roll and the business that surrounds it often seems ripe for intelligent send-up, but few attempt it, and even fewer succeed in more than raising the most elementary of belly laughs. Luckily the HeeBeeGeeBees are blessed with an acute eye for a trend or a pretence plus the ability to slice them with a rapier rather than bludgeone them to death with the 16-ton weight. This the Beagles (Eagles) 'Dead Cicada', David Bowow (Bowie) 'Quiet Ahead of My Time' and the whole 'Bird of Peace' for a festival with Neil Dunge, Bob Vylan and the Bland plus guests have both genuinely funny lyrics and extremely accurate pastiches of the styles they are mocking - courtesy of parts of Sad Cafe among others. Inevitably some jibes do not come off. The Nilsson, Jacksons and Abba attempts are close but not quite in the pocket. But as a package it is better than anything that has gone before and should do well in the run-up to Christmas.

as 'Too Much Too Little Too Late' and 'When A Child Is Born'. Two earlier hits in 'Misty' and 'Chances Are' are featured but the onus is on mood-evoking love songs which the artist says have given him particular pleasure over the years. Ad-rsited on TV, this album seems set to make some kind of showing in the Top 60.

JAPAN: Assemblage (Hansa/Ariola HANLP 1) **Prod:** Various

Stickered as 'The Very Best Of Japan' which should annoy the band and Virgin, which is currently releasing material every bit as good, this is a compilation of admittedly excellent tracks from the band's Hansa period, 1978-80, including the superb 'Life In Tokyo' which has never been available on an album before. That track was the only Giorgio Moroder production and material such as 'Quiet Life' and 'Adolescent Sex' contrasts with a sound which is much warmer. Japan were ahead of their time in some ways but this album does not represent a consistent style of performance and some tracks only hint at the quality to come. Other good tracks are 'European Son' and 'Smoking Robinson's 1 Second That Emotion'.

HEAVEN 17: Penthouse and Pavement (BEE/Virgin V2208) **Prod:** British Electric Foundation

The vocal wing of BEF has proved itself quite capable of taking the charts by storm with such great dance numbers as 'We Don't Need This' Fascist Groove Thing' and 'Ten To Two', both of which are included on this debut album. Heaven 17 is one result of the Human League split and Ian Craig and Martyn Ware are doing just as well as the team they left behind. Each track has an individual quality of its own with 'Geisha Boys & Temple Girls' and 'Let's Make A Bomb' particularly catching the ear. Comes complete with lyrics and a list of Human League and BEF material available.

ALTERED IMAGES: Happy Birthday (Epic 84893) **Prod:** Steve Severin/Martin Rushent

Glasgow band Altered Images have created one of the finest pop songs of the year with the title track of this album (produced by Rushent) but there is even more to them than that. Banished Steve Severin has given them a throbbing, powerful sound with twin guitar sounds floating hook lines in such a way that you can't help but like the band. They must be the most commercial band that John Peel has championed in a long time and still there is an added dimension. In Clare (surnames are frowned upon) they have one of the most distinctive vocalists for many a moon and her soft but strident voice makes for a fascinating, rich debut.

JOHN MARTYN: Glorious Fool (WEA K 99178) **Prod:** Phil Collins

Cult hero John Martyn is helped by Eric Clapton, Phil Collins and Dick Cuthell of the Specials on his latest album but the 11 tracks are unmistakably his. This is a fusion of African rhythm, jazz and Lindo rock as powerful and impressive as Ani Mitchell's Mingus style with Alan Thomson's bass throbbing menacingly throughout. Martyn prefers to use his voice as an additional instrument and even the single 'Please Fall In Love With Me' is as far from the traditional happy little pop song as you could get. However, Martyn has built up a large following in his 14 years and success is assured.

MISTY IN ROOTS: Wise And Foolish (People Unite PU 101 ALB)

South-al-based roots reggae band Misty In Roots already have one of the most successful examples of the genre under their belts and this second album is sure to follow suit. The group's 11 members provide a sound which is at the same time complex in its use of layered rhythm and yet sounds deceptively simple. The saxophone playing of Godson Bedau adds the cream to an already satisfying sound and the overall effect is top quality music, not matter what the style of performance. *Wise And Foolish* has been conceived as a whole and its eight tracks are equal in impact and entertainment value.

ROSE TATTOO: Assault & Battery (Carrere CAL 127) **Prod:** Vanda/Young

About as subtle as a JCB Rose Tattoo thrash their way through a set of old fashioned bogue numbers with relentless enthusiasm. This, the second album, was recorded in Australia and will no doubt be greeted with some success by headbangers of many nations. The producers have achieved a uniformly flat sound and this is for HM fans only.

THE CHIFFONS: Everything You Ever Wanted To Hear But Couldn't Get (Laurie/RCA LRSPL 1001) **Prod:** Bright Tunes

One of the great girl harmony groups of the 1960s The Chiffons created such masterpieces as 'He's So Fine', 'One Fine Day' and 'Sweet Talkin' Guy'. For this collection two tracks which the group recorded as The Four Pennies have been included and 'When The Boy's Happy (The Girl's Happy Too)' is one of the brightest tracks on the album. The Chiffons have a timeless appeal as can be seen by 'Sweet Talkin' Guy' scoring UK chart success between the 60s and 70s.

BOYS OF THE LOUGH: In The Tradition (Topic 12TS422) **Prod:** Boys Of The Lough

One of the top folk groups in the country BOTL combine Irish, Scottish and Northumbrian traditions to create a first class collection of instrumentals and songs. Unlike several contemporaries who insist on serving a fairly heavy diet of jigs and reels BOTL intersperse the dance music with airs and songs like 'Lord Gregory' which Cathal McConnell delivers with a fluent, sensitive skill. The band undertakes a major tour later this year and sales will be high by folk standards.

DYNASTY: The Second Adventure (Solar/WEA K52306) **Prod:** Leon Sylvers 111

Now a five piece with the addition of Sylvers and William Shelby to vocalists Linda Carrere and Nidra Beard and keyboard player Kevin Spencer. RCA put considerable effort into breaking this act when it had the Solar contract and it will be interesting to see if WEA has better luck. The music is sophisticated and pleasant but there are no particularly strong single tracks so it looks likely that Dynasty will spend more time in the ranks of disco-only acts.

New Singles

The Record Business Singles Marketing Guide
 * Social tag (White/Special Vinyl) * 6-8 (Uncommented Mail Price)

Distributor Guide

- = Reggae Specialists
- * = Indie Specialists
- * = One-Stop

ACT LIKE A TWENTY (Precession Horns) **A** 01-640 3344
 AFTERNOON DELIGHTS (GENERIC) HOPF-TALE Group/Pop/Instrumental (MCA)
 ALKALOID BRINGS ON BACK THE GOOD TIMES (MCA) **A** 01-278 941
 ALLMAY BROTHERS BEING STRAIGHT FROM THE HEART/Leaving (Arista)
 ANNY ANNY LET'S GO! (MCA) **A** 01-640 3344
 ASSOCIATES A/Week 1 - Source: Back (Fiction)

■ HRS 701
 C A
 ■ HRS 702
 F A
 ■ HRS 703
 F A
 ■ HRS 704
 F A

S
 C
 F
 A
 F
 F

BAD MANNERS WALKING IN THE SUNSHINE/Here of the World (Magnet)
 BABARAKANA A/E A/MRANA/Organic (Drum)
 BARRY SHAW & SANDRA WHITE/Girl on My Mind (Revolver)
 BEY SEES HE'S LAMIN'S A Lie (Instrumental)/He's A Lie (Disc/Mat) (RSD) (12" only)
 BO GOLF SURPRISE SURPRISE/Time My Away (Revue)
 BILL WELSON LIVING IN MY LANGUAGES/Of The Line In The Abstract/Ship (MCA)
 BILLY FURY/HALFWAY TO PARADISE/Cops My Heart (Revue)
 BILLIE JOEL NIGHTS FEEL LIKE LONG LANGUAGES/Conversations (Cherry/GD)
 BLUE 200 LOVE LIVES IN STRANGE WAYS/Clamson Wives (Magnet)
 BOB MARLEY REGGAE ON BROADWAY/Down The Way (RCA)
 B.O. & G. BAND/LIT CUT YOU LOOSE/Sheets (Capitol)

■ MAG 205
 F A
 ■ MAG 206
 F A
 ■ MAG 207
 F A
 ■ MAG 208
 F A
 ■ MAG 209
 F A

F
 F
 F
 F
 F
 F
 F
 F
 F

CAPRICE LOVE LETTERS III (Geffen/Bonus)
 CAROLINA HURRA HURRA 2001 Guit/Octava/Mus (Epic)
 CARLA MICHLINE BRINGS ON BACK THE GOOD TIMES/Many Go Round (Runeawa)
 CAROLINE APPICE & THE ROCKERS/BE MY BABY/Leave it Up To You (Ivory)
 CAT STEVENS MATTHEW AND SON/Granny (Capitol)
 CHRISTOPHER CROSS ARTISTS/THESE BEST THAT YOU CAN DO/Mashed Grogue (Kinnon Bisc)
 CHROM-GEM FLYING SAMBOI (Step Forward)
 CITY BOY COVERS/Go (The Newmarket/Vertigo)

■ SP 19
 F A
 ■ SP 19
 F A
 ■ SP 19
 F A
 ■ SP 19
 F A

F
 F
 F
 F
 F
 F

DAVE BARRY THE CRYING GAME/Don't Drink No Lg (Cherry)
 DAVE BERGSON LYING ON THE FLOOR/Lets Die That A Litter (Upper Class)
 DAVE SCOTT BILLING ALONG/Rock Rock And Rats (Revue)
 DAVE ROWE LONDON BOYS/Tu Tuesday (Epic)
 DEBBIE HARRY JAY WAS MOVING/Sure/You Sill/Before (Extended version) (Chrysalis)
 DICK STRAINS/TUNNEL OF LOVE/My Heart (Epic)
 DONNA HENDERSON SWEET GIRL/You Say (Sire)
 DRAGON BROTHERS DANCE LITTLE BIRD/Redwood Heat (Phonix)
 DRAMA/TI AM I LIVES FOREVER/For My Reference (Phonix)
 DUKES MYSTERY GIRL/Any Simple Heart (RCA)

■ F1509
 F A
 ■ CP5 2
 F A
 ■ F1503
 F A
 ■ CHS 2554
 F A
 ■ MG52 3
 F A
 ■ SG 002
 F A
 ■ PC 1
 F A
 ■ GUA 800
 F A
 ■ K1887
 F A

F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F

ERIC MERCURY DANCE A/CAT SOMETHING/Include Me Out (Capitol)
 EUGENE PAUL BRING IT ON HOME/RAY MONDO/Great Precession (Epic)
 FONGSIE JAY KID HERO/Do You Move (Atlantic)
 FOUR TOPS WHEN SHE SAYS I'M COMING/Time to Remember (Columbia)
 FRANK LEE (AKA HIKI SAM)/Bongomung (Globe)

■ K1169
 W A
 ■ CAN 1005
 F A
 ■ Z3J 300
 F A
 ■ K1169
 W A
 ■ CAN 1005
 F A

F
 F
 F
 F
 F
 F
 F

GARY GLITTER AND SHE SICKED ME/No One Love (Bell)
 GARY U.S. BONDS IT'S ONLY LOVE/This Line Gt (Epic America)
 GREEN LANE YOU TOO/MEET ME/You Too (Epic)
 GREGORY ISAACS PERMANENT LOVER/Version/Substitute (12" only) (PFE)
 GYMNASTOLOGISTS THE RED PULL/Over the Fence (Orchestra)

■ BELL 149
 F A
 ■ EA 128
 F A
 ■ PFE 2012
 F A
 ■ B. 2
 H A

F
 F
 F
 F
 F
 F
 F

HALL O' GONNARD HANGING AROUND/No One For You (German version) (Akon)
 HEATHER FANELL CRYING (Phonix)
 HOLLOWWOOD FOLLIES BEYOND THE BLUE HORIZON/Gods (Epic)
 HOLT AXTON SATTLE OF NEW ORLEANS/Everyone's Going On The Road (Revue) (A Star) (Jung)
 HONBLE PE NATIONAL BORN BOOGIE/Alabama (Jung)
 HUSK 2001 BUNNY/THE BOUNCES (D) A

■ K9N 3022
 M A
 ■ BCC 348
 M A
 ■ BR 105
 M A
 ■ HKS 302
 M A
 ■ HKS 310
 M A

F
 F
 F
 F
 F
 F
 F

KEVIN CITY OMT/BE BACCY SINCE/BENDOMIN/The Mood (Akon)
 JEFF WAYNE HOSSELL COMANON AND THE HEND RAY/DON'T DANCE (Jung)
 JOHNNY TORRES/DO I BELIEVE I'M FROM THE FUTURE/You're My Ready (KID)
 JESSIE RAE DESIRE/Southern Nights
 JOHN CAMEL AND THE LANGHAME/We Wrote Night (MCA)
 JOHNNY & THE BEGGINERS/BEATNIK FLY/Red Hot Rock/Dance-Toronto/Rocking Goo (Epic)
 JUDY NEWTON SHOT FULL OF LOVE/The Sweetest Thing (I've Ever Known) (Capitol)
 KNOX SULLIVAN FROM THE BEGINNING/Dance A Mood (Jung)
 KUNNY BOUNCY/BUNNY/THE BOUNCES (D) A

■ CES 4190
 C A
 ■ HRP 1039
 C A
 ■ TIC 7
 C A
 ■ MCA 703
 C A
 ■ F1308
 C A
 ■ D 217
 C A
 ■ CES 4162
 C A
 ■ D.T.A. 001
 C A

F
 F
 F
 F
 F
 F
 F
 F
 F

KID CREOLE & THE COCONUTS LIT MUSIC/MUSICA Americana (IZ)
 E.L.D. HOT BACK AND SWEET/When the Physical Starts
 LANDSCAPE EUROPEAN MAN/The Mechanical Bride (RCA)
 LENA ZAROVNIK SOMEWHERE SOUTH OF OGDONON/We Things/Mat A Lot (Present)
 LEONARD/PIEDMONT WOODOLY OLD MADONNA/The Vices (Vocal)
 LONDON SALON ORCHESTRA CLASSICAL POP/POUR VOL. II (BB)
 LONDON SALON ORCHESTRA CLASSICAL POP/POUR VOL. III (BB)
 LOW NOISE JUNGLE/ENCIPHERAL (Jung)

■ WLP 4719
 F A
 ■ SHACK 126
 F A
 ■ EMT 1
 F A

F
 F
 F
 F
 F
 F
 F
 F

MICKY GILLEY YOU DON'T KNOW ME/Just Be Aquaint (Jung)
 MOTOWN TEMPTATION/People (Epic)
 MYSTIC HARMONY PHONE ENCLIP/BAW-LINE (SS)
 MICKY HARRIS STAYS GO TO THE GOVERN
 NUT THE NEW GLOCK NEWS I LIKE TRICKING/Sizee Dub (BBC)
 OAK RIDGE BOYS FREEDY/FREEDY Long Has It Been (MCA)
 OLIVIA NEWTON-JOHNS PHYSICAL/The Promise (The Dolphin Song) (EMI)
 OUTRIGGER/OUTRIGGER/EVEN BEEN IN LOVE/One Touch (Mani Devotion) (Arista/MCA)

■ EPV 4167
 C A
 ■ BUK 14
 C A
 ■ WJ 4
 C A
 ■ R 1
 C A
 ■ RESL 102
 C A
 ■ MCA 747
 C A
 ■ EMT 5234
 C A
 ■ HAN 574
 C A

F
 F
 F
 F
 F
 F
 F
 F
 F

PETER K CONTELY/PHYSICAL/Robustly, Cauntily, Hittily (Motley) (Double A) (Young Blood)
 RANNOH WOULD BE THE MATCH/Once Feeling (RCA)
 RAY PARKER JR. & RAYNO THAT OLD SONG/Let It Be (Ray) You Got Down A Woman Needs Love (12" only) (Arista)
 REAL PRICE DANCING IN THE CUP/It's My Rain Let Her Drive (MCA)
 ROCKY SHARPE & THE REPLAYS/COME ON LET'S GO/Praise Don't Say Goodbye (Cash/Crow)
 ROBERTO SORRENTI/Remember (Arista)
 ROTT & SPROUTIN WEDDING/HIGH SCHOOL Dropout (Decca)
 SANNY NAGAR HAVY METAL/Sanded (Epic)
 SHARON THE SENSITIVE/AND ANOTHER EGYPT (Epic)
 SATIARIC RITTS LIVE TO ROCK/And Run (Phonix/MCA)
 SHOCKTOPPERS BE THE DISCO SOUND/OF MUSIC/The Sound Of Dream (Whiptron)
 SMALL FACES (ZY SONG)/You've Always Been Immediate
 SMALL FACES SHA-LA-LA-LA-LIVE/Whitney Goo Do About U/No Dipping (Cherry)

■ WLP 4719
 F A
 ■ SHACK 126
 F A
 ■ EMT 1
 F A

F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F

STIVE PROHMLZ & WILLS WELSON/TORONTO'S GONG-STEVEN FROMHOLZ/IT STAY TO BE CRAZY (Young Blood)
 STEVE HACKETT PHOENIX WILLIAMS/From Second Chance (Chrysalis)
 STEVE ALL STARS YOU TELL ME I'VE NEVER BEEN IN LOVE/One Touch (Mani Devotion) (Arista/MCA)
 STU STEVENS REMEMBER ME AT SUNNYSIDE/More World Away (Young Blood)
 SUGAR BERRY NEVER MY LONGS/Always (Young Blood)
 S. 27/NET LIGHT CH ALL/MOUND/Up to All Around (Instrumental) (BBC)
 TAKE DON'T WALK AWAY/Sheets/hammer On (Kamelago)
 THOMPSON PREDATOR I BELIEVE I'VE PRETTED/Version (Arista)
 TOM VERLANE AWAY FROM HOME (Phonix/BBC)
 TOMMY & THE MANTALS BEAUTIFUL WOMAN/Version/Show The Way (12" only) (12" only) (Arista)
 TOPGUN TELS/Change From (Arista)
 TOTAL PRINCE IN THE MOUNTAINS/Short Adult (Satan)
 T. LIFE/SUNSHINE/NO MORE/NO MORE (Arista)
 UZ/DO/DO/DO (Island)

■ MCA 747
 C A
 ■ EMT 5234
 C A
 ■ HAN 574
 C A
 ■ WJ 4
 C A
 ■ R 1
 C A
 ■ RESL 102
 C A
 ■ MCA 121
 C A
 ■ ARS 12147
 C A
 ■ CHS 153
 C A
 ■ MMS 1452
 C A
 ■ F1302
 C A
 ■ EPC 41600
 C A
 ■ CES 41556
 C A
 ■ HEAVY 8
 C A
 ■ WSP 105
 C A
 ■ HSP 105
 C A
 ■ F1327
 C A
 ■ HSP 105
 C A

F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F

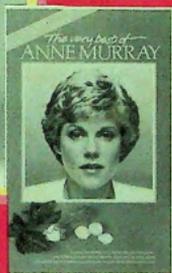
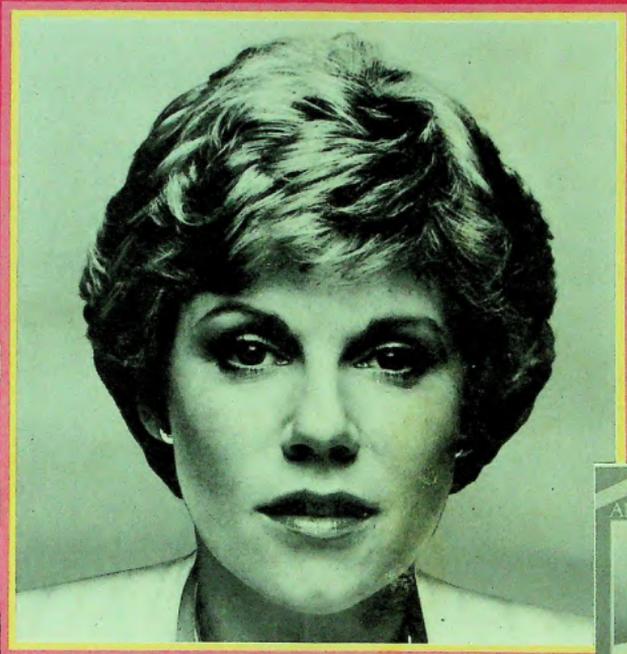
VALDUIS ARISTA FUNKERS/MADASCAR/Arab/Not Tonight/SPACERS/Song for Jersey
 PRATT/ROCK/Starline/Noisy/Dave VALENTIN/Pre Play (Arista)
 VARNICE TROY/Drive (BB)
 VITAL DISORDERS BANGERS/TOUCH TIMES/VI/The Seachol (Island/Instrumental)
 WARDERS THE DICKENS SONG/Hill of The Mountain King (NAR)
 WALKING AWAY FROM THE SUN (Phonix)
 WHAT THINGS BY THE CREATURES MADE UP/SCREAMERS/Unreal But Not True (Island)
 WILLY GARDNER/NO MORE/NO MORE (Arista)
 YOUNG & MOODY BAND DON'T DO THAT/How Can I Help You Tonight (Epic)

■ WJ 4
 C A
 ■ IN 4
 C A
 ■ IN 4
 C A
 ■ BRS 130
 C A
 ■ WJ 4
 C A

F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F
 F

CAPITOL RECORDS ARE PLEASED TO ANNOUNCE THE RELEASE OF

The very best of
ANNE MURRAY



ALSO AVAILABLE
ON CASSETTE

AN ALBUM OF 16 BEAUTIFUL SONGS

SNOWBIRD • DANNY'S SONG • A BROKEN HEARTED ME
I JUST FALL IN LOVE AGAIN • YOU WON'T SEE ME • SHADOWS IN THE MOONLIGHT
A LOVE SONG • WHERE DO YOU GO WHEN YOU DREAM • YOU NEEDED ME
DAYDREAM BELIEVER • COULD I HAVE THIS DANCE • COTTON JENNY
I'M HAPPY JUST TO DANCE WITH YOU
TENNESSEE WALTZ • DESTINY
PLUS HER CURRENT SINGLE ANOTHER SLEEPLESS NIGHT

Massive TV Campaign

40 and 20 sec Commercials

PHASE 1

ATV and Trident 23 September for 3 weeks

Full colour in-store poster Plus Additional track-listing display
Full colour 3 dimensional window displays

ALBUM EMTV 31
CASSETTE TC/EMTV 31

