

RECORD BUSINESS

INSIDE

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SHORTLY AFTER receiving a vast array of precious metal to mark gold, silver and platinum sales of 'Knock On Wood' and her *Amii Stewart* album, Amii Stewart heard she was to star in the forthcoming *Royal Variety Show*. With her (above) are Peter and Trudy Meisel of Hansa Productions making the presentation at Hansa's recent London sales convention.

Phonogram plans price & margin changes for '80

PHONOGRAM IS preparing for a year of uncomplicated survival by raising its retail prices to £5.65 for its top album line and £1.15 for singles, from November 19.

"We are undergoing a fundamental change in our industry," managing director Ken Maliphant told sales conference delegates at Bournemouth last Thursday. "Not only must Phonogram recognise it, but anticipate its implications and adapt its policies and organisation to suit."

To coincide, the company is forging a trading policy based on 'creative flexibility', and January 1980 will see the start

of a new flexible dealer and product orientated margin system 'to take account of and avoid the pitfalls of the current rigid structure' in line with the sales convention theme: "The challenge of the 80s".

However, the details of this new scheme are yet to be finalised, and will be announced via a 'live' video link-up to major cities with dealers invited to participate in and discuss the plans.

On the subject of the price increases, marketing director Barry Evans explained: "Phonogram has been totally absorbing considerable cost inflation for some time now, some costs have risen 30-40 percent in the last six months. The company has reluctantly decided some proportion of these inflated costs will be incorporated into the price structure."

Standard pop LP prices will increase from £4.65 to £4.99 and deluxe albums from £5.30 to £5.65 with current cassette price differentials being retained. Singles move from £1.05 to £1.15 rrp.

Evans stressed that the merger of Phonogram's and Polydor's sales teams need not result in both companies adopting the same margin and pricing policies in order to maintain a fair and flexible response to changing market conditions.

He also announced the formation of a 'one-to-one' dealer liaison scheme involving the company's marketing and promotion staff getting into regular communication with a group of dealers drawn from a wide area to provide immediate feedback on campaigns and dealer requirements.

Latest product from Kool and the Gang and Village People - a double album - was presented along with an imaginative classics supplement.

RB Disco Forum!

FOLLOWING THE success of last year's debut *Disco Forum*, *Record Business* has scheduled a second event which will take place on Sunday November 11 at the Venue in London's Victoria.

The Forum, which will also include the *Record Business* Disco Awards, will follow much the same format as last year's, with a strong line-up of speakers plus top new up-and-coming funk band TCOJ providing the entertainment.

Disco pundits like Chris Hill, Theo Loyla, Greg Lynn, John Waller and Tilly Rutherford will be talking about such topics as the future of disco, the role of the Disc Jockey Federation and the pros and cons of American-style mixing before an audience of more than 300 regional jocks from all over the country.

The event will run from midday through to around 9pm and will be priced at £11 for the whole day, including lunch and dinner. Applications to: Forum co-ordinator, *Record Business*, 1st Floor, 13 Langley Street, London WC2H 9JG, before November 2.

Future in doubt for RWA and Liverpool dealer body

THE FAILURE of recent negotiations with manufacturers has thrown into doubt the future of two vociferous industry pressure groups - the Merseyside Dealers Committee and the Record Wholesalers Association.

Following its failure to win any concessions from Polydor over its reduced dealer margins during a meeting with deputy managing director, Tom Parkinson, the six-week product boycott organised by the Merseyside Dealers Committee now looks to be at an end.

In future it seems the committee will operate on an informal basis - if at all.

Despite the "strike", Parkinson made it clear that Polydor was not prepared to restore the margin and the outcome of the meeting was that there would be at least a partial return to trading with the company.

Committee chairman, Mike Davison, commented afterwards: "I am not convinced that regional committees can

really achieve anything. A London-based representative to deal with the manufacturers is needed." He added that some committee members might continue to meet from time to time to discuss mutual problems.

As for the Record Wholesalers Association, its failure to reach any concrete agreement with manufacturers in the current non-EEC imports dispute has seriously undermined its credibility.

Paul Feldman, of Simons Records - one of the founding members of the Association, told *Record Business* last week: "There doesn't seem to be any need for the Association anymore. We have gone as far as we can."

Official RWA spokesman, Mike Campbell, of Charmdale, claimed that the Association has not been disbanded. However he admitted that Charmdale has completely withdrawn its support as "no definite conclusion has emerged from talks with record companies".

Philips - Sony video deal

BRITAIN'S FIRST videodisc manufacturing facility is being installed at Philips Mullard factory in Blackburn. Pilot production is expected to be underway by the second half of next year in preparation for the UK launch of the videodisc in 1981.

"This will operate as a trade house for all UK software producers," said a Philips spokesman. "The interest is enormous and the software people are beating a path to our door. We had

©Turn to Page 2

NO WAVE II

PROPAGANDA
CONTAINS LIVE TRACKS BY
THE JACKSON SQUEEZE
RARELY UNAVAILABLE MATERIAL BY
BOBBY HENRY THE SECRET...AND MORE



Fawly Towers album due from BBC Records

AFTER NEGOTIATIONS lasting nearly two years, BBC Records has secured agreement to release the first LP from the much admired *Fawly Towers* tv series. It will be released on November 9 and features the 'Hotel Inspectors' sequence from the first series and 'Theft' from this year's shows.

"John Cleese felt that *Fawly Towers'* appeal was mainly visual and was doubtful if the humour would be lost on an LP. However, we are very pleased that he finally agreed," said Alan Bilyard, head of BBC Records. Cleese will be donating his royalties to Amnesty International.

Other BBC pre-Christmas releases include *Fun Ai One* which features excerpts from Paul Burnett's Radio-1 show. Since the album includes cuts from non-BBC contracted artists, clearances from 12 companies were necessary before it could be put together. Two other compilation albums are *More Hits*

• Videoclip — from Page 1

hoped to find a manufacturing partner, but this has not materialised and we have decided to set the ball rolling ourselves." Manufacture of the VLP follows the same basic principals as used in making an audio disc. Mastering and stamping techniques are similar, but production of the finished article requires rather more delicate treatment than is needed to make an LP.

Videoclip players will be manufactured in Belgium, where they are currently being produced for the American market.

An important development towards introducing so much needed standardisation into the field of video recording and optically read recordings using a laser instead of a stylus was announced last week. Philips and the giant Japanese corporation Sony have agreed to a free exchange of patents in a number of areas, among them audio and video.

According to the Philips spokesman the principal aim of the agreement was to "achieve compatibility in the next generation of laser-read digital discs."

Sony has been developing a VLP player which is compatible with the Philips system and the Dutch company has already concluded patent exchange agreements with Pioneer, Sharp, Grundig and IBM, which is engaged in a joint-venture project with MCA, Philips American software partner.

The deal with Sony could also bring about some standardisation of video tape systems in Europe where five, including Sony's Betamax and two from Philips, have been available.

Have you Heard about Billy and Charlie?

From *Radio-1*, a 2 LP spanning a decade of hits, and a *Top Of The Pops* album celebrating the programme's 15th anniversary.

The label's release schedule also features a souvenir album based on the prestigious *Magic Of The Dance* series, presented by Dame Margot Fonteyn, and due for a six-week BBC-2 run in November with music by the Royal Opera House Orchestra. There will be a sixth volume of *Goon Show Classics*, a modern dance instruction record *Step This Way* presented by Peggy Spencer, the *Bumper Fun Album For Children*, with games, stories and music, and the late Norrie Paramor's last album entitled *Thank You For The Music*.

CBS clinches Stiff's P&D

CBS IS to press and distribute Stiff Records with immediate effect, following the independent's recently-revealed sales agreement with Virgin. The news means that dealers will receive records sold in by the Virgin team from the same distributor, rather than from both EMI and Island, as was the case under the old arrangement.

The distribution switch coincides with a burst of activity from Stiff. Recently-signed Madness release their first Stiff single and album on Friday. Both are entitled 'One Step Beyond,' with 7 and 12-inch versions of the 45 available coupled with tracks not available on the LP. The 12-inch carries the new catalogue number (BUYIT 56).

The album (SEEZ 17) is issued in a 10,000 limited edition at the special price of £3.99, after which it reverts to the normal £4.78. The whole is supported by double page spreads in the consumer press and 200 window displays plus posters, leaflets, stickers, badges 200 'stand-up' logos and 50 giant band cut-outs.

After the Madness product come sing-

Split deal for star duet 45

IN A unique one-off deal, CBS Records and Casablanca are to "share" the forthcoming single by Donna Summer and Barbra Streisand titled 'No More Tears (Enough Is Enough)'.

Pye Records, through its licensing deal with Casablanca, will be handling the 7-inch version of the single which is released on OCTOBER 18. CBS Records is to release a 12-inch version of the disc on October 26. In America the situation is being reversed.

With albums scheduled from both artists, the unprecedented deal for dual release was negotiated in the US. Pye Records the Donna Summer LP *On The Radio—Greatest Hits Vol 1 & 2* including GTO material on October 26. CBS will be putting on the Streisand LP *Wa* on November 2, backed by one of the company's heaviest Autumn marketing campaigns. The single is featured on both albums.

CBS marketing director, Peter



CHARISMA RECORDS sign Los Angeles band Vivabate to a five year worldwide contract — the company's first direct US signing. First release from the act will be a single titled 'Man From China' (CB 346). Pictured with the band are (far left) David Hitchcock, Charisma head of A&R, and (right and far right) Tony Stratton-Smith, Charisma chairman.

les from new signings The Duplicates, 'I Want To Make You Very Happy' (BUY 54), 'Out Of Luck' by Canadian band The Pointed Sticks (BUY 59) or BUYIT 59 for the 2,000 12-inch pressings. November 2 sees release of Michael O'Brien's 'Germany' (BUY 58) shipped in an unlimited price tag.

Lene Lovich's 'Bird Song' single remains with EMI distribution. All current Stiff product should be available through CBS by the weekend.

Commented Stiff supremo Dave Robinson: "The organisation of any large bureaucracy is very much like a septic tank — the really large chunks always rise to the top."

CBS managing director David Beteridge replied: "This is a black day for CBS. The devil would not have done such a deal unless he was drunk."

Concluded Stiff general managers Paul Conroy and Alan Cawdroy: "We are pleased to renew Stiff's association with David Beteridge which started during this time with Island. We look forward to a long and happy struggle."

Robinson, said: "I admit that this is a very unusual arrangement. It was negotiated in the US and we are sure that the single will stimulate sales of the Streisand LP." He added that the CBS 12-inch single would be "freely available — initially".

THE DEATH occurred last week of veteran music publisher Jack Welch (72). During a 50-year career in publishing Heath worked for many companies including Campbell Connelly, Boosey & Hawkes, Good Music and Sunbury Music.

He was the father of Geoffrey and Andrew Heath. His funeral takes place tomorrow (16th) at noon at Randall's Park Crematorium, Leatherhead.

Virgin says 'review of returns in '80'

VIRGIN RECORDS — one of just two leading companies still to bow to dealer pressure for five per cent returns — is due to make a major announcement on the subject in the new year.

Until then the system stays as it is, according to managing director Simon Draper, replying to retail enquiries this week. "From time to time dealers have asked us to consider a returns system and we have had prolonged discussions about it," Draper told RB.

"We sometimes arrange special sale-or-exchange deals for certain releases, and we certainly don't want dealers to be stuck with our product on their shelves.

As far as we are concerned, any kind of returns allowance would be to encourage dealers to be more adventurous and take risks on records we want to break.

"We will almost certainly make a statement on the subject in the new year."

Unlike EMI, which offered a 36 per cent dealer margin before it introduced a returns privilege, Virgin operates under the CBS terms of trade with a 33 per cent mark-up. CBS, of course, does operate a returns allowance.

Commented Draper: "At a time when trp is increasingly meaningless, we deal with the trade on trade terms and leave it to them to set a price."

MCPs issues writs

THE MCPs has taken out High Court writs against the retail chain Harlequin Records, and Manchester-based dealer Robinson's Records alleging failure to fix MCPs stamps on imported product.

An injunction was granted against Harlequin on October 5 by Mr Justice Dillon preventing the chain from selling any imported product without MCPs stamps. The MCPs is now seeking "substantial" damages from Harlequin. Negotiations have already begun between the two parties.

The MCPs allegations involve six different LP titles all imported from the US or Canada including Kate Bush, Rod Stewart and 10CC product.

The MCPs High Court writ against Robinson's Records was adjourned last Tuesday following an application by the record retailer/wholesaler.

Top EMI changes

EMI HAS announced three top level personnel moves this week. General manager of EMI GRD & department Brian Shepherd (32) and Nick Payne (33) EMI Records financial controller have been appointed to the board of EMI Records (UK).

Jim Howell has been made marketing manager for the company's LRD reporting to general manager Mike Harvey. Reporting to Howell will be label managers Martyr Barber, Bob Fisher, Paul Minnett and Dave Rose who are between himself and the board for American RAK.

MULLINGS

FIRST THE good news – the BPI has been discussing the possibility of drawing up a code of conduct to govern members promotional activities in the chart shops; now the bad news – at a recent meeting nobody could at all workable . . . could a closer liaison between **Logo** and **RCA** be in the winds? . . . and talking of winds, we hear that a chill breeze from the East blew out **EMI LRD's** plans for a launch party for the **Cobra** label – a booze-up following hard on the heels of those tumbling profits was not thought to be totally tactful. Still, austerity is not reigning supreme – a modest uncorking for **Dr. Hook** at the White House last Friday went ahead as planned. But who needed the publicity the more, we wonder? . . . since **Decca** announced a £5.3 million loss on September 14, its ordinary voting shares have risen by 44 percent according to the *Financial Times*, which also disclosed that **Raeal**, a rumoured bidder for Decca, has just disposed of its shares in Plessey, worth about £7.2 million . . .

ANOTHER FORMER **Brinsley Schwartz** makes his mark in America – chasing **Nick Lowe's** 'Cruel To Be Kind' up the Top 100 is **Ian Gomm**, whose Martin Rushent-produced 'Hold On' gives **Stuff** its first hit single (cd 'Hold On' gives **Stuff** its first hit single Stateside. Here, **Albion** has Gomm on its roster and is reissuing both the single and his *Summer Holiday* Album, now retitled *Gomm With The Wind*, through **Arista** . . . that **Arista-Ariola** deal has now gone through, although **Columbia Pictures'** profit of 4 million dollars on the 50 million dollars transaction was about 3 million dollars less than anticipated . . . our **Majora** spy reports seeing **David Dalton** and **Gay James** lookalikes holidaying there – radio reporters on the same wavelength? . . . **Irene Handl** and **Jane Whitfield** turned out, but to nobody's surprise, **Peter Sellers** didn't show at **LibertyUnited's** reception for his first album in 10 years, **Sellers Market** produced by **Ken 'Bring 'em Back Alive' Barnes**. Sellers, reportedly, contributes 47 different voices to the LP . . . Record Sales sponsoring a Parachute Course in aid of Cancer Research on November 3-4 near Newcastle. The brave with £75 to spare should contact **Richard Jakubowski** . . . the left hand and the right hand department – although **Motown EMI** claimed that **Stevie Wonder's** sleeve note "positive pain" remark was credited to top man **Michael Roshkind**, **Motown International** quick to point out that it refers to **Michael Braun**, producer of *Secret Life of Plants* film and that the American company is proceeding with the perfumed sleeve, despite EMI's discovery that chemically it has self-destruct properties . . .

AFTER PARKING his free-drinkmobile outside several venues, **Island's** strong and silent salesman **John Knowles** received a written reprimand from the organisers of a certain dealer tour – but the Knocker went to Manchester anyway . . . in **Nigel Dempster's** *Daily Mail* diary, **Ariola** managing director **Robin Blanchflower** rated a picture of himself dancing with **Susan George** at a post-show party for the **Three Degrees**, plus a mention that he "bears more than a passing resemblance to crooner **Jack Jones**" . . . but the act's **Albert Hall** marathon was about three degrees too serious, with the massed **Royal Philharmonic Orchestra** handing out a deafening defeat to the girls in the battle with those notorious acoustics . . . until change of ownership from **Solomon & Peres** to **Wynd Up** is completed at the end of the month, **Eddie Webster** remains as the **Glasgow** general manager . . . while writing and dining an **RB** scribe, **Island Press** person **Neil Storey**, who is between flats, had his car window smashed and his entire wardrobe of clothes stolen . . .

CLOSING DATE for *Song For Europe* entries is November 9 . . . **RB Trivia Quiz** boffins intrigued to see newly introduced quiz in *MPA News* – obviously great minds are thinking alike on several questions . . . according to **EMI**, **Capitol Industries** profit in last financial year was around 10 million dollars and not, as reported, 2.4 million dollars – this figure covered all EMI's North American operations, where the scanner has cost the company dear . . . video machines all the rage at **Phonogram** where last year's **Philips model** is available to staff at bargain price . . . **CBS Discopool** publicity blurb on **Michael Jackson**, asks "Can the boy wonder beat the over-aged peroxide **Blondie** to the top?" – cheeky!

RECORD BUSINESS

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BOB DYLAN'S

new single

'Man Gave Names To All The Animals'

'Man Gave Names To All The Animals' and the B side 'When He Returns' are both taken from Bob Dylan's phenomenally successful album 'Slow Train Coming'.



Single: 'Man Gave Names To All The Animals' CBS 7970
Album: 'Slow Train Coming' CBS 86095
Cassette: 40-86095

Order from CBS Order Desk, Tel: 01-960 2155, CBS Distribution Centre, Barby Road, London W10



THE PANEL that guested on Radio London's new *Echoes* show, presented by Stuart Colman, discuss the merits of the various demo tapes played during the programme at a lunch last week. Left to right: Brian Reza, Magnet Records director and head of A&R, Sonie Rae, Stiff Records partner, Stuart Colman and Dave Carter, Radio London.

Merchandising

JET RECORDS is preparing to spend up to £100,000 on new albums from Magnum and Trickster, both of which are out this month at the special low price of £3.49.

Trickster's LP entitled *Back To Zero* was released on October 5 and coincides with a UK tour supporting Boston. Consumer and trade advertisements, 200 window displays nationwide carrying a "price frozen" theme with blocks of ice, and fly posting to back up the release.

Magnum 11 is the Magnum LP out on October 19 packaged in a luxury metal board cover with silver streamers being mailed out to dealers. Silver ingots feature in 200 window displays and the week ending October 19 will see full page advertisements in the rock consumer press with more to follow in the next fortnight. The band is touring with Blue Oyster Cult, posters are being mailed to 1,500 student unions and a national fly-posting campaign will go ahead. During both tours 40,000 leaflets advertising the low price will be distributed.

PHONOGRAM IS re-reading the big guns for new albums from big-selling Boomtown Rats, Dusty Springfield and Gallagher and Lyle.

Released on October 12, Gallagher and Lyle's *Lonely No More* (Mercury 9109628) is backed by consumer rock press advertising including a double page spread *Melody Maker*, while their forthcoming tour will come in for national press advertising starting October 27.

Dusty Springfield's Greatest Hits (Philips 9109629) features 20 British and American chart hits. The campaign includes advertising in the consumer press as well as space in the *Guardian*

Give Two
Lovers
a chance

Ariola & BBC combine for classical lollipop

IN A unique co-production venture, BBC Records and Ariola-Eurodisc have combined to fund a £30,000 recording of a performance of Tchaikovsky's *Sleeping Beauty* by the BBC Symphony Orchestra conducted by Gennadi Rozhdestvensky.

Negotiations to enter into a joint-venture agreement began at Midem 1978 between Alan Blyward, head of BBC Records, and Ariola's executive classical producer Hans Richard Stracke and became firm in Cannes this year.

The recording was made two weeks ago at the BBC's Maida Vale Studios, with Stracke producing, and although the concert was broadcast last week, the LP box-set is not being released until the summer of next year, when the BBC Symphony Orchestra celebrates its 50th anniversary. BBC Records will have rights to the recording in the UK,

Daily Mail and Gay News.

Fine Art of Surfacing by the Boomtown Rats (ENROX 11) is set for October 26 with a 500-store window display barrage booked to coincide. Initial dealer orders secure them a 'rat kit' including promotional material while trade and consumer advertising is currently being organised. The band is mid-way through a national tour.

MCA RECORDS is mounting a major marketing campaign for the November 9 release of Bing Crosby's *20 Golden Greats*. Originally planned to include TV advertising, it will now take in radio advertising on Capital, Piccadilly, BRMB, Clyde, Fifth, Metro and City. Also planned is local and national press advertising and an extensive window display campaign.

All tracks on the album are original recordings made between 1936 and 1951. A single 'Gone Fishing' will be released on November 2.

LOGO RECORDS is supporting the October 19 release of the new Tourists LP *Reality Effect* with a heavy marketing campaign. It is also the first release in Logo's "Superdeal" campaign — in which initial copies retail at half the normal price. Promotional back-up will include consumer press advertising and in-store displays. The band also begins a nationwide tour on October 17.

AURA RECORDS is backing this month's release of the Annette Peacock LP *The Perfect Release* and *Trapeze's Hold On* with advertising space in the consumer press and a window display campaign.

WINDOW AND in-store displays, music and trade press advertising and a national bill-posting campaign are lined-up to back EMI Records' release of the new Steve Harley LP *The Candidate* and single 'Freedom's Prisoner' (EMI 2994) — both out on Friday.

Australia, New Zealand, South America and Middle East territories, with Ariola issuing it elsewhere.

"We have been unable to expand on our classical output because of high recording costs," said Blyward. "This recording is one of the most exciting developments in BBC Records output and we are hoping to develop our arrangement with Ariola. The German company has expressed a desire to continue providing we can agree on suitable works to be recorded."

The *Sleeping Beauty* will be issued on the Artium label, launched early this year principally for important recordings from the Corporation's archives. Public and critical response has been enthusiastic and before Christmas parties with Denis Brain, Dame Maggie Teyte and Kathleen Ferrier will be released.

Letters

May I through your columns thank my colleagues and friends in the industry for the many cards, telegrams and gifts received on the occasion of my retirement. I am retaining my association with Pye and thus the industry for some time, so hopefully will still see many of my old friends. Incidentally, as always I shall be available for parties and weddings! Au revoir my friends.

TOM GRANTHAM,
Trap One
76, Kennel Lane,
Fecham,
Surrey.

I have not received my *Manfred Mann* album from EMI, six weeks after release. At the time I wrote to you, I had no idea when or if I would get the album, but two weeks later received an order form. I have no particular complaint about EMI, but it is all too common for retailers to read in the music press about records that they have to wait weeks to receive, or never get at all. Can't record companies do something about this?

TONY AGUARDE,
Oxford Times,
Oxford.

I am delighted to see that EMI is once again doing the five percent return bit. Theorists constantly prove that in reality there is now financial advantage from the scheme, but since most of us react emotively rather than objectively, the psychological advantages far outweigh the economic liabilities. Are you with me so far?

There is no doubt if we have to sell, sell, sell, we have to buy, buy, buy, and the five percent return scheme encourages this. One with gloom, let's go-go-go... what about it Virgin Records?

F. MARSHALL,
Marshalls Records,
Accrington, Lancs.

Deals

AFTER A week of negotiations, Rialto Records has signed a long term licensing deal with Pye Records. The move follows the recent termination of Rialto's licensing agreement with Decca — the company that has handled the label's pressing and distribution since its launch earlier this year by Tim and Nick Heath.

First product out under the new deal is the Korjig's single 'Young 'n' Russian' (TRES 108). This will be followed by an LP and single from *The Planets* plus an album by Kim Beacon.

Nick Heath commented: "We are a young company, we want to expand and we cannot think of any licensed company involved with Pye who have been disappointed in the way they work. We are most impressed with their enthusiasm."

NIGHTSHIFT from Edinburgh, with two Zoft label singles to their name so far, have signed to EMI on a long term contract.

Your readers might like to know that the British Records DJ Association is firmly established and proving that unity is a real asset in the disco business. Next month we have organised two functions on behalf of charities. First November 9-11 at my residency Club 47 at RAF Gatwick, is a Weekend with non-stop disco, dancing and competitions. Eight top BFDJA jocks will play day and night to raise £3000 for children's homes in the UK. On November 17 Pete Drake of BP International Discos with BFDJA is holding a charity night for *Wireless For The Blind*. We are donating our fees and also presenting t-shirts and LPs as prizes. Through your magazine, I would like to invite British record companies to donate promotional records to use as prizes. I know there is a recession, but let's face it children all over the country need extra money than record company bosses need an extra business lunch. Thanks for running a good mag—but I still preferred the old-style disco chart. The centre page is too big and under disco lights you can't read it too well.

CHRIS DUKE,
(chairman, BFDJA),
Armoury Flight,
RAF Gatwick,
BFDJA 47,
Germany.

I should like to congratulate MCA Records on its success with Al Ford and the Soul Farmers and the Crusaders, acts gained from the demise of ABC Records distributed by Anchor. I believe that ABC's policy was to release in the UK only those recordings which entered the American Top 50. This company missed many chances of hit records in the UK accepting that it is a completely different market. It can be therefore hoped that the record company will often still and hold back talented recording artists.

MARK ROBERT FRY,
48 Leamington Road Villas,
London W11.

GRAB A SMASH!

'SMASH AND GRAB' is the new album from **RACEY** containing their major hits 'Lay Your Love On Me,' 'Some Girls' and 'Boy Oh Boy.'

RRP **£3.99** and special dealer price on all albums and cassettes ordered before November 1st 1979 — so hurry, **ORDER NOW!**

- * Consumer Press advertising in Record Mirror, Superpop, and Smash Hits.
- * Special Counter browsers.
- * Radio Campaign. Capital, Clyde, BRMB, Piccadilly and City.
- * Nationwide window/ in store campaign.

Album SRAKX 537 Cassette TC-SRAKX 537



EMI 'SMASH AND GRAB' the new album by **RACEY**... a fair cop at **£3.99** **RAK**

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ANDRÉ BERNARD: could do for the trumpet what Galway did for the flute.

Briefs

PHONOGRAM'S NEW album featuring the Boston Symphony Orchestra and conductor Seiji Ozawa is the first recording ever made using artists from the People's Republic of China together with Western musicians.

The recording (Philips 9500 692) brings together Liszt's *First Piano Concerto*, a concerto for pipa (a kind of lute) and orchestra called *Little Sisters Of the Grassland*, and Sousa's *Stars and Stripes Forever*. Kipling's old myth that East is East and West is West and never the twain shall meet is laid to rest.

The soloist in the Liszt concerto is Liu Shih-Kun, who at 18 was runner-up to America's Van Cliburn in the first International Tchaikovsky Competi-

Trumpet star Bernard gets debut album

CBS HAS just released its first album featuring France's virtuoso trumpeter André Bernard to follow up his British concert debut. This is a collection of trumpet concertos by Albini, Hummel and Hertel, all with the English Chamber Orchestra conducted by George Malcolm (CBS 76862).

This 33-year-old artist has collected rave reviews for his playing at New York's Lincoln Center, at the Salzburg Festival and with the Berlin Philharmonic. In France, where he is in constant demand on tv, he enjoys the kind of popularity achieved here by such stars as John Williams, Julian Bream and James Galway.

He has already made 15 recordings on the Continent, but none has been made available here, so his new contract with CBS International should finally establish his name in the UK as it is already known everywhere else. If the remarkably bright, sweet tone and technical brilliance of his playing of the concertos on this album are anything to go by, he could well set a craze among the British public.

Nothing widens interest in classical music more than the discovery of a dazzling new talent, and Bernard stands a fine chance of attracting a popular audience for display works for the trumpet just as Bream and Williams have done for the guitar and Galway for the flute.

Now he is China's best known pianist, playing in stadiums there for audiences up to 80,000.

Liu Teh-Hai plays the pipa in *Little Sisters of the Grassland*, which is such an attractive, atmospheric piece that Western listeners can easily forget the naive propagandist story it is supposed to tell. The instrument works well with a Western symphony orchestra, and composer Wu Tsu-Chiang shows an expert touch with different instrumental colours. The album is unusual, but should appeal.

TOP 10

- 1 FESTIVAL OF KING'S, CHOIR OF KING'S COLLEGE, CAMBRIDGE/WILL COCKS (DECCA D1480 4)
- 2 MOZART: THE MARRIAGE OF FIGARO - HIGHLIGHTS, SOLOISTS, PHILHARMONIA ORCHESTRA/GILINI (HMV SXL 90303)
- 3 CHORAL FAVORITES FROM KING'S CHURCH OF KING'S COLLEGE, CAMBRIDGE (HMV SXL 90306)
- 4 HIGHLIGHTS OF CARL FISHERS - HIGHLIGHTS, GOUNOD, ROMEO AND JULIET - HIGHLIGHTS, SOLOISTS, CHORUS & ORCHESTRA/DERVAUX, LOMBARDO (HMV SXL 90304)
- 5 HANDEL: MESSIAH - ARIAS & CHORUSES, SOLOISTS, LONDON SYMPHONY CHORUS & ORCHESTRA/BOLTON (DECCA JB 80)
- 6 DVORAK: SYMPHONY NO. 8, VIENNA PHILHARMONIC/KARAJAN (DECCA JB 71)
- 7 BAROQUE BRASS, PHILIP JONES BRASS ENSEMBLE (ARGO ZRG 898)
- 8 VIVALDI: THE FOUR SEASONS, GIULIANA GONDI/CHORUS DI SIENA (SAGA 543)
- 9 GOUNOD: FAUST: SOLOISTS, PARIS OPERA CHORUS & ORCHESTRA/PRETE (HMV SLS 5170)
- 10 LUCIANO PAVAROTTI: FAVOURITE TENOR ARIAS (DECCA SXL 8649)

(Courtesy of St Martin's Records/Lescler)

Opera classics herald Carreras' EMI deal

Already recorded but not yet released, are *Aida*, again with Freni and Karajan, and *Cavalleria Rusticana* and *I Pagliacci* conducted by Riccardo Muti. Complete operas planned for the future include two Verdi heaviest, *La Forza del Destino* and *I Vespri Siciliani*, and the rather lighter *Madama Butterfly*.

Meantime, back at the Phonogram ranch, Carreras lets his hair down this month with an album of *Songs from Zarzuelas* (Spanish operettas) with the English Chamber Orchestra conducted by Antoni Ros-Marba (Philips 9500 649).

Polydor's new budget line gains top DG repertoire

POLYDOR'S NEW Accolade label, retailing at £3.50, offers some genuine bargains this month. The albums bring back catalogue material, but they feature artists currently recording on the top-price Deutsche Grammophon label.

Certain to prove good sellers are the Beethoven symphonies recorded by Karajan and the Berlin Philharmonic and first issued in 1963. The same conductor and orchestra recorded them again a couple of years ago, but the earlier versions hold their own, and as mid-price albums should attract a lot of customers. Many connoisseurs,

moreover, prefer the Karajan of the 60s to the cult figure he has now become.

Other highly acclaimed Karajan performances on the new label include Tchaikovsky's *Symphony No. 5* (Deutsche Grammophon 2542 108) and a coupling of the Sibelius *Symphony No. 5* with 'Finlandia' and 'Valse Triste' (2542 109).

Another maestro who stars on the Accolade label is Claudio Abbado, represented by recordings of Brahms and Tchaikovsky which have been universally acclaimed. These also are safe bets for dealers.

Nat. ads for Tomita album

SCIENCE FICTION in Sound is RCA's description of a new album, *The Bermuda Triangle*, featuring Isao Tomita using electronic instruments, following up the introduction of the Moog Synthesizer (RCA RL 12858). It involves music by Prokofiev for the most part, but also draws on pieces by Sibelius and John Williams.

Behind the music is a story of a space ship arriving in the area of the so-called Devil's Triangle. Tomita has become a cult figure whose previous albums of

this kind of music have been best-sellers.

Snowflakes are Dancing, which used piano music by Debussy, sold 150,000 copies in the UK, and his electronic compositions by Mussorgsky and Stravinsky have also done well. RCA is advertising this latest album in the national as well the music and trade press, and is promoting a sales campaign on all Tomita product with a sliding scale of discount on the four catalogue items.

ANDRÉ BERNARD

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HERTEL: CONCERTO A 6 FOR TRUMPET AND OBOE
(with Heinz Holliger, Oboe)
HUMMEL: TRUMPET CONCERTO IN E FLAT

ANDRÉ BERNARD, Trumpet
English Chamber Orchestra
GEORGE MALCOLM, Conductor and Continuo
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Encore

A 3 album box set of classical music worthy of celebration.

SINGLES REVIEWS



ABBA GIMME GIMME GIMME (Epic EPC 7914)

Follows closely the disco-based format of many of the cuts on their *Voulez Vous* album, and the expected infect-

QUEEN CRAZY LITTLE THING CALLED LOVE (EMI 5001)

A very out-of-character release, sounding like a pastiche of 1960-style rock'n'roll a la Alvin Stardust or Mud. Grooves along infectiously, though obviously without the usual Queen vocal gymnastics, and if their fans can swallow the sharp turnabout in style, it could smash. Pic sleeve.

SPARKS TRYOUTS OF THE HUMAN RACE (VIRGIN VS 289)

The third single from Sparks No 1 In

ome melody and vocal blend have slammed it onto every playlist in the land before release. Could well store strongly in the disco field too, and an obvious smash.

Heaven album, and in very similar style to their two previous chartmakers, with Giorgio Moroder's electronic convolutions closely wrapping the unmistakable Mael vocals. Not outstandingly commercial, but should score. Pic sleeve.

SPECIALS A MESSAGE TO YOU RUDY (2 Tone CHS TT 5)

The band's 'Gangsters' was strongly influenced by the 1960s Prince Buster sound, and the follow-up plunges deeply into ethnic-sounding ska territory,

complete with off-key horn fills. The song and styling are infectious, and the band are undoubtedly hot product at the moment, so expect a Top 20 follow-up.

CHANTAL CURTIS HI-T MAN (Pye International 7P 5010)

The rather belated follow-up to 'Get Another Love' is a cut from Chantal's disco duplex double-12" release titled after the hit. It's a mid-paced disco mover with some infectious highlights in the arrangement, but lacking much inherent strength as a song. She could well be lost in the rush this time around.

GO I DO LOVE YOU (Arista ARIST 303)

The 'Disco Nights' hit group have a complete change of pace on this, their recent American Top 20 success. In contrast to their earlier subtle rhythm groovers, this is a slow-burning harmony soul ballad reminiscent of many late-60s black outfits. The song itself was a big 1965 hit for its composer Billy Stewart, and this is a worthy revival, and a good 'mood' airplay record. Pic sleeve.

BARRY MANLOW SHIPS (Arista ARIST 307)

A track from Manlow's new *One Voice* album; an Ian Hunter style number, somewhat surprisingly, seems tailor-made for the artist's vocal style. A rich

airplay-oriented arrangement will guarantee it plentiful play; the sales crossover will obviously depend on how well it sinks into the public consciousness.

IAN GOMM HOLD ON (Albion DEL 7)

Originally released last year, when it received excellent airplay reaction but failed to sell in chartable quantities. This reissue is prompted by the disc's sudden smash success in the States, where it is currently in the Top 30, and if the buzz is right this time we could well see a Dire Straits-type feedback here.

DAMNED SMASH IT UP (Chiswick CHIS 116)

Frantic guitar-driven rocker with a straightforward but effective vocal line and chorus, which registers as a very commercial prospect after a few plays. Unlikely to make a lot of radio lists regardless, but the band's own popularity should pre-sell and chart it. Pic sleeve.

SHOWSTOPPERS AINT NOTHING BUT A HOUSEPARTY (Inferno HEAT 12)

Another familiar song, this is a straight reissue of a classic late-60s soul dance item, which was a smash UK hit first time around and has been a strongly in-demand oldie ever since. Instant familiarity should easily give Inferno another chartmaker in the wake of 'Band Of Gold'.

ARTISTS & REPERTOIRE

Gloria proves potential of Country 'n' Irish

EVEN THOUGH Gloria's Irish version of 'One Day At A Time' was piped to the post in Britain by Lena Martelli's competing recording on Pye, the Irish lass will nevertheless have enjoyed the satisfaction of establishing chart and sales achievements in her home territory which may never be bettered by a local artist.

Her label Release is claiming that with 250,000 copies, it is Ireland's all-time best-selling single - in a market where 40,000 copies is usually the mark for a major hit. To mark the occasion Release laid on a birthday party at Dublin's Annabel's club which also coincided with the record's 55th consecutive week on the national chart, from which it looks unlikely to be dislodged for some time to come.

In Britain, with distribution through Spartan and other independent wholesalers, sales and radio play gathering impetus, particularly in Scotland, the North and Birmingham, Release is making a final effort to break a record which at the start of its career in mid-1977 didn't show any signs of having hit potential.

The song first attracted attention in Britain two years ago when Radio Merseyside dj Billy Butler started plugging an American version by Marilyn Sellers which was not available in Britain, although import copies at £1 did a

brisk trade in the Liverpool area. The original was featured on Irish radio when Butler did a link with RTE and played his most requested records. Release and Mick Clerkin heard the broadcast, liked the song, but doubted its potential for radio support because of its religious content. Coincidentally, he and Gloria were Nashville-bound for a recording date and there met Marijohn Wilkin, co-writer with Kris Kristofferson of 'One Day At A Time'. She played the song to Gloria who took to it immediately learned it overnight and recorded it at a 10am session the next day.

The recording was released in Ireland in July 1977, and Clerkin's fears of lack of radio support were justified. It more or less disappeared without trace and Gloria had released two more singles before, unexpectedly, sales of 'One Day At A Time' began to pick up. While RTE had shown no enthusiasm, Down-town and the BBC in Belfast had started playing the record and sales in Ulster climbed to 50,000 plus copies. Meanwhile Release had been plugging the song on its own sponsored Friday show on RTE and that plus media attention on what was happening in the North generated renewed interest in the song. Some 12 months after its original release, 'One Day At A Time' entered the Irish national chart where it has remained a permanent fixture ever



GLORIA RECEIVES an RTE award for the success of her 'One Day At A Time' hit by top dj Larry Gogan.

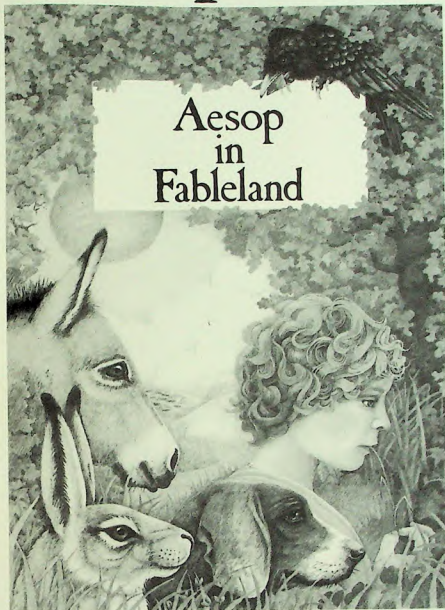
since. Despite a suspicion that every owner of a record player in Ireland must by now have bought one, it is still selling upwards of 2,000 copies a week.

Meanwhile, Release has been plugging away with the record in the UK and thanks to local airplay support has secured worthwhile sales in Scotland, the North East and North West and Birmingham. Indeed, there have been isolated cases of spectacular sales, the most recent being at New Market Tapes, Aberdeen, which sold 75 copies almost as soon as they came into stock and then placed another order for double the quantity.

Sales through independent record distributors like Spartan have amounted to around 30,000 copies and Release is

now in the process of making one final assault to break the record in Britain. "If we can get Radio 2 behind it - and Terry Wogan has given it a number of plays - then I think we will be there," says Clerkin. The release of a new single in Ireland has been delayed, partly because sales of 'One Day' remain buoyant, but also to ensure that it has every chance to succeed in Britain. If it doesn't happen with this latest promotional initiative, then Clerkin says they will finally have to give up the struggle and try to advance Gloria's UK career with newer material. But both Release and Gloria are hoping that by October 20 when she arrives in the UK for a 20-date tour that an Irish label will have its first UK chart entry. **BRIAN MULLIGAN**

Aesop in Fableland



Aesop in Fableland

Written by
Andrew Bailey

Music by Ed Welch

Narrated by
Arthur Lowe

with the
London Symphony
Orchestra

Conducted by
Ed Welch

Narrated by Arthur Lowe



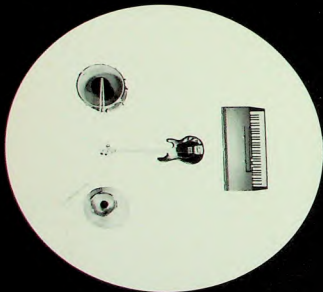
For 2,500 years Aesop's Fables have cast their magical spell across the world. And now these everlasting stories come alive as never-before in a wonderful words-and-music interpretation. The story, with its truly fabulous characters, is richly narrated by the much-loved Arthur Lowe. The breathtaking score, an original by Ed Welch, is played with cinematic breadth by the entire London Symphony Orchestra. The result is as enchanting and as timeless as the Fables themselves.

The release of the album on October 18 will be accompanied by a full marketing campaign, including extensive national and regional press coverage, a local radio competition, an outstanding POS device, a good-value £4 price tag and the release of a single of "Aesop's Theme" by the LSO. A paperback of Aesop In Fableland is being published simultaneously by W.H. Allen.

"Aesop in Fableland". Album: FOUR 2. Cassette: TC FOUR 2. Available On Arista Records & Tapes.

ARISTA

The Headboys



The single "The Shape of Things to Come" was by any standards an impressive debut. The album entitled simply "The Headboys" is outstanding. Its release is backed by an extraordinary campaign.

HEARST'S STEEL IT!

Single - 20¢ 45 Album - \$5.75

Record Merchandisers – into profit and moving ahead

AFTER A chequered history where profitability has not regularly managed to reflect turnover, Record Merchandisers under its vigorous new management team looks set to expand from a stable base. **BRIAN MULLIGAN** has been looking at the industry-owned racking company and found a mood of optimism regarding future sales prospects despite the problems the record business as a whole is presently having to contend with.

RECORD MERCHANDISERS has just introduced a streamlined picking and packing operation, part of a modernisation programme costing over £100,000 at its Hayes headquarters carried out over the last year.

The move by the industry's rack-jobbing company to sharpen the efficiency of handling singles and new release LPs, now accounting for 75 per cent of its £28 million-plus turnover, is noteworthy in two respects. In a total industry context, it dramatically underlines the alarming trend away from the bread-and-butter catalogue business. A secondary significance, but conceivably more important so far as RM is concerned, is that the cost of the new installation has been totally financed out of company money.

Indeed, the signs are the Merchandisers, set up by the industry 12 years ago to ensure controlled expansion of sales through non-record outlets, is finally going to shed its last duck image and fulfill its profit-making and service potential. Mounting losses, running at £600,000 a year, caused dissension among the shareholders – EMI, Decca, Pye and Polygram – and triggered speculation that the company might be disposed of to competitor Pickwick, thus relieving the shareholding companies from a commitment to selling product to RM at a less favourable price than that paid to the competition.

“While this company can demonstrate that it can do a good job in the High Street, I see no reason why any shareholder or supplier would be dissatisfied”

In the event, ranks appear to have held firm to the point that managing director Hasan Akhtar now regards the possibility of a change of ownership as “a thing of the past.” “While this company can demonstrate that it can do a good job in

the High Street, I see no reason why any shareholder or supplier would be dissatisfied,” he says. “We have turned the corner. We have made a profit this year. It is not satisfactory, but it is a beginning. The shareholders do not see RM as a highly profitable investment, but as a service organisation in which they have an interest. As long as they are not being saddled with losses, they are content.”

In Akhtar's view, part of the reason for RM's poor profit performance over the years has been the speed of growth of sales. Since he took over in October 1977, business has soared from £13 million to the present £28 million annually. Keeping the customers satisfied, it seems, has meant that the shop has been rather neglected. “Any growing business must have investment in order that its growth can be profitable. So far as RM is concerned, before I came there was no investment in people or resources,” he points out.

The £100,000 investment indicates that there has been a change of attitude towards developing resources. The management situation, too, has been strengthened at the senior and middle levels to ensure that while maintaining supervision over the company's rapid growth, there was no opportunity for a lack of confidence among customers.

Akhtar joined RM in October two years ago, having worked his way through administration and international at MIP. Then he was the only employee on the board and all management reported directly to him. He has subsequently been joined by a commercial director, David Hammond, formerly with United Biscuits, who has a seat on the board, and Philip Matthews, from EMI Medical, whose role as financial director also merits board membership. Akhtar retains direct control over product, personnel and administration.

A previous RM chief once described running the company as like being “the captain of a ship with five admirals on board – none of whom agreed with direction they wanted to sail in.” According to Akhtar the shareholder directors now function in a non-executive capacity, giving advice and looking after their companies' interests. “Provided we report correctly and account for our actions, we are left alone to run the business.”

The changing fortunes of Merchandisers were not easy to arrange, largely because of a massive stock problem occasioned by the SOR trading arrangements. However, a drastic slimming down of repertoire in line with the decline of catalogue sales to secure cleaner racks was embarked upon coincidentally with what Akhtar describes as “better policies” towards customers. “We needed to inspire confidence in our ability, otherwise their demands would have become unreasonable.”

RM's chief concern is Woolworth's, which accounts for about 65 per cent of the company's business and with whom



COMEDIAN MAX Boyce snips the tape and declared Record Merchandisers' new picking and packing area open. Lending a helping hand is managing director Hasan Akhtar, with distributor manager Peter Moore (far left), consultant Andrew Waldron and buyer Dave Buckley looking on.

“a mutually satisfactory relationship” is enjoyed. Then comes Littlewoods with 100 racks and Debenhams with 50 followed by Asda and Fine Fare supermarket chains and the Martins and Sperrings newsagent and fancy goods stores.

“Record companies must get artists to accept reality. Otherwise, a 20 percent royalty on nothing equals nothing”

In total, Merchandisers now musters about 1500 racks and looks set to maintain that level for at least two years. “We will only grow in line with our ability to give service,” says Akhtar. “It would be unfair to our existing customers to court the business of any other major chain until we can offer the service.” And even then, he hints, “a fundamental change of operating, like new premises, could be necessary.”

Akhtar's main concern regarding

RM's – and the industry's – future prospects revolve around the steadily increasing price of albums which is causing him to revive the company's old interest in deletions of overstocks. “We are in the market for special buys. We have customers waiting,” he says. “The opportunities for taking advantage of special purchases are a direct result of over-pricing catalogue.” He advocates a two-tier price structure which would see a useful increase in the dealer margin after six months. A 40 per cent margin introduced after a decent delay would, he feels, encourage dealers to stock new releases secure in the knowledge that there was a discretionary opportunity to discount at the right moment. He points to EMI's ‘Pound-smashers’ scheme as being proof that companies can afford to take a reduction in their own margins.

Akhtar thinks this could be more easily achieved by educating artists into the economics of today's record industry. “Record companies must get artists to accept reality,” argues Akhtar. “Otherwise, a 20 percent royalty on nothing equals nothing.”

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THE MOD CLASSIC EVERYBODY'S ROCKING TO

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RECORD BUSINESS

magazine's best-selling disco singles

(Figures in brackets represent last week's position (left), week on chart (centre) and beats-per-minute (right))

1	(1)	DON'T STOP 'TIL YOU GET ENOUGH MICHAEL JACKSON (8)	Cap. EPIC 7703 (116)	38	█	GHOST DANCER AFRODIS BROTHERS (11)	Scotti Brothers KI 1261
2	(2)	YOU CAN DO IT ALVIN KRON & THE PARTNERS (17)	MCA/MCAAT 511 (114)	39	(27)	BREAKFAST IN BED GEE BROTHERS (11)	United Artists UP120P 504 (Phegan)
3	(12)	RISE RUFF ALPERT (5)	AMM AMM 7485 (100)	40	█	REACHIN' OUT SPOOTY FRODO (11)	Source Import SGN 13627 (124)
4	(7)	OK FRED ERROL DUNKLEY (4)	Scope SC 6 (Phegan)	41	█	INTRO DISCO SPOOTY FRODO (11)	Mercury 8007 23 (8198 42) (128)
5	(3)	STRUT YOUR FUNKY STUFF FRANK TOWER (2)	Phil & Phil 7729 (172 228) (125)	42	(42)	ODD! WHAT A LIFE GOSHO HILL (10)	Island WIP/2WIP 6503 (122)
6	(10)	STAR FRANK TOWER & FIRE (2)	CBS 7902	43	█	THE RAPPER'S DELIGHT GOSHO HILL (10)	Sugar Hill Import SH 42
7	(5)	DEJA VU PAULINO DA COSTA (4)	Parlo Today STEP/STEPX 3 (118)	44	(44)	LOOKING FOR A LOVE TONIGHT AT LARRY'S BAND (11)	Fairway F7C/127C 179 (125)
8	(4)	I DON'T WANT TO BE A FREAK DYNASTY (2)	Sam. P.B. 1694 (130)	45	(32)	GET UP & BOOGIE FREDIE JAMES (8)	Warner Bros Import DWBS 8807 (124)
9	(13)	POINT OF VIEW LARRY (8)	Melodisc RCT/1291C 10 (Phegan)	46	(46)	(NOT JUST) KNEE DEEP Warner Bros Import 4964A	
10	(15)	GONNA GET ALONG WITHOUT YOU YOLA WILLE (2)	Atco Home AHA/AHAO 548 (122)	47	█	AIN'T NOTHING BUT A HOUSEPARTY LITFEO HEAT 12	
11	(6)	SAIL ON L'ORANGE (10)	MCA/MC 512 (112)	48	(24)	BABY BABY BOOGIE GAP BAND (11)	Mercury 8167 824/8168 316 (130)
12	(9)	STREET LIFE CHRIS ANDER (11)	MCA/MC 512 (112)	49	(29)	ANGEL EYES ROBIN BECK (2)	Polydor POP/P 603X 67 (123)
13	█	MY FORBIDDEN LOVER DWEET (1)	Atlantic KI 385	50	(50)	SWEET TALK ROBIN BECK (2)	Mercury Import MCG 4007
14	(17)	JUMP THE GUN TERRY BRIDGES (8)	Atco Home AHA/AHAO 548 (122)	51	█	BABY BLUE DWEET (1)	Mercury DUSTY 4
15	(8)	DIM ALL THE LIGHTS TERRY BRIDGES (8)	Atco Home AHA/AHAO 548 (122)	52	(43)	I B WONDER WHERE YOU ARE TONIGHT WHEATON KI 7463 (126)	
16	(14)	SING A HAPPY SONG DWEET (1)	Casablanca CAN/CANL 182 (112)	53	(30)	FEEL THE HEAT BILL SUMMERS & SUMMER HEAT (5)	Pinnacle PRS/PRC 123 (132)
17	█	EXPANSIONS LONNIE LISTON SMITH (1)	RCA JPL/PC 8450 (126)	54	(53)	SWITCH REBECCA & NANCY DEE (8)	Scope SC 4
18	(49)	LET ME KNOW (I HAVE A RIGHT) SUGAR BROTHERS (1)	Parlo Today STEP/STEPX 3 (118)	55	(51)	TILL TELL YOU CANDY DATES & BRAZIL 98 (2)	Elektra Import 81 1418 (122)
19	█	SHAKER SONG SPOOTY FRODO (11)	Infamy INF/INF 517	56	(31)	DOIN' THE DOG CERBERE WILLY (2)	Vektrol Import 112 1126
20	(11)	SEXY CREAM SLOTT (7)	Fairway F7C/27C 182 (128)	57	(52)	WHAT 'CHA GONNA DO WITH MY LOVIN' 20th Century TO/TCO 2411 (122)	
21	(21)	BAND OF GOLD FREDIA PAYNE (8)	Inferno HEAT 17 (126)	58	█	DON'T DROP MY LOVE AMTA WARD (1)	TG Import TGD 420 (135)
22	(16)	CAN'T LIVE WITHOUT YOUR LOVE JANET KAY (12)	Polydor STEP/STEPX 3 (118)	59	(41)	LOST IN MUSIC RICKY ROBERTS (2)	Atlantic KI 1827 (120)
23	█	THERE'S A REASON ISLAND WIP/2WIP 6443 (117)	Island WIP/2WIP 6443 (117)	60	(69)	ENDLESSLY RICKY ROBERTS (2)	Warner Bros KI 7467 (126)
24	█	SO MUCH TROUBLE IN THE WORLD WHEATON KI 7510 (Phegan)	Wheaton KI 7510 (Phegan)	61	█	I SHOULD BE DANCING RICKY ROBERTS (2)	CBS 7969 (126)
25	(34)	NO ONE GETS THE PRIZE LONNIE LISTON SMITH (1)	Melton TMS 110	62	(64)	NO ONE HOME LAD SCEPTER (2)	CBS 7791 (12 7791 1297)
26	(23)	THE HUSTLE VAN MCCOY (2)	HAL 8100 082/8198 456 (116)	63	(63)	FIND MY WAY CANDICE (2)	Casablanca CAN/CANL 186 (134)
27	(65)	GROOVE ME FERN HANLEY (8)	WEA X9791	64	(66)	GOTTA GO HOME SONNY D (10)	Atlantic Home KI 1158 (121)
28	(28)	GONE, GONE, GONE JERRY WALKER (1)	CBS 7305 (122)	65	(68)	AL CAPONE PRINCE ALISTER (8)	Blue Beat BB/COBB 304 (124)
29	(60)	MOVE IT TO THE MUSIC SCHWABEL (2)	Sidewalk SID/1182D 114	66	(67)	DON'T LET YOU GO LARRY (8)	20th Century TO/TCO 2411 (122)
30	(61)	LADIES NIGHT ROCK & THE GANGS (3)	Mercury QUO 7112 (114)	67	(69)	HOLD ON I'M COMING ALVIN KRON (10)	Atlantic Home KI 1372
31	(22)	IT'S CALLED THE ROCK EDDY STAYE (8)	20th Century TO/TCO 2401 (126)	68	(70)	DON'T YOU FEEL MY LOVE GEORGE MICHAEL (2)	TK TGR 784
32	(19)	THIS TIME BABY DAVID BRENTHI (4)	CBS 7722 (12 7722 123)	69	(71)	RUNNIN' TO YOUR LOVE DIPLO CL/CL 16099	Diplo CL/CL 16099
33	(18)	FEEL THE REAL DAVID BRENTHI (4)	Sidewalk SID/1283D 143 (112)	70	(72)	NEW YORK CITY SONNY D (10)	Warner Bros KI 7468 (120-137)
34	(40)	HOW HIGH LONNIE LISTON SMITH (1)	Electric WOT/WOT 41 (128)	71	(73)	SWISS KISS PATRICIA RAY (2)	Casablanca CAN/CANL 186 (134)
35	(20)	DANCIN' & PRANCIN' DANCERS (8)	Sidewalk SID/1293D 121 (116)	72	(74)	IF YOU WEREN'T AFRAID MICHAEL MONDRIAN (1)	Cleary 6182
36	(26)	WHEN YOU'RE NUMBER ONE GENE CHANDLER (2)	20th Century TO/TCO 2411 (122)				
37	(38)	IT'S A DISCO NIGHT (ROCK DON'T STOP) SLOTT BROTHERS (1)	20th Century TO/TCO 2411 (122)				

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"I've just recorded my latest single, 'Closer to you.' as my follow up to Silly Games. Hope you like it."

Janet Kay

Janet Kay's latest single 'Closer to you'

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NOVEMBER

MONDAY

5

TUESDAY

6

WEDNESDAY

7

THURSDAY

8

FRIDAY

9

SATURDAY

10

SUNDAY

11

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Venue

Notes:
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For further information, contact:
Nigel Steffens (Display facilities)
Brian Harrigan (forum co-ordinator)

Disco Dealer

BARRY LAZELL

THE LATEST release to spread alarm and despondency among dealers is, apparently, Herb Alpert's disco outing 'Rise'. One East Anglian retailer phoned RB last week to ask how we'd managed to chart Alpert, as he kept trying to order it and was continually being told that it was 'not released'. It seems the problem lies with (surprise) the 12-inch pressing, which in one sense DOESN'T exist since it bears the same catalogue number as the standard 7-inch version. Orders seem to have been filled on a kind of pot luck basis, with as many dealers being surprised to find 12-inchers when they thought they'd ordered the smaller configuration, as vice versa. Those who lost out were those who anticipated a 12-inch prefix and used it on their orders; the record was, quite literally, 'not released'.

HERB ALPERT is actually A&M's second 'ghost' disco release, the first being a jazz funk EP which sneaked out in small batches during August, but which was never announced to the press, radio, or anyone else to my knowledge, but turned up in a few shops here and there, and sold quite healthily—but the company, whilst not actually denying this one's existence, would rather not know anything about it, thank you. A strange way to market records.

'THE RIVER DRIVE' by Jupiter Beyond, which has charted on import, was a fascinating history. Released a year ago in the States in a very limited pressing on the Azo label, it has suddenly taken off in a big way with DJs around the London area, coincidentally with small batches of US imports appearing in British shops. Supply of the disc was very erratic at first,

reminiscent of the situation with David Bendeth's 'Feel The Real' in its early days, and as often happens this served to increase the demand. UK companies have not been slow to react to the buzz this time, either. EMI's LRD division was actually interested in Jupiter Beyond some months ago after hearing an early import of the disc, but attempts to do a deal for the master were frustrated at that time by lack of response from the American end. This recent vastly increased British interest, however, has cured Azo Records' apathy in no uncertain terms. A recent flying visit secured a release deal, though in the event it was Pye which signed on the dotted line rather than EMI. From Pye's point of view, it is obviously to be hoped that 'The River Drive' has more crossover potential than the ultimately disappointing Chantal Curtis record, for which similar wheelin' n' dealin' went on a few months back.

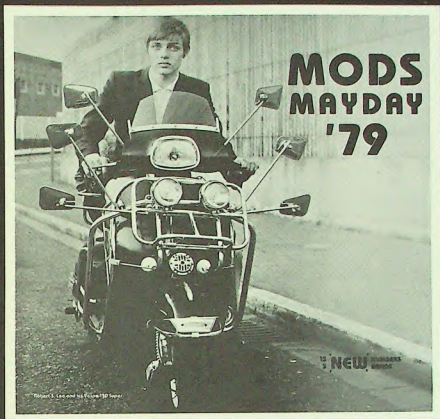
THIS COLUMN has mentioned the phenomenon of regional disco sellers before now, as an indication of how club plays in a particular location can by word-of-mouth buzz create local best-sellers quite irrespective of a disc's national sales progress. Scotland, for instance, has been going overboard in recent weeks for an oldie — 'Spank' by Jimmy Bo Horne. This was released in the UK last year to moderate response, and later appeared on a US 12-inch remix which looked like re-establishing the disc's popularity—but didn't. Scottish jocks, however, really got behind the disc and have created a tremendous buzz among their punters for the import, much to the delight of dealers north of the border who have extensive stocks of same to shift.

12" s

UK Albums

Best-selling Disco 12-inch Singles		Best-selling Disco Albums	
1	YOU CAN DO IT Al Huxton & The Flappers	1	OFF THE WALL Michael Jackson
2	RIDE With Alpert	2	I AM Earth, Wind & Fire
3	DEJA VU Paulinho da Costa	3	OCEAN'S FANTASY Boney M
4	OK FRED Eric Duvelle	4	THE LIFE CRUISERS MCA
5	I DON'T WANT TO BE A FREAK Dyasty	5	MIDNIGHT MAGIC Commodores
6	STRUT YOUR FUNKY STUFF Frankie	6	THE BEST DISCO ALBUM IN THE WORLD Various
7	EXPANSIONS Lonnie Liston Smith	7	HAPPY PEOPLE Pablo Today
8	POINT OF VIEW Maluma	8	RISQUE Chic
9	DON'T STOP TILL YOU GET ENOUGH Michael Jackson	9	DISCO FRENCH SYRIS GYRA Phil Int
10	CAN'T LIVE WITHOUT YOUR LOVE Tina Turner	10	TEDDY Teddy Pendergrass
11	SHAKER SHAK Syriss Gyr	11	BAD GUY Donna Summer
12	STREET LIFE Crusaders	12	RAINBOW CONNECTION IV Whiffard
13	THERE'S A RHYTHM IN FEMEN Isley Brothers	13	CHILLERS Brian Brown
14	JUMP THE GUN Three Degrees	14	THE BOSS Diana Ross
15	SEXY CHAM Sade	15	HEARTBEAT H&I
16	THE HUSTLE Van McCoy	16	THE BEST OF EARTH, WIND & FIRE Earth, Wind & Fire
17	DIE ALL THE LIGHTS Donna Summer	17	STAY FIVE Aldford & Simpson
18	HOW HIGH COGNAC It's A Disco Night (Rock Don't Stop)	18	BROWN SUGAR Tom Browne
19	GORNA GET ALONG WITHOUT YOU NOW Vesta Williams	19	FREE FIVE Sister Sledge
20	DANCIN' AND PRANCIN' Candido	20	LUCKY SEVEN Bob James
21	MOVE IT TO THE MUSIC Gonzales	21	WOMEN'S LEASURE Milla Jackson
22	FEEL THE REAL David Bendeth	22	DISCO PRINCE MCA
23	THE PAPER'S DELIGHT Sugar Hill Gang	23	THE BEST OF EARTH, WIND & FIRE Earth, Wind & Fire
24	GET UP AND GROOVE Frankie Zane	24	THE WAY Jackie Moore
25	IT'S CALLED THE NUMBER ONE Gene Chandler	25	UNWIND YOUR LOVE George Benson
26	WHEN YOU'RE ALONE Edison Star	26	RUNNIN' TO YOUR LOVE Glide Handeals
27	REACH OUT Lee Moore	27	POWERPLAY 208 Various
28	INTRO DISCO Discotheque	28	DELIGHT Ronnie Foster
		29	
		30	

MODS MAYDAY '79



FEATURING

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SQUIRE

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Live Without Her Love

THE MODS

Tonight's The Night · Let Me Be The One
Love Only Me

SMALL HOURS

Hanging In The Balance · Midnight To Six
End Of The Night

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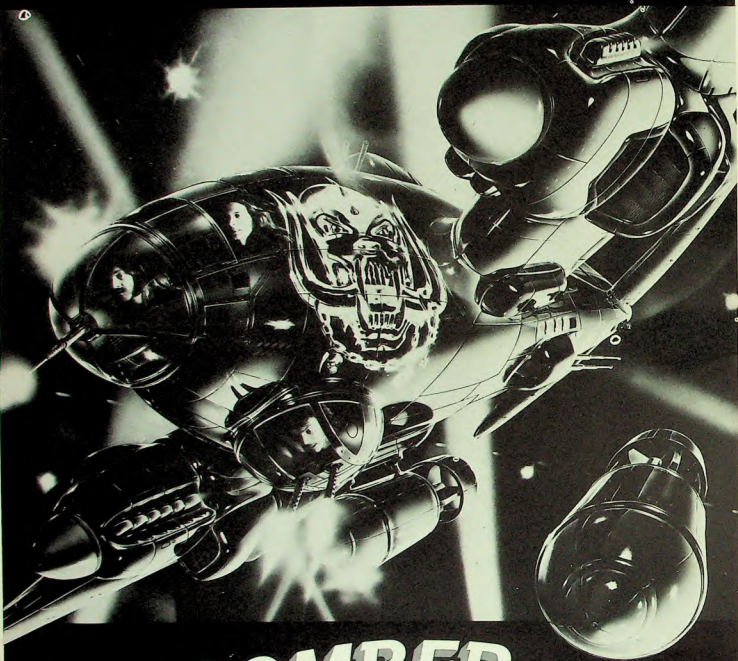
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THEIR NEW ALBUM



BOMBER

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AVAILABLE FROM EMI

FEATURE

UNTIL THE mid-1970s, Orkney's record-buying public was accustomed to recording records and tapes from small dealerships whose poorly stocked record departments operated merely as a sideline to general electric stores and even to garages, where in fact many a classic oldie could be discovered gathering dust. Early impressions of Orkadian preferences showed that there was a large degree of consumer support for country music artists even among the 16-25 age-group which manifested itself in the sales-figures, while Top 50 material tended to draw listening, rather than sales, support. For the avid non-country record collector, booklets such as Decca's 'New Issues' proved invaluable in the search for new musical experiences.

In 1974, Eric Kemp, a more enlightened and imaginative proprietor, took over the Orkney Radio Company, transferring it into a sports and record centre in which employees were recruited to concentrate on the musical side of the enterprise. The principal shopping area in Kirkwall comprises a very narrow street in which pedestrians and cars vie with each other for the right of way.

To avoid altering the 'olde-worlde' character of the shopping-area, Kemp's display-windows have not been restructured to accommodate one large display-unit. The display in the two relatively small windows has to be simple (mostly record sleeves and audio equipment) as interior browsing space is very limited, and uncluttered to allow visual access into the shop from a distance over the stationary vehicles. In the evenings, the effective mellow spotlighting techniques employed 'in-store' can be seen to full advantage, offering a magnificent and comprehensive view of the large range of stock. The open-plan interior can now accommodate 15 customers in relative comfort whereas in the old store, such numbers might find breathing difficult!

Mary Kemp, the department manager, has very few complaints about the distribution service. She praises WEA as being quickest while EMI's system takes at least a fortnight to handle despatch of goods. In common with the

DESPITE ITS remoteness, Orkney has a flourishing music scene which is not just limited to ethnic 'Tartan' sounds. Kirkwall's main record store Kemp's has just had a face-lift and Discovery Island Sound, opened this

Selling records in a Notherly outpost

UK in general, Mrs. Kemp reports a brisk business in singles, although the New-Wave market has been virtually non-existent. The store does however service Top 100 collectors with a high level of product readily available. There has been a marked decrease in album sales, whilst the cassette market has been enjoying a mini-boom period. Thoughts of Christmas are looming large in Mrs Kemp's hopes. The annual tourist influx brings bargain-hunters from Iceland, the Faroes and Scandinavia where prices of records and electrical goods have rocketed. It is not uncommon to witness fishing-boats loaded with this kind of product, sailing away from the harbour.

Novelty products such as 12-inch singles and picture discs have not taken with the Orkadian public. Imported product is limited usually to those items which stray in from the Scandinavian countries, brought in by visitors. Unlike close neighbour, Woolworths, Kemp's cannot offer discount unless one happens to have links with a disco scene, still in its infancy. She did single out *Record Business* for special praise (with no prompting!), especially the new release feature which proved invaluable when the record companies' publicity machines broke down.

Early this year, Orkney became the proud owner of a fully-equipped sound-recording studio. Local businessman, Reynold Johnstone purchased an old stone cottage in the centre of Kirkwall, and, in partnership with two recording enthusiasts, worked many hours with other friends reconstructing the interior and sound-

proofing the establishment. The bulk of the system, comprising a TEAC studio system, has been furnished by Roger Squires and consists of a 4-track system with 8-channel mixer, a DPX noise-reduction unit, reverb units, monitoring system, and editing machine. The company, Discovery Island Sound, takes its name from a tourist resort off the Florida coast which Johnstone visited. The name fitted Johnstone's plans for 'discovering' the hidden talents in Orkney. Ian Farquhar, a tyre fitter, is one of the North of Scotland's most accomplished rock guitarists; Angus Findlater, a rent officer, is a noted singer whose voice has featured on BBC tv; Ken Ross in the

Electricity Board listens attentively to complaints during the day, but is also a drummer and has been a bulwark of the music scene for the past 20 years.

At present, the studio produces musical items for BB C local radio stations. The first DIS release, a live cassette recording by various artists and their music, and dialectal tales from local headmaster, Gregor Lamb, appeared in September. As yet, no pressing and tape conversion facilities exist in Orkney, so Gramplan Records of Caithness produce the cassettes while the inlay cards are printed by West Bros. of London. The company's first record album is tentatively set for release in early 1980 and will feature a prominent Orkney band. The studio has become so popular since its inception in May that its facilities are now fully booked until February 1980.

The company is well satisfied with the initial response to its product. One Swiss businessman left the islands with one hundred tapes in his possession, and over one thousand items have been despatched to wholesalers throughout Scotland. The company is soon hoping to enter meaningful negotiations with a major UK distributor to ensure that their products can achieve nationwide success similar to Orkney's other products - whisky, butter and fudge. To emphasise the company's professional approach, Ian Farquhar is currently attending a course in recording techniques at the University of Surrey.

Disco music is still very much in its infancy in Orkney. When the favourite Orkney showband, Orcares, is appearing in even the most remote locality, any disco operation on that night will invariably lose out. A large number of dances are held in bitterly cold community centres and usually start after 11 pm when everyone has been dragged from the pubs. Discos held in such surroundings tend not to be successful.

In Kirkwall hotels, the discos can attract full houses, the dancers attracted by licensed bars, the chicken in the basket, the warmth and the wide age-range of the people (usually from 17-40 plus). There are limited quantities of disco music and chat fodder, but no firm direction has yet been identified.

On oil-rick Flotta, disco and cabaret has become a lucrative business. Although ladies are in short supply, it has been known for attendances to reach the massive figure of 700. Northern Disco operators, Ian Farquhar and Watty Sutherland, can take heart from the successful inroads they have made into the disco scene. Weekend dances are happy affairs - there is always a bottle of whisky being passed around!

Although the revitalisation has occurred with the arrival of oil wealth, the growth factor in the music scene cannot be attributed to this. Very few of the participants have day-jobs with the oil company, the oil workers have very little contact with the record traders in Kirkwall, since they are shipped off the islands for leave periods. The revival has come rather from a resurgence in the spirit that marked the 60s - enthusiasm and ambition, coupled with the desire to work together for the benefit of future Orkadian generations.



THE MEN from Discovery Island Sound, Ian Farquhar (seated) and Ken Ross at work during a live recording at the Arts Theatre, Kirkwall.



A RECORDING session at Discovery Island Sound, Kirkwall's new recording studio, with Knowe O'Deil, currently touring Denmark.

Devine and other faves back on Radio Clyde

RADIO CLYDE'S new schedule sees the return of favourites such as singer Sydney Devine, rock programme *Stick It In Your Ear* as well as a brand new programme by singer Peter Mallan.

Mallan was a great success when he starred in a Clyde documentary series over the summer and the new show will be incorporating mainly Scottish product. One interesting feature to note is that interviews with various personalities from north of the border are to be slotted into the show.

Tuesday evening sees the return of *Stick It In Your Ear* at 8pm featuring Dave Jamieson presenting the popular rock magazine programme. Sydney Devine—who can be classed as a superstar singer in his native Scotland—is back on the air on Saturdays to produce his own programme *Absolutely Devine*.

Another project by Clyde will be the introduction of a new movie quiz. This is to be called *Talking Pictures* and will be aimed exclusively at movie buffs. And already in the can for later in the year is *The Complete History Of Rock And Roll* performed by the Scottish Wildcat Theatre Group.

On the technical engineering side, meanwhile, Clyde's business continues to grow. Mobile Two, the station's heavily publicised 16-track mobile recording

studio, travelled to Ljubljana in Yugoslavia for the town's electronics exhibition.

The unit was hired by MCI to display the company's MCI 600 series console which is the heart of the studio... although no doubt many European eyes would have been equally impressed by the unit's monitoring systems, overall finish and fully operative kitchen.

The studio's big brother, Mobile One, is currently sending its 46-track capability along the road's of Europe on the Supertramp tour. It will continue to record the band's live gigs for the next two months.

JEFF WAYNE, the mastermind behind CBS's highly successful *War Of The Worlds* album, visited Scotland for an intensive session of media promotion on the latest single from the double LP set. Wayne came north to promote the new discovery of the "The Eve Of The War" single, a re-recorded version of the song on the album. Radio promotion was particularly strong, with the expatriate American visiting Radios Forth and Clyde as well as BBC Radio Scotland.

The success of *The War Of The Worlds* also led to a strong degree of interest

from the country's top newspapers, with the Edinburgh Evening News, Glasgow Evening Times and Sunday Mail all conducting interviews.

Wayne is involved not only in promotion on the single but also in a number of other interesting musical projects. He has just started work with the Who on the film score for their forthcoming movie about the life of John McVicar and he is also heavily in a rock music soundtrack for a film of J R R Tolkien's classic book *The Hobbit*.

An album is shortly to be released by Wayne along with Moody Blues stalwart Justin Hayward which is likely to attract considerable media attention.

Irish news

RTE ANNOUNCED a profit of £11 million, while revealing that licence evasion costs the station in the region of £3 million. Statistics showed that 87 per cent of private households had television sets. And 95 per cent of households had at least one radio and listened to RTE for two hours daily on average. With the birth of RTE 2(TV) and RTE Radio 2, plus the national visual expenditure of £1 million, the TRE Authority fears a loss for the coming year.

Downton Radio has revamped its daily programmes but the only major change is that country music presenter Lawrence John has departed and is off to the States. DJ Big T returns as host of the country music show.

Radio Ulster has no programme format changes but Christine Patterson who co-presented the Friday edition *Day To Day* with Walter Love, is leaving.

HAWK BOSS Brian Molloy has decided to introduce a new pop label Lunar Records. The first release on the label features the Roche Band with a self-composed number 'Italy' Lunar will be distributed by Solomon & Peres.

After many months Shamrock Records is revived to issue a new single from Michael 'Jesse' Owens entitled 'Saturday Night in Dublin'. On the flip side Owens adds his own composition 'Come With Me Molly' which is the theme from the film *Unwanted* starring Richard Boone. Chart Records will distribute Shamrock.

Ogham Records revive 'Sally Gardens' by traditional folk group An Clannad, the group have completed an Irish tour and embark on a seven-week US tour this month. Meanwhile Spider Records has made 'Just A Feeling' the promotion side of Mary Lou and Harvest's new single. The song was composed by Brush Shields. Both the Ogham and Spider labels are distributed by CBS.

SOME OF Ireland's most popular new wave and rock bands are to be featured on a new BBC TV series recorded in the Balmoral Studio's in Belfast. The series *Green Rock* produced by Paddy Kean is due for transmission for six editions from November 6. It will feature Horslips, Undertones, Bronco, Light, Starjets, and Stage B. BBC TV Belfast has completed a second series of *Make Mine Country* introduced by Paddy O'Flaherty and produced by George



ON A RECENT visit to Toronto, singer Paddy Cole was introduced to the city's mayor. Cole is currently doing well with his latest Top Spin single 'You Make My Pants Want To Get Up And Dance'. Cole is pictured left, giving a firm showbiz handshake, while Mayor Crombie responds with a firm civic smile.

Hawardine. The series due for transmission on Fridays from November 2 will feature national and international country entertainers including Vernon Oxford, Boxcar Willie, Gloria, Pholomena Begley, Big Tom, Colm & The Sundowners and Brendan Quinn. Both *Green Rock* and *Make Mine Country* will be screened by RTE later.

ULSTER'S LEADING female songbirds have decided to return to the recording world. K-Tel launched their *The Best Of Pholomena Begley* album at a function in Lisburn, while HomeSpun Records re-issued her *Truck Driving Queen* album, regarded as her best-ever. Rosie and Sunshine have recorded 'Boogie On Up' a Paul Curtis number, while Pilgrim Records rush release 'Shattered Dreams' from their best sellers Mary McGee and Genesis who are resident on the BBC TV series *Halo Sunshine*. After a four-year departure Mary Lou rejoined Harvest and has issued 'The Doodle Song' as a debut release on the Spider label. Top Spin has a new singles from Susan McCann & The Storytellers, entitled 'Seeing Is Believing', while Glen Records has a revived 'Tammy' featuring Barbara Ann.

Top 10 (National chart positions in brackets)

- 1 3 (1) WELCOME JOHN PAUL II
Jim Tobin - CMR
- 2 1 (2) VIVA IL PARADISO
Waltz - Release
- 3 2 (6) LIMERICK YOU'RE A
LADY Dennis Allen -
Release
- 4 4 (11) ONE IF AT A TIME Gloria
- Release
- 5 5 (15) DO YOU WANT YOUR OLD
LOBBY WASHED DOWN
Brendan Shine-Play
Killy - CBS
- 6 8 (17) WHO DO YOU WANNA BE
Gina Dale Haze Champions
- Spider
- 7 - (18) SUMMERTIME BLUES
Daddy Cool & Lollipop -
Release
- 8 10 (20) YOU NEVER HEARD
ANYTHING LIKE IT The
Freshmen - Release
- 9 - (27) PAPA YOU'RE WELCOME
Killy - CBS
- 10 6 (-) GREEN FIELDS OF
FRANCE Furey Bros Davey
Arthur - Banshee
(Chart courtesy of IFPI Ireland)

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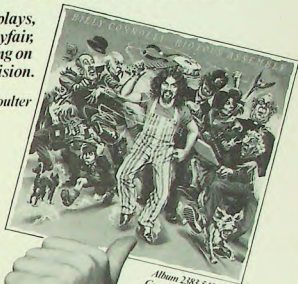
Riotous Assembly

Listen to what happens at teenage parties, what happens at the doctors and the opticians, learn about inflatable dolls with *Sexy Sadie* and the lovely *Raquel*—all this and more in what we regard as the funniest album of the year. In fact we warn you not to play the cassette in the car—it could be dangerous.

Billy's first album for two years includes highlights of his 64 date tour earlier this year, plus a couple of studio tracks, a live version of "The Welly Blues" featuring the Average White Band and of course, the single "In the Brownies." There is also a consumer competition included in the album.

Our campaign includes in-store and window displays, advertisements in *Private Eye*, *Time Out*, *Punch*, *Mayfair*, *Now* and *National Press*. Billy will also be appearing on *Radio* and *Television*.

Produced by Phil Coulter



Album 2383 543
Cassette 3170 543

Order from Polydor's own distribution company:
Poly Gram Record Services Ltd (formerly Phonodisc),
Clyde Works, Grove Road, Romford, Essex,
RM6 4QR. Telephone: 01-590 6044

There is definitely going to be a Riotous Assembly.

Polydor

Video promotes – but does it sell?

A GOOD video can make or break a record – EMI, CHARLES ROBINSON looks more closely at the relationship between video displays and video sales.

VIDEO IS moving so fast that attempts to pin down in print what is happening can quickly be overtaken by events. Right now of critical interest to record outlets, video's ever-growing use as a promotional medium is coming into sharp focus. At Virgin's megastore on Oxford Street, a large Sony outfit belts out video plugs for groups, singles and albums. Placed at a point in the store which is difficult to miss, it is linked to two video sets in the window. Thus the moving message is absorbed not just at point of sale, but pre-entry.

Virgin is positive and articulate about video as a promotional medium – and cautiously excited as well. It quotes an example of medium selling message – Boomtown Rats looked exceptionally good on video, to the point that people would literally see it on the screen, and go and buy the single. Since Virgin claims that the bulk of its sales are not to impulse buyers, video has, it says, added a remarkable sales stimulus. Virgin's



THE LARGE SCREEN video playback in action in Virgin's Oxford Street megastore. The in-store unit is linked to two sets in the window.

thinking about record retailing is in any case very intelligent – it aims to produce an environment which isn't just a record store, but an agreeable place to be in – delicious coffee to drink, slot machines to pour loose change into, and records, records, records all around, thoughtfully laid out amid plenty of space.

Detailed research into video for promotion has left no doubt at all that here is a sales-incitement medium of incompar-

able impact. Just for a start, the message can be precisely chosen. How it's presented depends on what is spent. EMI, which uses Keith & Co. a great deal, spends heavily on video promotion, and declares total confidence in its sales value. "A good video can make or break a record", is EMI's view citing the example of Queen's video on 'Bohemian Rhapsody' as a major contributor towards keeping it for so long at the top of the charts. The Kate Busu video for 'Wuthering Heights', was a much more crucial factor in achieving sales than advertising.

Video, EMI believes, is a proven factor in record sales; by its nature, video is an expensive medium, but extremely cost-effective, given that the costs are amortized not only in the UK but in other countries.

Video has many advantages over live television, including the capacity for infinite repetition. In terms of putting over a sales message, video's possibilities are stunning. Whereas a TV commercial, however often repeated, may or may not catch its (hopefully) captive audience, video – imaginatively used – simply cannot miss. As in Virgin's operation, where two screens pump out product into Oxford Street, and a big screen does the same in the centre of the store, video's capacity to involve and attract even the most disinterested passers-by needs no hyperbole.

In mid-October, Woolworth is launching video as a record promotion

medium in a massive way. Of the key stores, 120 will have video installed, with a one-hour programme running three times daily at peak buying periods. Woolworths says that by limiting each item to 30 seconds, the viewer is exposed to eight different items, as against the one or two they may see if the item is allowed to run for three minutes. Each hour-long tape will be in-store for one month, and each 30-second slot will theoretically be viewable over that month no less than 54,000 times. This is calculated at 6 x 3 showings daily multiplied by 25 shopping days a month and 120 stores.

Woolworths 60-minute shows are put together by Realmheath. Virgin and many other outlets take a monthly hour-long cassette from Captain Video. Extensive discussions have left no doubt at all that video in promotion is a medium of such potential that no retailer can afford to ignore it.

Meanwhile, Philips has allowed a glimpse of the videocassette in action. It's stunning. But is it commercially viable? Why is release delayed until Spring '81? How has test marketing gone in the States? These questions will be looked into in a future article.

Watch this column for Charles Robinson's regular coverage of the new video developments.

Umberto Tozzi's single 'Gloria' is already a million-dollar-seller.

If you've never heard of Umberto or 'Gloria', you'd better know the facts. To date, 'Gloria' has racked up sales of more than 1,000,000. The single has reached Number 1 in Spain, Belgium, Austria, Switzerland and France, and gone Top 10 in Italy and Germany.



Umberto Tozzi's English-language version has now been released in the UK.

This is the original European hit – accept no substitute!



Order from CBS Order Desk. Tel: 01-960 2155. CBS Distribution Centre, Barby Road, London W10

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Sat Dec 1 GLASGOW APOLLO

Mon Dec 3 NEWCASTLE CITY HALL

Tues Dec 4 NEWCASTLE CITY HALL

Thur Dec 6 LIVERPOOL EMPIRE

Fri Dec 7 LIVERPOOL EMPIRE

Sun Dec 9 BRISTOL HIPPODROME

Mon Dec 10 BRIGHTON CENTRE

Tues Dec 11 BRIGHTON CENTRE

