**Cure Album: Rx For Success?**

**BY DAVE DIMITRANO**

LOS ANGELES “Kiss Me, Kiss Me, Kiss Me,” the Cure’s first new studio album in two years, enters the Top Pop Albums chart at No. 72 this week and it follows two significant sellers for the label: 1985’s “The Head On The Door,” which has sold more than 350,000 copies, and 1983’s “Entreat,” which has sold more than 500,000 copies.

**ARTIST DEVELOPMENTS**

**GOLDEN RAPPER**

L.L. Cool J’s new hot-selling Def Jam album, “Bigger And Deffer,” reportedly sold over 800,000 copies upon its release two weeks ago, at press time, that figure had increased to more than $12 million.

According to Bill Steffney, Def Jam vice president, “L.L. was strong with his first album, ‘Radio,’ which came out in November and sold over 800,000 copies, making it [one of] the highest debuts ever. So we knew we’d have a strong reaction to this one.”

The first single, “I’m Bad,” No. 20 on last week’s Hot Black Singles chart, is starting to turn. “I’m Bad,” adds, “We’re experiencing some crossover,” says Steffney, “but L.L. has a more hardcore-base audience than Epic D.M.C. or the Beastie Boys.”

In addition to “I’m Bad,” the album track “I Need Love,” a rap ballad, is “getting a lot of requests at urban stations,” says Steffney.

L.L. Cool J will headline the Def Jam concert at Madison Square Garden, also feature Public Enemy, Doug E. Fresh, Stetsasonic, and Whodini.

**HEART STARTS**

Heart will launch an extensive North American tour June 26 in Tucson, Ariz., in support of its second Capitol album, “Bad Animals.”

Live performances will doubtless boost sales of the album, which is already off to a flying start. After debuting at No. 20 last week’s Top Pop Albums chart, “Bad Animals” climbed to No. 13 this week, while the leadoff single, “Alone,” has rocketed up the Hot 100 Singles chart.

Manager Trudy Green credits Capitol for doing a “phenomenal job” in launching the follow-up to the group’s hit debut album, “Little Queenie.”

Manager Trudy Green credits Capitol for doing a “phenomenal job” in launching the follow-up to the group’s hit debut album, “Little Queenie.”

Heart will tour with Alabama this summer.

**ROOTS ROCKER**

After creating underground ripples with his Rick Derringer-produced eponymous debut album, singer/guitarist Mason Ruffner is starting to make mainstream waves with his new CBS Associated album, “Gypsy Blood.”

Initial orders on the album, at No. 134 on last week’s Top Pop Albums chart, were over 100,000 units, according to John Warner, product manager for the label. “It’s a little higher than we expected, but radio wasn’t that receptive to it,” says Warner. “We got Dave Edmunds to produce this album, which is very much in line with the band’s roots credibility, but this record’s more accessible.”

In support toheighten radio awareness of “Gypsy Blood,” the label flew several two key album rock programmers to New Orleans, where Ruffner showed material from the new release.

(Continued on next page)