NEW YORK—For president and CEO Cathy Jacobson, the name of her newly launched, Virgin-owned Cardiac Records label implies "a state of the body and mind."

Translated to vinyl, notes her longtime associate and VP of A&R Bob Ghossen, Cardiac is strictly street-starting, though not necessarily street-stuck. "We want Cardiac to have a club image and be close to the street at all times, no matter what," says Ghossen.

"Some records will cross to radio, but they'll first break street. We'll also put out records that are tailor-made for clubs only, without radio potential."

But both Jacobson and Ghossen stress that just because Cardiac is club-oriented, it shouldn't be pigeonholed. The label's initial release plans, starting with the just released "high energy R&B" of the Arthur Baker-produced "Simple Rhythms" by Soul Rebellion, bears this out.

Cardiac's next singles include Soul Images' "Tell The Truth," which, according to Ghossen, is "midtempo R&B with a groove"; rapper Queen Mother Rage's "Slippin' Into Darkness," produced by X-Clan; R&B singer Robyn Springer produced by Randy Muller, and dance/crossover sister group Sorrella, produced by By All Means' Jimmy Varner and Sean Shepherd.

"I sign a wide variety of dance music, from rap to sophisticated midtempo radio records to straight-ahead dance, "go with" records," says Ghossen. "Albumwise, we'll be more sophisticated. We're looking to build solid R&B artists."

Adds Jacobson, "We sign artists for what they are—not to make them into something else. No 'relationships signings,' where you owe someone something, or records which you know will sell but aren't really into emotionally."

Additional signings, she notes, may be pickups from Virgin U.K. label at Cardiac pretty much eye-to-eye, but that's natural. The two first worked together more than a decade ago at Casablanca Records, where Jacobson was East Coast director of its Earmarc label and Ghossen managed Northeast club promotion.

**DANCE**

**TRAX** (Continued from preceding page)

formed confections. For the clubs, the inspired cover of U2's "I Still Haven't Found What I'm Looking For" is a pick, as is "Stronger Together" by The Fugees. Those expecting more in line with "Vogue" may be disappointed, since that track was originally scheduled to be a B-side and doesn't fit the concept of the project. Taken out of context, a few of the cuts (which are produced and performed with a classic early 20th century vision) don't hold up and at times seem trite. Our favorite tracks are the lush ballad "Something To Remember" and the jiving "Back In Business." But this is far from club material and only one or two tracks effortlessly lend themselves to be remixed: "Hanky Panky" and "Now I'm Following You," a duet with Warren Beatty. Not a great album, but the label does merit respect for trying something different... Also of interest are "World Power" by Arika; and "Shotgun" by Jamie J. Morgan; the dance compilation "FPFR—Gold On Black 1990" (FPR/PolyGram), which features "Chimie" by Orbital, "And I Loved You" by Satoshi Tomiie Featuring Arnold Jarvis; "Do You Dream" by Carlito; "The Masterplan" by Diana Brown & Barrie K. Sharpe; and the esoteric African horn rhythms of Paulah's "Let Them Talk." "Bang The Drums" (Pore, 212-873-1248); jammin' underground stuff. Note the cuts "Africa," "Zulu (We're One Nation)," and "Secrets Of The Nile."

**BACK TO THE BEAT:** Get your pen and paper handy. Jot down this number: 800-666-0445. And dust off that gold lame. Hot Productions has just unleashed 10 volumes of club classics on CD that are a must for any disco twirler from the era. Here's a quick listing of what's available: "The B Streets Records Vol. 1 & 2," featuring cuts by the Flirts, Bobby O, Divine, Roni Grif- 21 Temptations. Island recording artist Mica Paris was recently surprised with a 21st birthday party held in her honor at new New York nightspot The Building. Paris is currently in the studio preparing an album for early fall release. Shown here with the honoree is one of the evening's many guests, Luther Vandross. (Photo: Chuck Pulin)