

A&M is having a 'Party, Party' for Christmas – all dealers welcome

A&M'S SURPRISE contender for the Christmas market is the tv-advertised soundtrack album from its first feature movie *Party, Party* (AMLH 68551) due out on December 3.

Supported by what the label terms "An intensive television advertising campaign," and supported by comprehensive print advertising and in-store activity, the record features Altered Images, Bad Manners, Bananarama, Pauline Black, Chas & Dave, Elvis Costello, Dave Edmunds, Modern Romance, Sting, Midge Ure and Madness.

The title track was especially written

and recorded by Costello and will be released on A&M as a single on November 26. However, rights to singles on other tracks rest with companies to which the artist in question is under contract.

Artists are each set in unfamiliar song contexts – Bad Manners, for instance, perform 'Elizabethan Serenade' while Sting sings 'Tutti Frutti' backed by the Dave Edmunds band. The movie is expected to get UK release next February, and is the first feature film from A&M Sound Pictures.



'FROM THE Queen of Soul to the King of The Tube' ran the inscription on the gold disc Arista Ariola head of regional promotion Mike Perry (right) presented Channel 4's producer of *The Tube* Malcolm Gerrie before the show's first transmission. Aretha Franklin is Gerrie's favourite artist and he is hoping she will appear on the show in the New Year.

Ins & Outs

TIM READ has joined Polydor from Arista as part of a major reorganisation of the marketing department. Read joins as marketing manager on January 1 and reports to Nigel Reveler, now general marketing manager. In addition George McManus, currently senior pop product manager is appointed marketing executive, reporting to Reveler. He will oversee compact disc releases, tape and catalogue campaigns. . . IAN MANNERING-SMITH has left Kaleidoscope, where he was marketing manager, and is working for CBS promotions department on a freelance basis. . . BERNADETTE COYLE has been promoted to press officer at Phonogram having previously being a deputy. Heather Harrold joins the press office as assistant having previously been assistant to general marketing manager Tony Powell. . . NICK RAYMONDE, founder of the Kamaflage label, has left DJM, where he handled a&r after disagreements about the creative future of the label. . . BILL LAMB has been promoted to divisional manager distribution at RCA, based at head office. . . JACKY MOINI, former marketing manager of DJM, has joined Epic as product manager, replacing Jamie Rubenstein who has left the industry. . . RONNIE FISCHER has joined Epic as artists relations manager. . .

Letters

Buy a Gallup 'magic box' and win free discs

THERE ARE only six weeks to go! Six weeks to the end of the BMRB contract and the beginning of the age of Gallup.

The facts have been well published in your paper, but I wonder just how many dealers realise what the future really holds. The present total number of chart return shops is 750, who (give or take a couple of hundred) receive free records and other gifts from certain record companies. Under Gallup there will be only 250 and even worse (for the rest) the chart return shops will have an easily identifiable magic box on the counter.

Fortunately the dealers who are not selected as chart return can still purchase their own box (cost about £1000, not only will it help with stock control but it will bring free records! According to Gallup, they will constantly rotate the shops they use – everyone who buys a machine will be considered, so record company reps won't know whether dealers are chart return or not so they'll have to give them the benefit of the doubt.

Of course, what happens if every dealer in the country buys a box? Well, the BPI gets rich (wage increases for Deacon/Scaping?), the record industry gets a free chart and Bullett and Promopeople go bankrupt because they can't afford to cover all 5,200, the majors are brought to their knees because their staff will spend all day doing dealer mail – outs Post Office gets rich) and forget to service radio stations; Radio-1 will play Cherry Red Records all day.

Well, maybe I have an over active imagination; but what I do know is that dealers who don't buy their box fast will get well behind in the freebie stakes, and at some point there comes a point where record companies have to stop giving away copies to every new shop with a box. Maybe, the record industry has stumbled across an idea which really will mark the beginning of the end of easy chart manipulation. Dealers, as always you hold the key, but this time it really is up to you. IAIN McNAY, Managing Director, Cherry Red Records, London W2.

Merchandising

Half of Bauhaus twofer available as single LP

BAUHAUS ALBUM *The Sky's Gone Out* (BEGA 38) is available singly on December 10 after being half of a twofer. The album is available through WEA for a dealer price of £2.79 and is accompanied by a 30ins×40ins collage poster of photographs of the group taken by fans and a free single. The cassette (BEGC 42) continues to be a double play tape.

SOFT CELL has a new single 'Where The Heart Is' released on Some Bizzare, through Phonogram, on Friday (November 26). The 7-ins (BZS 16) is available in a picture sleeve while the 12-ins (BZS 1612) has an extended version for a dealer price of £1.21. There will be full advertising back-up and flyposting.

KEVIN ROWLAND & Dexys Midnight Runners have a new single 'Let's Get this Straight From The Start' and 'Old' released by Mercury this week. The single is a double 'A' side (DEXYS 11) and the 12-ins (DEXYS 1112) has an extra track and live version of 'Old'. Both come in picture bags and are being supported by consumer press advertising and posters.

DONNA SUMMER'S 'I Feel Love' (FEEL 7/12) is reissued this week by Casablanca, through PolyGram. The 12-ins contains a 15-minute-plus 'mega mix' backed by an eight-minute 'mega edit' while the 7-ins has three and four-minute versions of parts one and two. Both are available in special bags and the remixes are by Patrick Cowley.

CHRISTMAS SINGLE from Siouxsie & The Banshees is 'Il Est Né Le Divin Enfant' with 'Melt' as the double 'A' side. The single (POSP 539) will also be available in 12-ins with an extra track. Both are housed in picture bags and will receive consumer press advertising support.

CARLY SIMON'S new single is 'Come Upstairs', a remix from the album of the same name. It is also available in 12-ins format.

CASSETTE COPIES of the new Peter Skellern album *A String Of Pearls* (MERL/C 10) are available on chrome tape.

FIRST RELEASE from The Stranglers for Epic will be a single out on Christmas Eve. It is 'European Female', recorded in Brussels.

Stiletto lights up with new Disques Bleu label

STILETTO RECORDS, with EMI's former general manager international Paul Watts now appointed managing director, has established a new label to be known as Disques Bleu. Distribution will be via Salespeople and CBS.

First release will be 'Sweet Europeans' by The Bloomsbury Set, produced by Andy Taylor of Duran Duran. Birmingham-based, the Bloomsbury Set previously recorded for Graduate and were signed to Stiletto after playing on Radio-1's Peter Powell Show.

The other two singles are 'Past Present and Future' by Cindy and the

Saffons and 'Your Body Not Your Mind' by Baby Alligators. Cindy is actually actress Joanne Whalley who played a leading role as Ingrid in the recent TV series *A Kind Of Loving*. Based on the 'Moonlight Sonata' classical theme 'Past Present And Future' has been recorded in mono to enhance the 60s feel of the song and the sound. Baby Alligators is Neil Harrison, the writer, and John Townley, an ex-EMI artist.

Harrison, who wrote 'I'll Never Love You More Than I Do' for Lulu is currently playing the role of John Lennon in the *Bootleg Beatles*.

Deals

'Gin' and juice go through IDS

JUICE RECORDS has been set up by Rosie Schmuecker, previously with Recorded Delivery, and has already released Chris Simpson's 'The Sting of Gin' (JU 102) through IDS.

Based at 68, Ladbroke Grove, London W11 (Tel: 01-221 3822/486 9431) the company also incorporates a publishing arm and will put out two more singles, 'Lie' by James Steen (JU 101) and 'Stevie's OK' by Louise Lamarr (JU 100) before the New Year.

CLIVE STANHOPE'S CSA Records has signed two marketing agreements with Burning Sounds and Linval Thompson's Thompson Sound label.

The first two albums under the deal are a special compilation of disco mixes from Barrington Levy called *Hunter Man* (BS 1050) and *Slum* by Gregory Isaacs in dub (BS 1051). Dealer price is £2.89 with pressing and distribution being handled by Spartan and records available through CSA.

Thompson Sounds new releases are 12-ins disco 45s 'You Baby' c/w 'Not At Home' by Thompson himself (TS 001) and Sugar Minott's 'How Could I Let You Get Away' (TS 002). Dealer price is £1.60 and distribution will be through Rough Trade, Jetstar and normal reggae distributors.

MAGNUM FORCE has signed The Blue Caps, Gene Vincent's former backing band, who have recently toured the UK. An album was recorded during the tour.