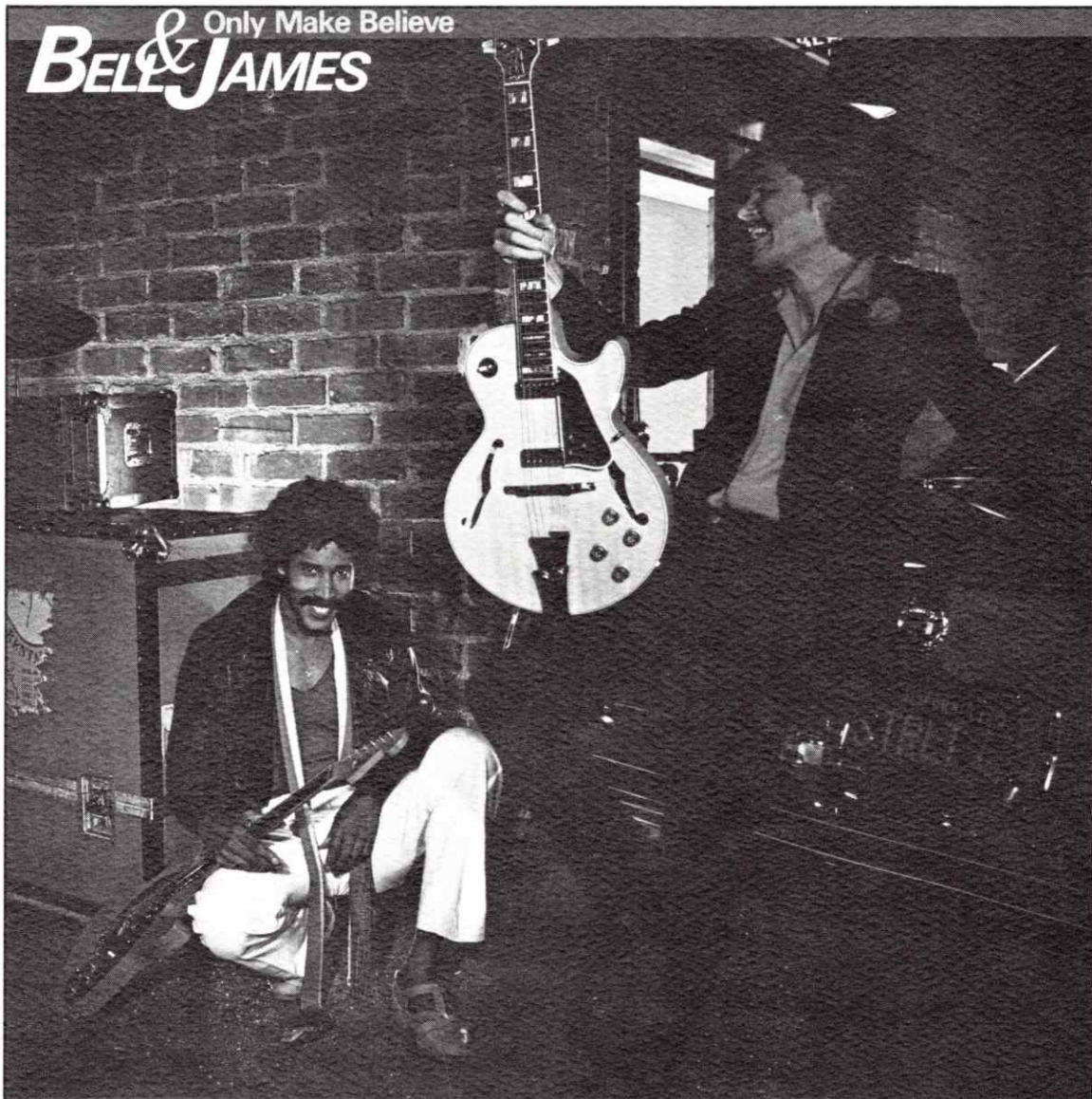


Foreplay



BELL & JAMES

ONLY MAKE BELIEVE



ALBUM COVER

THE NAME: BELL & JAMES
THE ALBUM: ONLY MAKE BELIEVE
THE PRODUCERS: Bell & James/Executive Producer: Thom Bell
THE NUMBERS: SP 4784 (\$7.98-list LP)
8T 4784 (\$7.98-list 8-Track)
CS 4784 (\$7.98-list Cassette)

THEIR PAST: One of the two biggest A&M singles so far this year turns out to be a debut disk called "LIVIN' IT UP (FRIDAY NIGHT)." The record went gold and the duo who made it went into orbit. Not only enjoying Top 5 R&B/Top 40 Pop chart success with their BELL & JAMES album, but by helping stage a comeback for one of rock's most notorious superstars. Elton John cut six Bell & James tunes before the

BELL & JAMES/ONLY MAKE BELIEVE

CONTINUED

pair's own product hit the streets. But his label first decided to release half of them when Bell & James hit it big on their own. The resulting Thom Bell Sessions -- comprised entirely of three Bell & James tunes -- included "MAMA CAN'T BUY YOU LOVE." And that was enough to turn the hitless tide for Elton. (Of course, LeRoy and Casey helped out even more by singing and playing on the sessions too.) But Elton's is not the only come back Bell & James will be remembered for. Jackie Moore, whose career had dimmed since her '70 gold single "Precious Precious" is now shining brightly again thanks to "THIS TIME BABY." This Bell & James tune has given Jackie a #1 Disco charter that's crossing R&B and Pop even as we boogie. If the whole thing sounds like a fairy tale, maybe you'll appreciate the title of their new album all the more.

THEIR PRESENT:

Bell & James call album number two ONLY MAKE BELIEVE. And in reality, it's even more varied and vibrant than their first. It all opens with "SHAKEDOWN," which follows a "... (FRIDAY NIGHT)" like a Saturday morning. This special effects boogie parade puts LeRoy and Casey in their funkier suits yet. All of the eight tracks here are unmistakably Bell & James. But the best also blend earlier Pop/Soul styles, placing the pair in the crossover mainstream in the broadest possible sense: "STAY" melds Sly Stone spry with a Spinners brand of smooth ... "FARE THEE WELL" combines Main Ingredient ice with Santana fire... and the ballad "ONLY MAKE BELIEVE" follows in the slow burner tradition that connects sixties Dells with eighties Earth Wind & Fire. "NOBODY KNOWS IT" is the album's most Pop-sounding track, with its contemporary Doobie Brothers quality. Former Doobie Jeff Baxter is coincidentally featured here on pedal steel. Seawind's Jerry Hey and The Jones Girls (of "... LOVE SOMEBODY ELSE" fame) show up on "SAY IT'S GONNA LAST FOREVER." Ernie Watt's sax and Chuck Rainey's bass permeate several other cuts. But for most of the album, the line-up is your basic Bell & James:

CASEY JAMES: Vocals, keyboards, synthesizers, guitar, bass, percussion

LEROY BELL: Vocals, drums, guitar, percussion, congas

String and horn arrangements are divided amongst Jerry Hey, Thom Bell, Tom Tom 84 and Casey. But the material and most of the instrumentation is all Bell & James.

ONLY MAKE BELIEVE is Bell & James at their believable best.

BELL & JAMES/ONLY MAKE BELIEVE

CONTINUED

THEIR FUTURE:

1. The release of "ONLY MAKE BELIEVE" should soar up a wide radio playlist spectrum and give the follow-up Bell & James deserve.
2. Bell & James follow their initial promo tour with their first performing tour come September.

Product Manager: Jordan Harris

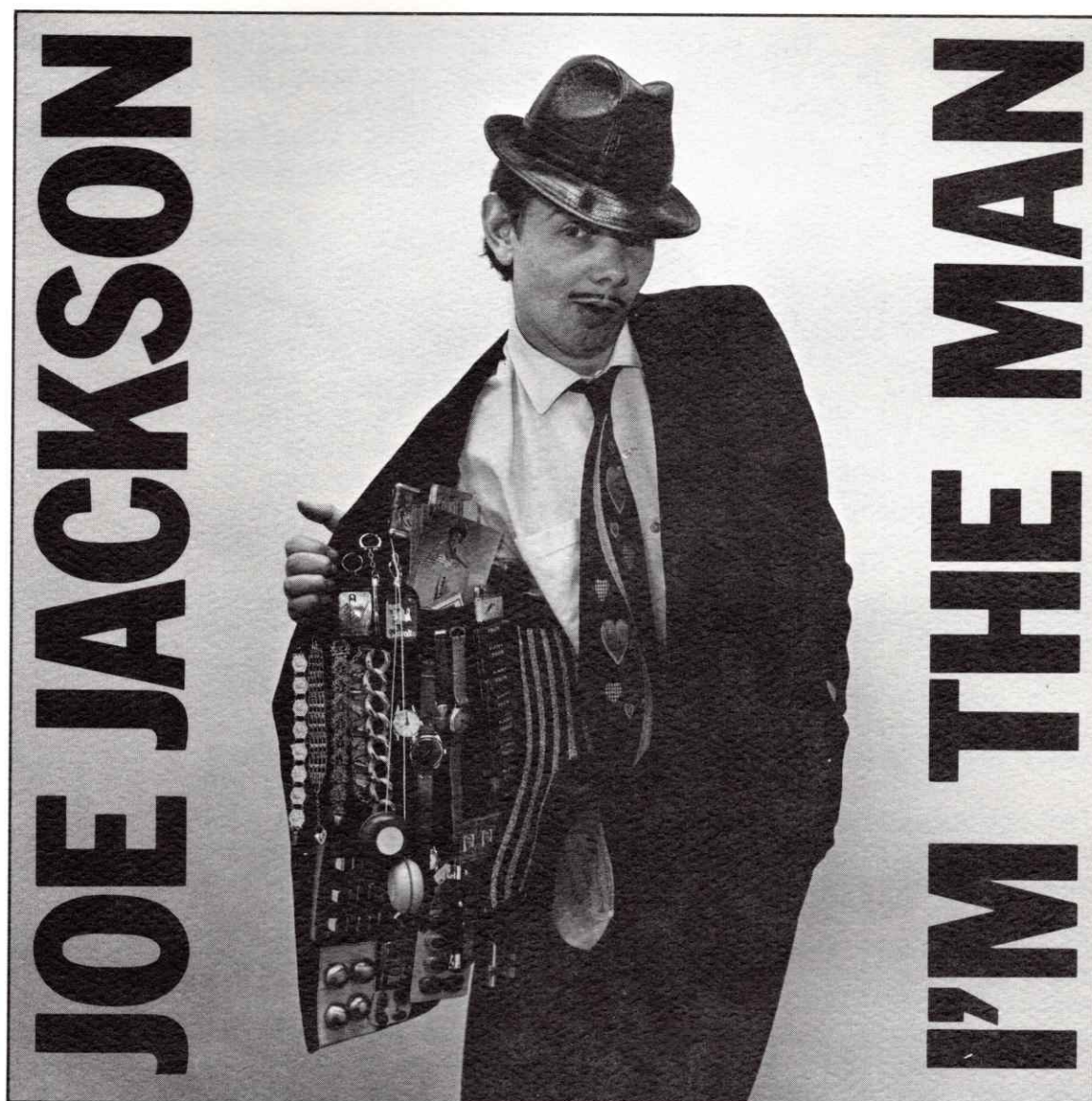
Manager: Dick Broder
1021 Ocean View Blvd.
Pacific Grove, Ca. 93950

Agent: Fred Lawrence/APA
9000 Sunset Blvd. #315
Los Angeles, Ca. 90069
(213) 273-0744

Catalogue: SP/8T/CS 4728 BELL & JAMES

JOE JACKSON

I'M A MAN



ALBUM COVER

THE NAME:

JOE JACKSON

THE ALBUM:

I'M THE MAN

THE PRODUCER:

David Kershenbaum

THE NUMBERS:

SP 4794 (\$7.98-list LP)
8T 4794 (\$7.98-list 8-Track)
CS 4794 (\$7.98-list Cassette)

HIS PAST:

JOE JACKSON is the man who asked the single musical question "IS SHE REALLY GOING OUT WITH HIM?" -- and received immediate Top 20 hit replies all across America. Joe Jackson is the man who called his first album LOOK SHARP -- and saw the R.I.A.A. certify that statement "gold." Joe Jackson is the man who went from two cuts on the NO WAVE sampler to raves like this in less than a year:
"(He makes) some of the most unforgettable down-to-

JOE JACKSON/I'M A MAN

CONTINUED

the-basics rock of the decade." "(He's) probably the best new artist of the year." "(He's) the 14th coming of The British Invasion."

And Joe Jackson's just the Britisher to follow it all up. Not just with his current new cuts on the PROPAGANDA sampler...but with two more new sides-worth.

"It would be terrible," Joe told the press recently, "to do a first album and then have nothing left. (But) I've had lots of time since I recorded the first album to work on new stuff and I've got loads of songs written."

Sharp shoes and sharp ties notwithstanding, it's music that makes the man. Particularly when he rocks like Joe Jackson.

HIS PRESENT:

I'M THE MAN is a much more personal album than its predecessor... but it still struts the musically lean and lyrically cocky attitudes that made LOOK SHARP sound sharp.

Three new songs in particular are powerfully autobiographical: "THE BAND WORE BLUE SHIRTS," about makin' it by fakin' it (in the days when Joe sublimated his rock for a steady paycheck at The Playboy Club)... "DON'T WANNA BE LIKE THAT," cataloging all the things Joe doesn't want to be when he grows up...and "ON YOUR RADIO," equating success with gettin' back and gettin' even.

The "Sunday Papers" tradition continues in another trio of originals: "FRIDAY," about the Jekyll & Hyde aspects of being a female working stiff... "GERALDINE AND JOHN," profiling a married-but-not-to-each-other couple...and the album's title tune "I'M THE MAN," in the first person of a fictional but very believable Emperor of Promotion.

A pair of tunes explore the loss of innocence just short of celebrating it: "IT'S DIFFERENT FOR GIRLS," and "AMATEUR HOUR."

Rounding out the song set are two self-described "pop songs": "KINDA KUTE," about lovin' from not-so-far...and the rave 'n roll "GET THAT GIRL," which explores the Zen of picking up women.

All ten tunes are original and unmistakably Jackson. So when Joe tells you I'M THE MAN, there ain't no doubt about it.

HIS FUTURE:

1. Having sold Joe gold his first time out, the market's ready for...THE MAN to go for platinum. Watch for breakouts out of the Northeast, West and Southeast.
2. Almost 10% of his gold level LOOK SHARP album sales were on the special 10" -double-disc-package -- indicating a strong multiple-purchase market for Jackson. So watch PROPAGANDA make converts for I'M THE MAN, and vice versa.
3. Joe's sharp AOR and Top 40 base will get even sharper with the first single from his new set.

JOE JACKSON/I'M A MAN

CONTINUED

MANAGER:

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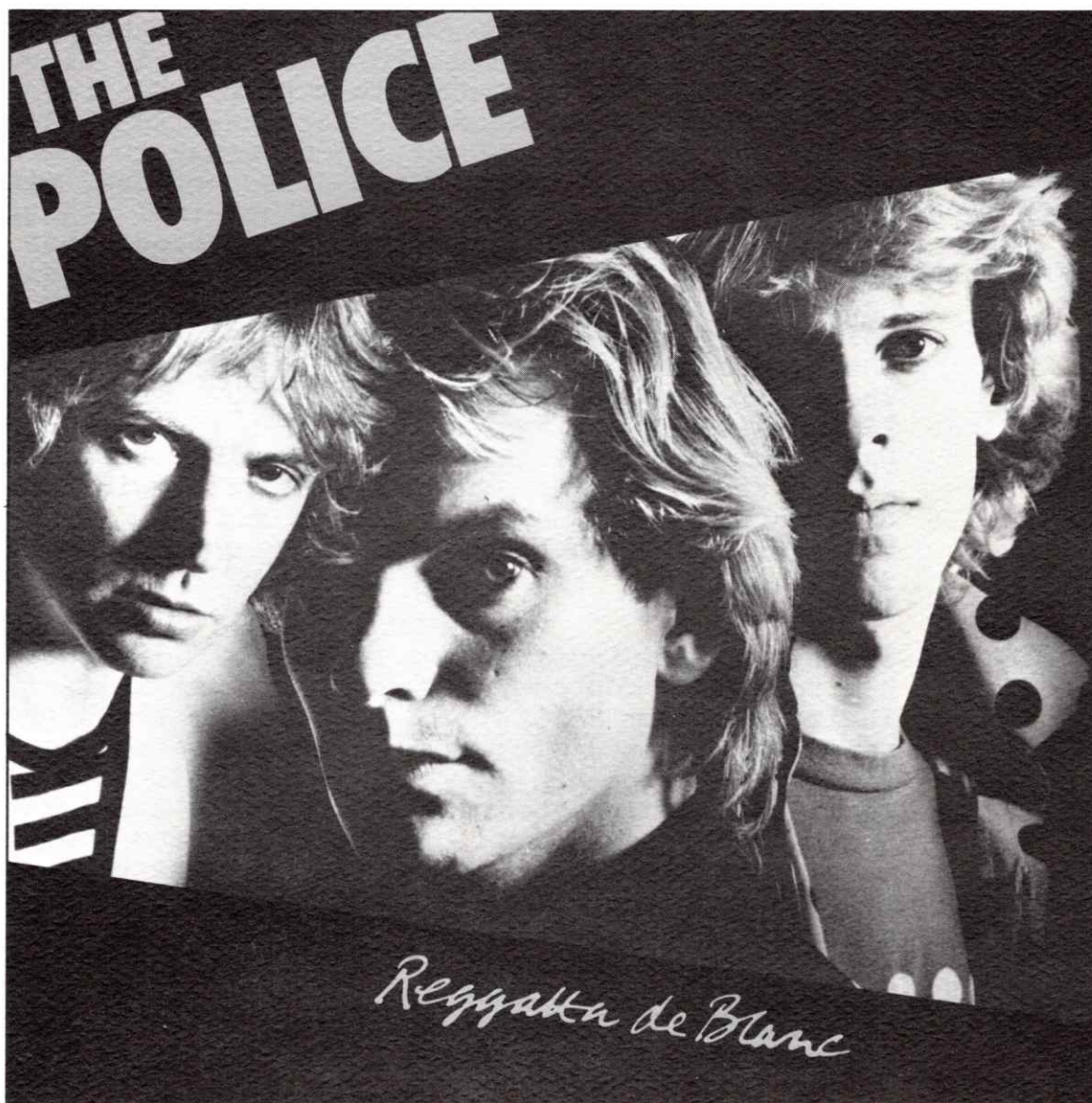
Carol Sidlow
(213) 274-7451

PRODUCT MANAGER:

Jordan Harris

CATALOGUE:

SP/8T/CS	4743	<u>LOOK SHARP</u>
samplers:		
SP/8T/CS	4786	<u>PROPAGANDA</u>
SP	4638	<u>NO WAVE</u>



ALBUM COVER

<u>THE NAME:</u>	THE POLICE
<u>THE ALBUM:</u>	REGGATTA DE BLANC
<u>THE PRODUCERS:</u>	The Police & Nigel Gray
<u>THE NUMBERS:</u>	SP 4792 (\$7.98-list LP) 8T 4792 (\$7.98-list 8-Track) CS 4792 (\$7.98-list Cassette)

THEIR PAST: "We're against inflation of the musical kind," Police-man Andy Summers told Rolling Stone recently. The trio's short but successful history proves how powerfully his point is taken. About a year ago, this debuting British trio --

ANDY SUMMERS: guitar
STEWART COPELAND: drums
STING: bass & vocals

THE POLICE/REGGATTA DE BLANC

CONTINUED

Checked their equipment as luggage on low-budget Laker Airlines -- and checked into the U.S. club scene from London on a pre-album tour. Do-it-yourself all the way, through the Northeast in a van. Sharing hotel rooms and cutting expenses to the bone. But their music received first-class notices, with The New York Times typical in its atypical reaction to a first-listen: "No other new rock band...has been able to combine intellect, progressivism and excitement so well."

Police had gotten their own proverbial ball rolling. Their first single -- "ROXANNE" -- went Top 40. Their first album -- OUTLANDOS D'AMOUR -- went Top 25 (and is currently staring gold in the face). The band went from playing 450-seaters (The Whisky) to 2,800-capacity halls (The Santa Monica Civic) in two months' time.

Fighting inflation translates into some very meaningful numbers. Especially when you rock like The Police.

THEIR PRESENT:

There's no arguing the fact that THE POLICE know how to get in and out of a recording studio fast. Their new album REGGATTA DE BLANC again shows their rapid work habits working to everyone's benefit. All three Police-men play everything this time out (guitars, bass, keyboards, drums). And everyone on the squad has a hand in songwriting and singing lead. The 11 originals that result are a self-described collection of "comedy, social consciousness and nonsense."

In the "comedy" category: "ON ANY OTHER DAY" is a Zappa-like look at a morning turning to shit...and "WALKING ON THE MOON" pictures love without gravity, making for some great giant steps for reggae-rock of the Police kind.

In the "social consciousness" bag: "MESSAGE IN A BOTTLE" is their re-recording of their very first single, here on LP and tape for the first time... "DEATHWISH" is done to a Bo Diddley riff and a Kraftwerk turn.

And under the heading of "nonsense": "REGGATTA DE BLANC" is their title tune instrumental, featuring a myriad of mystery sounds... "DOES EVERYBODY STARE" is a paranoid's paradise, sounding like a cross between yesterday's Jefferson Airplane and tomorrow's Randy Newman.

Then there are the tracks which overlap all three Police divisions: "IT'S ALRIGHT FOR YOU" with its Bringin' It All Back Home-era Dylan flair...and the double-time reggae-rocker "THE BED'S TOO BIG WITH-OUT YOU."

REGGATTA DE BLANC... "white reggae"... But in any language, you can't resist arrest #2 from THE POLICE.

THEIR FUTURE:

1. The Police is right up there with The Knack as one of the two hottest new bands of '79. A perfect

THE POLICE/REGGATTA DE BLANC

CONTINUED

position from which to enter The Eighties.
2. Police's first album spent more than half a year on the charts. The live Police PROPAGANDA cuts have whetted appetites, both radio and consumer. America is hungry for their follow-up. And for their next American tour, starting late September.
3. Current prime Police territory includes The Northeast, Texas, The West and Midwest. But ... BLANC's just the album to fill in all the blanks.

MANAGER:

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AGENT:

Ian Copeland
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PRODUCT MANAGER:

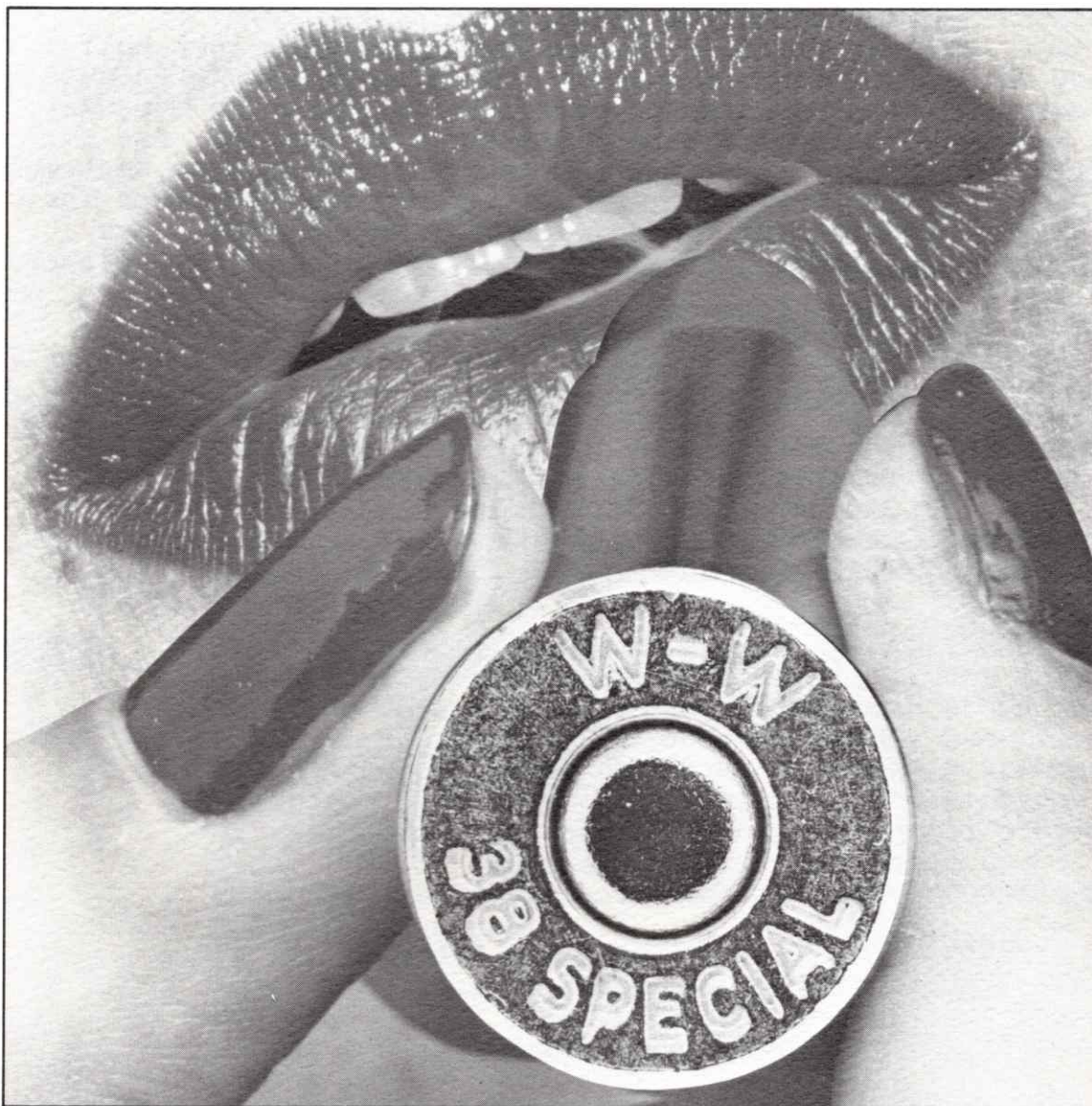
Jordan Harris

CATALOGUE:

SP/8T/CS 4753 OUTLANDOS D'AMOUR

samplers:

SP/8T/CS	4786	<u>PROPAGANDA</u>
SP	4638	<u>NO WAVE</u>



ALBUM COVER ART WITHOUT TYPE

THE NAME: 38 SPECIAL
THE ALBUM: ROCKIN' INTO THE NIGHT
THE PRODUCER: Rodney Mills
THE NUMBERS: SP 4782 (\$7.98-list LP)
8T 4782 (\$7.98-list 8-Track)
CS 4782 (\$7.98-list Cassette)

THEIR PAST: On the road almost three years before cutting their first album, 38 SPECIAL toured the South with Frampton, Kiss and Foghat. Developing an audience that helped their debut package sell more than 95% of the debuts unleashed the same year ('77). 38 SPECIAL's second album brought them even higher chart numbers and billing status. They began to headline far from their Florida roots -- in Wyoming, Wisconsin, Texas and Washington.

.38 SPECIAL/ROCKIN' INTO THE NIGHT

CONTINUED

THEIR PRESENT:

ROCKIN' INTO THE NIGHT is the album that 38 SPECIAL's career has been rockin' towards. With the thrust of a new manager -- but with the confidence that only comes from playin' together for years -- the 38 SPECIAL line up remains one of rockdom's finest...the pride of Jacksonville, Florida:

DONNIE VAN ZANT...lead vocals
DON BARNES...electric, acoustic guitar; lead vocals
JEFF CARLISI...electric and slide guitar
LARRY JUNSTROM...bass, guitars
JACK GRONDIN...drums, percussion
STEVE BROOKINS...drums, percussion

Donnie's lead vocals continue to impress. Don & Jeff's guitars are crisp and well-coupled. Especially on 38 SPECIAL's first recorded instrumental showpiece, "ROBIN HOOD"...a cut that is to this band what "Jessica" is to The Allmans and what "High Tide..." is to The Outlaws.

Van Zant, Barnes and Carlisi write seven of the nine tunes here in various permutations and combinations.

But there's still room left for a funky '53 oldie: "MONEY HONEY," first famoused by The Drifters.

And a new tune by a new writer -- Jimmy Peterick -- winds up as the package's title tune.

The new album marks a change in producers for the band...a move to Atlanta Rhythm Section veteran Rodney Mills (who's got double-gold credentials from ARS' last two albums and who's chosen ARS' Doraville Studio One to cut 38 SPECIAL's new music in).

There's no need to fear the darkness when you're ROCKIN' INTO THE NIGHT with 38 SPECIAL.

THEIR FUTURE:

1. The Allmans are back, Charlie Daniels is bigger than ever...and new bands like Molly Hatchet and Blackfoot are breaking big. Bands from The South are risin' again -- and time's never been more special.

2. It only takes one single to break a band like this. And "ROCKIN' INTO THE NIGHT" could be very Special.

3. Look for Special breakouts out of Seattle, Dallas, St. Louis, New Orleans, Florida and Boston --all past Special strongholds.

MANAGER:

Michael John Bowen
Dannybrook Farm
8003 63rd St.
Longmont, Co. 80501
(303) 772-6953

PRODUCT MANAGER:

Jordan Harris

CATALOGUE:

SP/8T/CS 4684 SPECIAL DELIVERY
SP/8T/CS 4638 38 SPECIAL

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JOHN CALE

Sabotage



"SABOTAGE" (SP 004), John Cale's new album, will mark a new direction for music. It will not be the first time he has done it.

In the late 60's Cale, along with Lou Reed led a popular cult band known as the Velvet Underground. This experimental band pioneered a progressive, avant-garde rock and roll that became a favorite of critics and loyal fans alike. Cale's work with this band founded a new energy which ultimately influenced what is now known as new wave. As a result Cale became viewed as somewhat of a culture hero.

And a culture hero he will remain, for "SABOTAGE" (SP 004) is a new standard from which a new generation of music will result. The album explores new territory, new boundaries, yet remains a powerful rock album, crammed full of energy.

"SABOTAGE" (SP 004) is a statement from a man whose work is always listened to and you can bet there will be plenty of people ready to hear what he has to say.

SP 004 "SABOTAGE" JOHN CALE

(7.98 List) Produced by John Cale

not available in 8-track or cassette

WAZMO NARIZ

Things Aren't Right

ALBUM ART NOT
AVAILABLE AT
THIS TIME

WHO EEZ WAZMO NARIZ?

Judging by his album, that question won't take very long to answer.

"THING'S ARE'NT RIGHT" (SP 005), the title of the first and only Wazmo Nariz album is indicative of his humor, but the music within is not only right ...but right on time.

With a unique vocal style and superb musicianship from his band, Wazmo Nariz will find many of his tunes on radio airwaves.

Wazmo's music incorporates a driving rhythmic beat resulting from an amalgamation of musical styles. All of it held together by the humorous, musical perversity that only Wazmo can deliver.

Live, Wazmo Nariz captivates his audiences with his energy and songs about everyday occurrences with that little humorous twist which leaves his sold-out shows asking for more. But Wazmo's music is to be taken as a new and fervent musical statement, for Wazmo has succeeded in creating a sound that will certainly make him an artist to be dealt with. The tightness of his band speaks for itself and Wazmo's song's take full advantage of their capabilities. Each song allows for moments of instrumental wizardry that draws the listener into each song.

"THING'S ARE'NT RIGHT" is full of singles each one standing on it's own for their ingenuity and musical expertise.

"THING'S ARE'NT RIGHT" (SP 005) will definitely answer the question...

SP 005 "THINGS AREN'T RIGHT" WAZMO NARIZ

(7.98 List) Produced by Wazmo Nariz

not available in 8-track or cassette

ROOT BOY SLIM & the SEX CHANGE BAND

Zoom



Rootboy Slim & the Sex Change Band have re-appeared - this time with a hit album needed to break out of their cult status. "ZOOM" (SP 006), Rootboy's second album ... while more commercial than his first, is much more consistent as well. Live, Rootboy has total presence and dominance over the stage, audience and his music. This charisma, combined with the tightness of his band quickly turns Rootboy into a hot performer. On "ZOOM" Rootboy, has transferred this onstage charisma to vinyl resulting in a charged album reflecting the wide range of experiences he garnered after, as a youth, attending a succession of private schools and ultimately Yale. Early on in his career a demo tape caught the attention of Steely Dan's Donald Fagen and producer Gary Katz. That led to a debut album. "ZOOM" has gone way past that first effort. Rootboy Slim & the Sex Change Band reaffirm their rock roots with the energy of new wave resulting in a very satisfying album with vocals as only Rootboy can sing them. He's managed to combine a variety of instruments into a tight unit with Rootboy's own quirky, humorous lyrics to create a full sound capable of blasting away even the most conservative of listeners. The album is packed full of hit singles which will bring Rootboy Slim & the Sex Change Band back into the consciousness of music audiences all over. Rootboy Slim & the Sex Change Band are back!

Product Manager: Jay Boberg

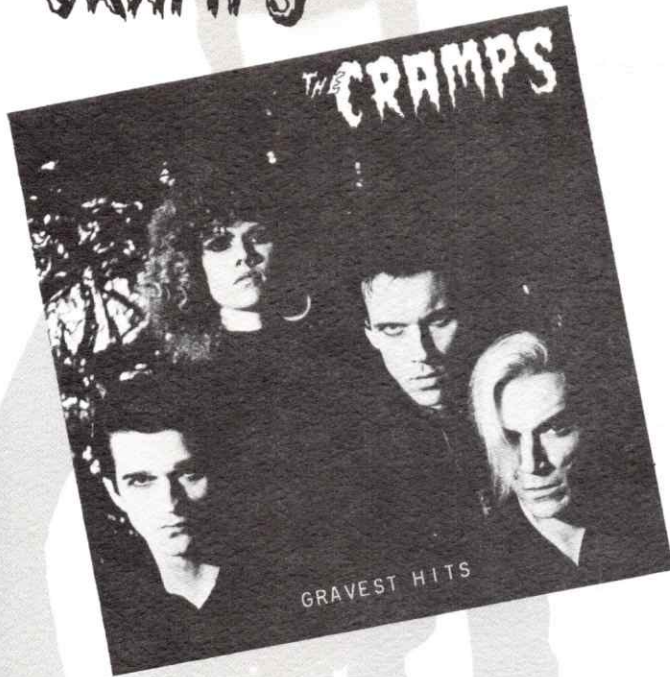
SP 006 "ZOOM" ROOT BOY SLIM & the SEX CHANGE BAND

(7.98 List) Produced by Bob Greenlee & Ernie Lancaster
For Root Boy Productions, Inc.

not available in 8-track or cassette

THE CRAMPS

Gravest Hits



In the spring of 1976, the Cramps began to fester in a New York city apartment. Without fresh air or natural light, the group developed it's uniquely mutant strain of rock'n'roll aided only by the sickly, blue rays of late night TV.

While the jackhammer rhythms of punk were proliferating in NYC, the Cramps dove into the deepest recesses of the rock'n'roll psyche for the most primal of all rhythmic impulses - rockabilly - the sound of southern culture falling apart in a blaze of shudders and hiccups.

The Cramps also picked and chose amongst the psychotic debris of previous rock eras - instrumental rock, surf, psychedelia, and sixties punk. Then they added the junkiest element of all - themselves.

Nick Knox, stoic drummer with the history of the big beat written in his left hand. Ivy Rorschach, voodoo guitarist with the rhythm method down as pat as her blonde beauty. Bryan Gregory, flipping cigs and fractured runs at the incredulous mob. And Lux Interior, the band's frontal lobe, wherein Elvis gets crossed with Vincent Price.

Dr. J.H. Sasfy, Professor of Rockology, American Rock'n'Roll Institute Washington, D.C.

The Cramps "GRAVEST HITS" (SP 501) is classic Cramps. It combines their two independently released singles on their own Vengeance label plus a fifth, unreleased track "Lonesome Town" (the old Rickie Nelson hit). The second single, "Human Fly" was voted by Bomp as #9 all time greatest single and #2 best seller of independent labels by New York Rocker. The Cramps are already one of the biggest draws on the club scene and will be touring extensively throughout the U.S.A. in support of the album. Classic vocals by Lux Interior with superb musicianship by the band make for an intense album second only to their stunning live performances.

SP 501 "GRAVEST HITS" THE CRAMPS

(7.98 List) Produced by Alex Chilton

not available in 8-track or cassette



A&M RECORDS & TAPES ORDER FORM

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DATE

CITY-STATE-ZIP CODE

CURRENT RELEASE: OCTOBER 10, 1979

ARTIST/TITLE		SP-ALBUM \$7.98		8T-8-TRACK \$7.98		CS-CASSETTE \$7.98	
		ORDER	INV.	ORDER	INV.	ORDER	INV.
BELL & JAMES/"Only Make Believe"	4784						
JOE JACKSON/"I'm A Man"	4794						
THE POLICE/"Reggatta De Blanc"	4792						
.38 SPECIAL/"Rockin' Into The Night"	4782						

RELEASE: SEPTEMBER 25, 1979

ARTIST/TITLE		SP-ALBUM \$7.98		8T-8-TRACK \$7.98		CS-CASSETTE \$7.98	
		ORDER	INV.	ORDER	INV.	ORDER	INV.
HERB ALPERT/"Rise"	4790						
STYX/"Cornerstone"	3711	\$8.98		\$8.98		\$8.98	
ROZALIN WOODS/"Flashback"	4785						
MANOLO BADRENA/"Manolo"	4783						
LIVE WIRE/"Pick It Up"	4793						
BEN SIDRAN/"The Cat and The Hat"	741						
DR. JOHN/"Tango Palace"	740						

CURRENT I.R.S. RELEASE: OCTOBER 10, 1979

ARTIST/TITLE		SP-ALBUM \$7.98		8T-8-TRACK \$7.98		CS-CASSETTE \$7.98	
		ORDER	INV.	ORDER	INV.	ORDER	INV.
JOHN CALE/"Sabotage"	004			NA		NA	
WAZMO NARIZ/"Things Aren't Right"	005			NA		NA	
ROOT BOY SLIM & THE SEX CHANGE BAND/"Zoom"	006			NA		NA	
THE CRAMPS/"Gravest Hits"	501	\$4.98		NA		NA	

I.R.S. RELEASE: SEPTEMBER 25, 1979

ARTIST/TITLE		SP-ALBUM \$7.98		8T-8-TRACK \$7.98		CS-CASSETTE \$7.98	
		ORDER	INV.	ORDER	INV.	ORDER	INV.
BUZZOCKS/"Singles Going Steady"	001						
FASHION/"Product Perfect"	002						
THE FALL/"Live At The Witch Trials"	003						



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