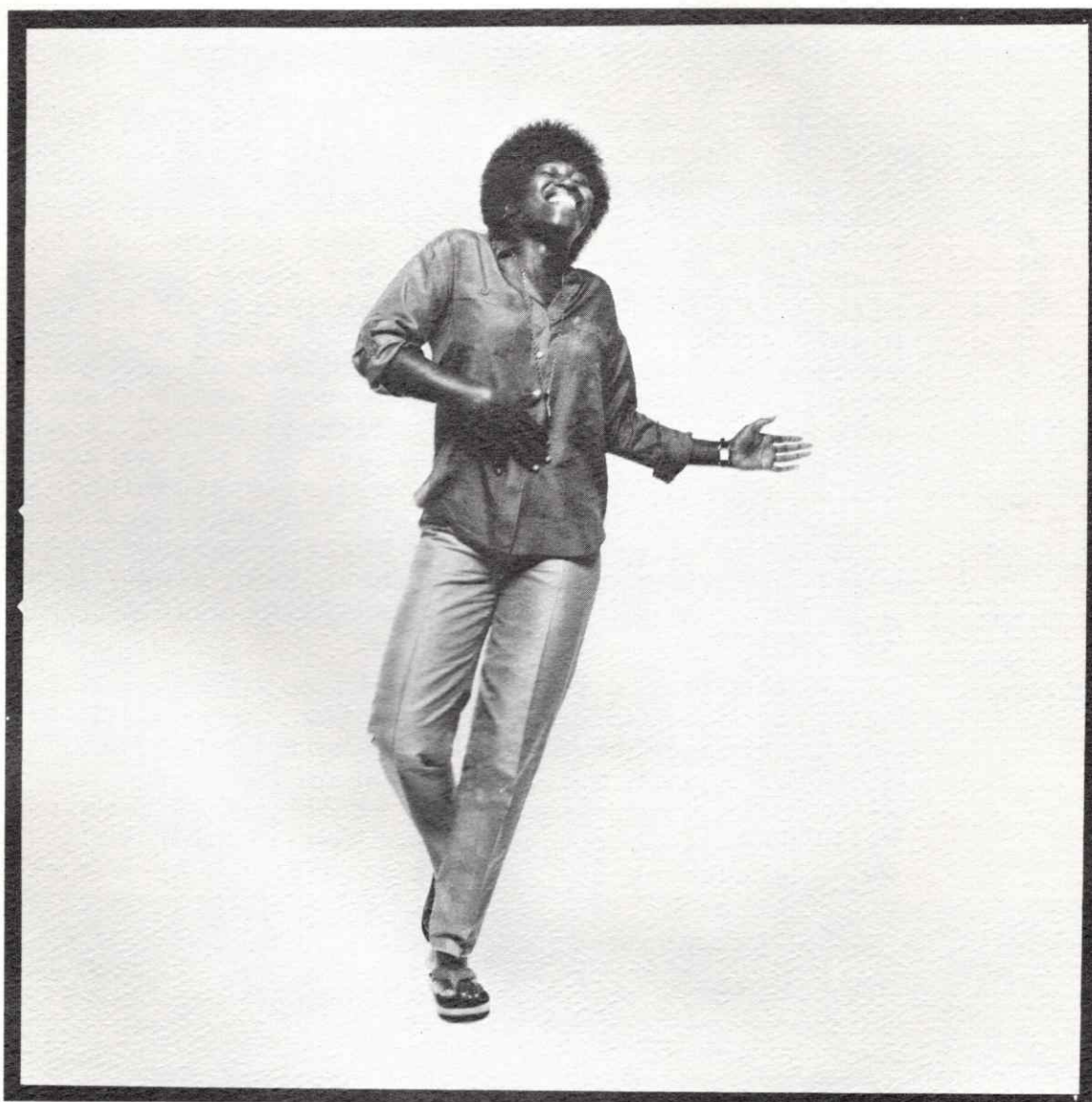


Koreplay



LATE OCTOBER 1979 FPS #27





ALBUM COVER WITHOUT TYPE

THE NAME: JOAN ARMATRADING  
THE ALBUM: HOW CRUEL (EP)  
THE PRODUCER: Henry Lewy and Joan Armatrading  
THE NUMBERS: SP 3302 (\$4.98-list LP)

HER PAST: JOAN ARMATRADING is one of those rare artists who is as indisputably unique as she is brilliant. Born in the West Indies and raised in England, she is a self-taught guitarist whose songs are full of pithy portraiture and heartfelt emotion. Over the course of five albums, she has gathered a devoted following. Not least among them is Rickie Lee Jones who was quoted in Rolling Stone as saying, "Joan is so good ...I wonder why me and not her?" Her reputation among the press already assured and with her now electric stage presence, bravura performances, and

# JOAN ARMATRADING/HOW CRUEL

## CONTINUED

regular touring, she is bound to soon breakthrough to that mass adulation she has been on the edge of for the last two years.

### HER PRESENT:

When A&M Chairman Jerry Moss heard the four songs on this EP, he made an immediate decision not to wait for the preparation of a whole album. They're simply that good. All except "Rosie" which Joan produced herself in England, were co-produced by Joan and Henry Lewy, who is best known for his work with Joni Mitchell. The collaboration of these two highly creative individuals has yielded a bright, vibrant recording that displays Joan at her very best. And when Joan is at her very best, there are very few better. "I Really Must Be Going" is a love ballad with wings; Joan overlays her strong acoustic guitar with double tracked vocals to stunning effect. "Rosie" and "He Wants Her" are reggae-tinged while "How Cruel" finds Joan in a musical context that might be called New Wave. These four songs highlight all the warmth and versatility Joan has always made a hallmark of her work.

### HER FUTURE:

1. A tour early this summer in major Eastern cities has primed Armatrading's fans for this new release and a proposed tour of the Western States this fall will focus even more attention on her.
2. Always a strong catalog artist, this lower-priced EP is bound to attract her regular buyers as well as turning the curiosity prompted by her strong press to sales.

### PRODUCT MANAGER:

Dorene Lauer

### MANAGER:

Mike Stone  
9 Bryanston Mansions  
York Street  
London, W1, England  
(01) 402-1966

### AGENT:

Jerry Heller  
Artist's Heller Agency  
6430 Sunset Blvd. #1516  
L.A., Calif. 90028  
(213) 462-1100

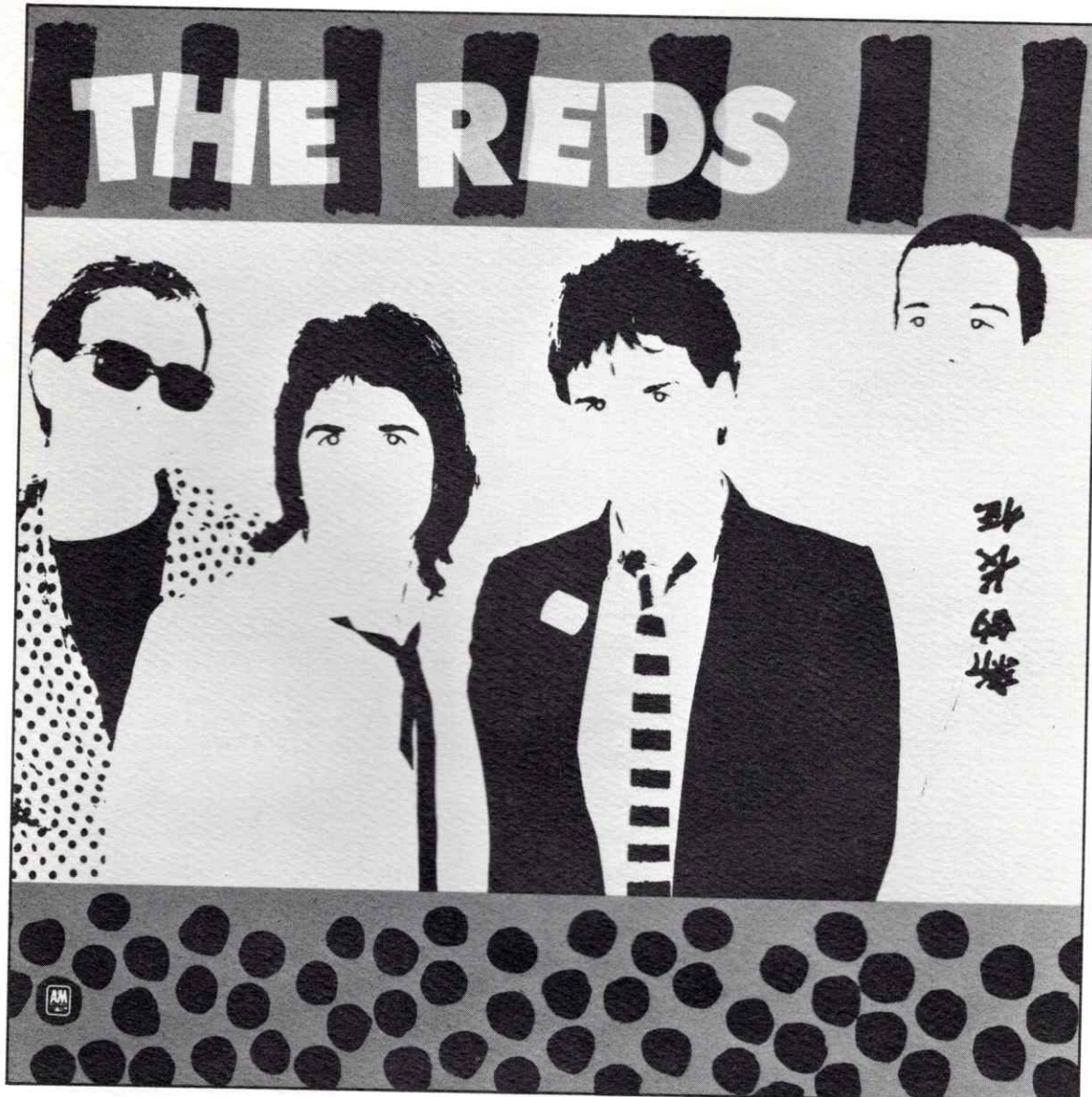
### CATALOG:

SP/8T/CS	4732	<u>TO THE LIMIT</u>
SP/8T/CS	4663	<u>SHOW SOME EMOTION</u>
SP/8T/CS	4588	<u>JOAN ARMATRADING</u>
SP/8T/CS	4525	<u>BACK TO THE NIGHT</u>
SP/8T/CS	4382	<u>WHATEVER'S FOR US</u>



THE REDS

THE REDS 10-INCH



ALBUM COVER

THE NAME: THE REDS  
THE ALBUM: THE REDS (A special 10" EP)  
THE PRODUCERS: David Kershenbaum and Joe McSorley  
THE NUMBER: SP 3301 (\$4.98-list 10" EP)

THEIR PAST: Early this summer THE REDS exploded out of their hometown of Philadelphia with a debut album that instantly established them as one of the most fiercely focused proponents of the New Music. Produced by Joe Jackson's Man-Behind-the-Board, David Kershenbaum, THE REDS were "Most Added" and "National Breakouts" in the trades. Their awesome frenzy in performance and strong airplay have given them excited followings in Boston, New York, Chicago, Texas and, of course, Philadelphia. A song from their debut album, "Joey," lead off side two of A&M's

# THE REDS/THE REDS 10-INCH

## CONTINUED

New Wave compilation Propaganda and exposed that many more trend buyers to their apocalyptic brand of rock and roll.

### THEIR PRESENT:

This special 10" EP combines two of the strongest tracks from THE REDS with two previously unreleased recordings, a Reds' original "Destination" and an aggressive cover of The Doors old "Break on Through." With Morrison's "The End" prominently used in Apocalypse Now, there's a Doors revival afoot and THE REDS' "Break on Through" will be riding the crest of it. As contemporary as this band is, their experimental, lets-take-chances energy echoes the hypercreativity of the music of the middle and late sixties. Instrumentally, songwriter/vocalist Rick Shaffer's guitar cuts and whines with the best of them; Bruce Cohen's organ swirls like a white hot tornado; and the rhythm section never lets up. This is one tremendous group who are, without doubt, bell-weather of the eighties.

### THEIR FUTURE:

1. Cost conscious record buyers are going to be attracted by the chance to sample a hip new group for less than the price of an investment in an album. Also, as A&M proved with 50,000 sales of the Joe Jackson 10" package--most of them to people who had already bought Joe's lp, the selling power of a "collector's item" like this remains potent.
2. THE REDS will be on an extensive club and concert tour this Fall and since the days when they cut and pressed their own records, their live performances have always made for strong sell-through.
3. As with their debut album, strong graphics on this new package will catch eyes and dollars.

### PRODUCT MANAGER: MANAGER:

Jordan Harris  
Larry Wright  
Larry Wright Productions  
41-203 Delaire Landing Rd.  
Philadelphia, Pa. 19114

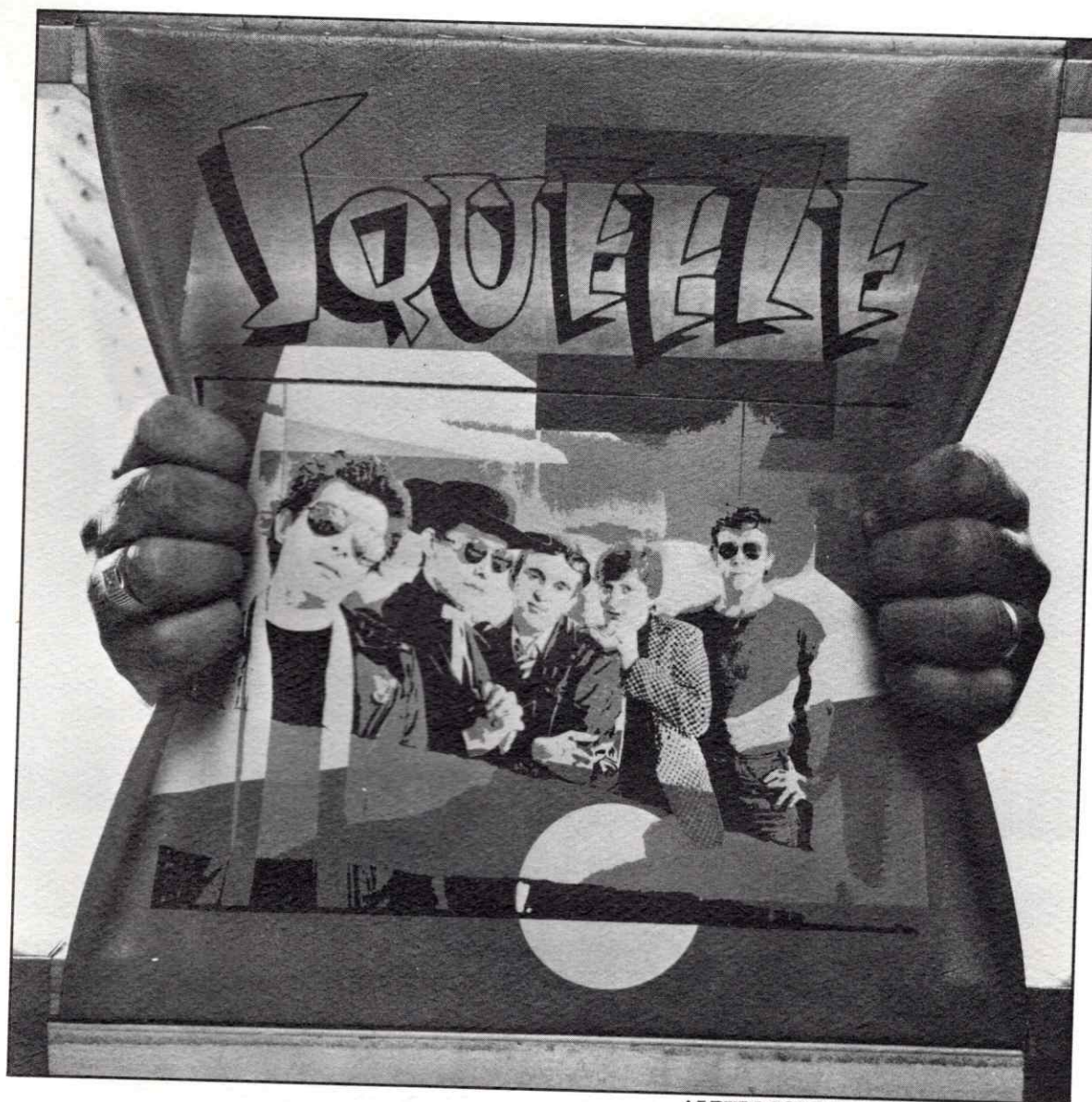
### CATALOGUE:

SP/8T/CS 4772 THE REDS



**SQUEEZE**

**THE SQUEEZE 10-INCH**



ALBUM COVER ART WITHOUT TYPE

THE NAME: SQUEEZE  
THE ALBUM: THE SQUEEZE 10-INCH  
THE PRODUCERS: Squeeze and John Wood  
THE NUMBERS: SP 3413 (\$4.98-list EP)

THEIR PAST: Artists from as opposite ends of the music spectrum as Paul McCartney and Elvis Costello have lavished praise on SQUEEZE and their wry, energetic song-writing. The group was formed in 1977 in London and in typical New Wave fashion they first released their material on their own record label. A&M's ears perked up when they heard what these English lads were up to and soon after signed them. "Take Me I'm Your's," included on this special 10" EP, was their first Top Ten English single. From their second

## **SQUEEZE/THE SQUEEZE 10-INCH**

### **CONTINUED**

album, Cool For Cats, SQUEEZE had two Top Three English hits, "Up the Junction" and the lp's title track which has gone on to be the biggest selling in the history of A&M England. Both of these are also included. Over the last year, SQUEEZE has toured extensively in the United States, working the same club circuit that laid the foundation for the success of The Police (the two bands share the same management.).

#### THEIR PRESENT:

Along with their English hits, three SQUEEZE classics are included in this new package: "Slap and Tickle," "Goodbye Girl," and "Bang Bang." "Goodbye Girl" is a live recording that shows the group off at its lazer-sharp best. SQUEEZE is a young band whose ambition is only exceeded by its talent. They've been steadily winning converts in the U.S. and will undoubtedly soon match their English success here. Nick Lowe was approached recently about producing them. His reply: "Squeeze?" They don't me or anybody. They're already great."

#### THEIR FUTURE:

1. This introductory package at a bargain price will definitely attract the curious buyer. It's packaging --a 10" EP in a 12" die-cut jacket--is perhaps the most unique in the history of the music business. This in itself will prompt collector purchases and once they've heard the music they'll be back for the catalogue.

#### PRODUCT MANAGER:

Dorene Lauer

#### MANAGER:

Miles Copeland  
41 B Blenheim Crescent  
London, W 11, England

#### AGENT:

Ian Copeland  
F.B.I.

#### CATALOGUE:

SP/8T/CS	4759	<u>COOL FOR CATS</u>
SP/8T/CS	4687	<u>U.K. SQUEEZE</u>



## HEAD EAST

## A DIFFERENT KIND OF CRAZY



ALBUM COVER WITHOUT TYPE

THE NAME:

HEAD EAST

THE ALBUM:

A DIFFERENT KIND OF CRAZY

THE PRODUCER:

Jeff Glixman

THE NUMBERS:

SP 4795 (\$7.98-list LP)

8T 4795 (\$7.98-list 8-Track)

CS 4795 (\$7.98-list Cassette)

THEIR PAST:

HEAD EAST came to A&M when the company bought their self-released debut album, Flat As A Pancake, in 1975. The album eventually went gold and the single from it "Never Been Any Reason" was a Top Twenty hit. The group is a classic example of the Midwestern hard rock genre and their constant touring has kept their sound honed and sharp and their audiences primed and growing. Through five releases, Roger Boyd (keyboards/vocals), John Schlitt (lead vocals), Steve



# HEAD EAST/A DIFFERENT KIND OF CRAZY

## CONTINUED

Huston (drums/vocals) Dan Birney (bass/vocals) and Mike Somerfield (guitar/vocals), have again and again proved their proficiency and stamina. Unlike many bands in their position, they have kept tight melodic structural rein on their music, never indulging in instrumental excess. HEAD EAST has always given a tasty blend of boogie and brains built on a foundation of hard work.

### THEIR PRESENT:

A Different Kind of Crazy is a breakthrough for the group. Producer Jeff Glixman, who gave Kansas its Mega-platinum sound through their next-to-last release, has polished Head East's raucus, explosive energy and focused it into a brilliant, cutting beam. The songwriting chores have been spread more widely through the group's members this time around, giving new diversity to their overall impact. the band's harmonies, always gutsy and virile, shine through as never before and offer an impressive balance to their perennially aggressive rock and roll attack. Recorded in Atlanta, the album is a tremendous creative leap for HEAD EAST and will perk up many new ears to what they are and have been doing.

### THEIR FUTURE:

1. Any band that is on the road nine months a year, as HEAD EAST is, have layed the groundwork for a sales explosion and this is the album that will bring it home for them.
2. Rock and roll's comeback is the big story of 1979 and HEAD EAST as one of America's quintessential homegrown bands will be a big story in the last months of this decade and the years of the next.

### PRODUCT MANAGER:

Steve Rowland

### MANAGER:

BNB  
Jack Nelson/Danny Cleary  
9454 Wilshire Blvd.  
Beverly Hills, Calif. 90212

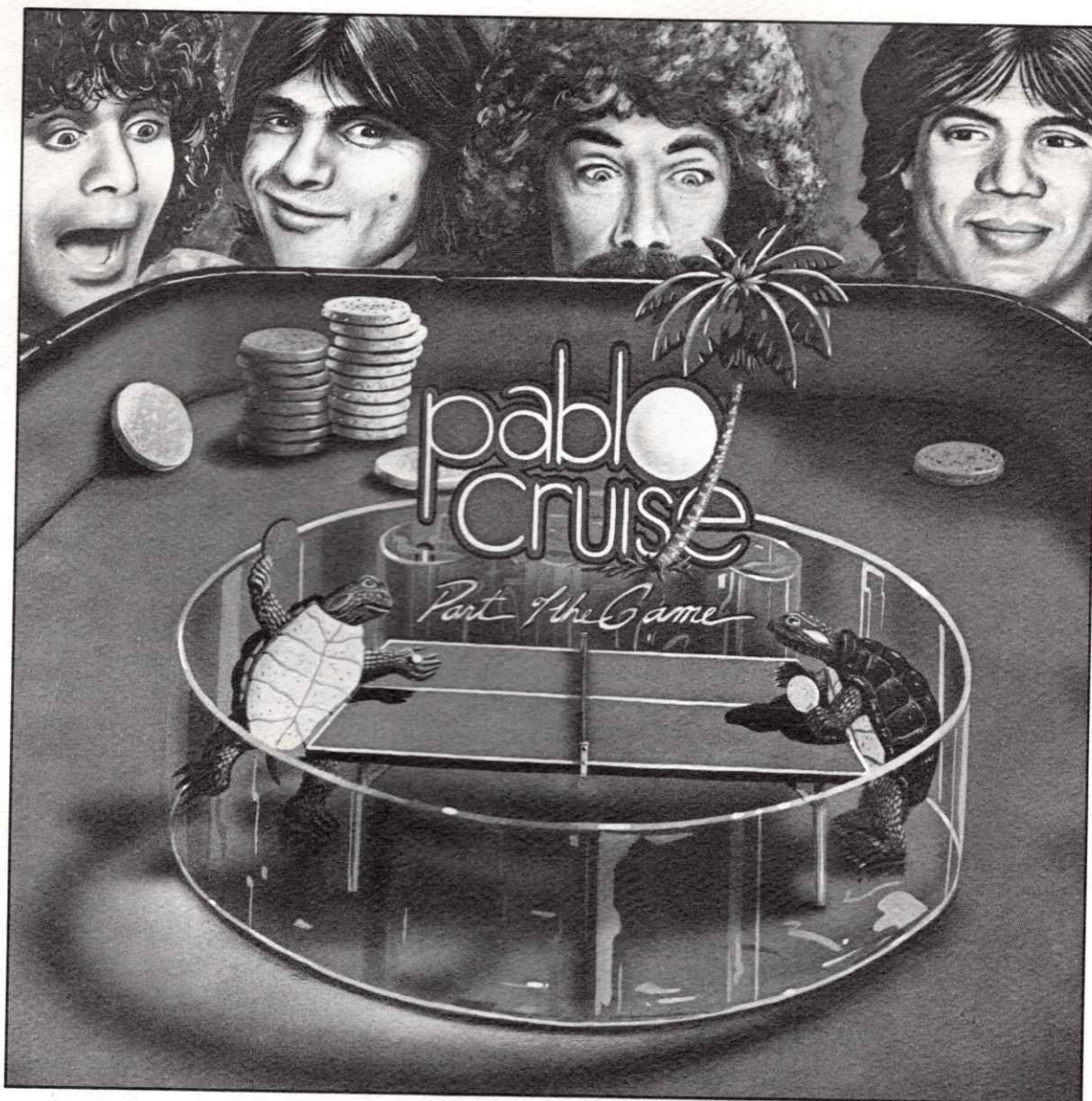
### AGENT:

Barry Bell/Paul Smith  
Premier Talent  
3 East 54th St.  
New York, N. Y. 10022

### CATALOGUE:

SP/8T/CS	6007	<u>HEAD EAST LIVE!</u>
SP/8T/CS	4680	<u>HEAD EAST</u>
SP/8T/CS	4624	<u>GETTIN' LUCKY</u>
SP/8T/CS	4579	<u>GET YOURSELF UP</u>
SP/8T/CS	4537	<u>FLAT AS A PANCAKE</u>





ALBUM COVER

<u>THE NAME:</u>	PABLO CRUISE
<u>THE ALBUM:</u>	<u>PART OF THE GAME</u>
<u>THE PRODUCER:</u>	Bill Schnee
<u>THE NUMBERS:</u>	SP 3712 (\$8.98-list LP) 8T 3712 (\$8.98-list 8-Track) CS 3712 (\$8.98-list Cassette)

THEIR PAST: PABLO CRUISE took their carefreewheeling, mainstream rock sound into the Top Five for the first time in 1977 with their single hit "Whatcha Gonna Do" off their platinum LP, A Place In The Sun. In 1978, their fourth album, Worlds Away, sold almost two million units and spawned three hit singles: the classic "Love Will Find A Way," "Don't Want To Live Without It," and an effervescent version of Peter Allen's "I Go To Rio." On the strength of these ever-



# **PABLO CRUISE/PART OF THE GAME**

## **CONTINUED**

increasing sales figures, the Cruisers--Cory Lerios, Dave Jenkins, Steve Price, and Bruce Day--have become a major concert draw over the last two years and their stunning, sunshine-filled performances have only increased the already rabid enthusiasm of their fans.

### THEIR PRESENT:

For 1979, PABLO CRUISE continues to walk that thin line between AOR and Top 40 with over-whelmingly strong acceptance in both areas of radio.

"Lonely Night," "Givin' It Away," "How Many Tears," and "Part of the Game" are all solid AOR cuts. "Tell Me That You Love Me" and "When Love Is At Your Door" will work nicely at both Top 40 and AOR, as should the single "I Want You Tonight," which will provide some radio in-roads in advance of the album's release.

Producer Bill Schnee has once again given this versatile quartet a sound that is at once honeyed enough to beguile and tough enough to excite the most jaded listener.

Something new with Part of the Game is the song-writing collaboration with the very talented Allee Willis (who co-wrote most of the songs on Earth, Wind & Fire's I Am) on all eight songs as well as input from David Lasley on "How Many Tears."

A raw, bluesy saxophone by Gene Meros on "Givin' It Away," some additional bass work by Mike Porcaro, added percussion by Victor Feldman and synthesizer by Michael Boddicker round out the always brilliant performances of PABLO's David Jenkins (guitar & lead vocals), Cory Lerios (keyboards & vocals), Stephen Price (drums & percussion) and Bruce Day (bass & vocals) to make Part of the Game something to look forward to.

### THEIR FUTURE:

1. The single will be an instant Top 40 and AOR add with the latter exploring the many other gems on the album. Their fans have been buying them in platinum numbers for two albums now and have been waiting for this new release.
2. A Fall college tour beginning October 11th will put PABLO CRUISE in touch with the demographic center of their audience in the crucial early weeks of release, a fact which is bound to make this album a fast breaker. And, a major city tour of the U.S. is planned soon after the first of the year. The strong airplay they always get plus good display is sure to once again give PABLO CRUISE big numbers.

### PRODUCT MANAGER:

Dorene Lauer

### MANAGER:

Bob Brown  
Bear Productions  
P.O. Box 779  
Mill Valley, Calif. 94941



# **PABLO CRUISE/PART OF THE GAME**

## **CONTINUED**

AGENT:

Dan Weiner/Fred Bohlander  
Monterey Peninsula Artists  
P.O. Box 7308  
Carmel, Calif. 93921

CATALOGUE:

SP/8T/CS	4697	<u>WORLDS AWAY</u>
SP/8T/CS	4625	<u>A PLACE IN THE SUN</u>
SP/8T/CS	4575	<u>LIFELINE</u>
SP/8T/CS	4528	<u>PABLO CRUISE</u>





# A&M RECORDS & TAPES ORDER FORM

ACCOUNT

ORDER NO.

STREET

DATE

CITY-STATE-ZIP CODE

**CURRENT RELEASE: OCTOBER 23, 1979/OCTOBER 31, 1979**

ARTIST/TITLE		SP-ALBUM \$7.98		8T-8-TRACK \$7.98		CS-CASSETTE \$7.98	
		ORDER	INV.	ORDER	INV.	ORDER	INV.
HEAD EAST/"A Different Kind of Crazy"	4795						
PABLO CRUISE/"Part of the Game"	3712						

**CURRENT RELEASE: 10" EP and 12" EP OCTOBER 23, 1979**

ARTIST/TITLE		SP-ALBUM \$7.98		8T-8-TRACK \$7.98		CS-CASSETTE \$7.98	
		ORDER	INV.	ORDER	INV.	ORDER	INV.
JOAN ARMATRADING/"How Cruel"	3302	\$4.98		NA		NA	
THE REDS/"The Reds 10-Inch"	3301	\$4.98		NA		NA	
SQUEEZE/	3414	\$5.98		NA		NA	

**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						
HERB ALPERT/"Rise"	4790						
STYX/"Cornerstone"	3711	\$8.98		\$8.98		\$8.98	

**CURRENT I.R.S. RELEASE: OCTOBER 23, 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	

**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.
ROOT BOY SLIM & THE SEX CHANGE BAND/"Zoom"	006			NA		NA	
THE CRAMPS/"Gravest Hits"	501	\$4.98		NA		NA	
BUZZCOCKS/"Singles Going Steady"	001			NA		NA	
FASHION/"Product Perfect"	002			NA		NA	
THE FALL/"Live At The Witch Trials"	003			NA		NA	





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