



# THIS WEEK'S CHARTS

ANALYSED BY ALAN JONES

Heavily tipped to snatch chart honours from the **Bangles** 'Eternal Flame' this week, **Simply Red**'s 'If You Don't Know Me By Now', in fact, slips significantly behind its rival — according to Gallup.

Network chart compilers MRIB tell a different story, with Simply Red ascending to the chart summit in place of **Madonna**, with the Bangles stranded at number two.

Such a scenario is not as outrageous as it may seem. The MRIB chart, as stated before, is a hybrid, taking into account sales from Thursday of one week to Wednesday of the other, and also adding in an element for airplay. Even according to Gallup figures, the best-selling record for the sales period 7-13 April (the one on which the new MRIB listing is based) was 'If You Don't Know Me By Now' — but the best selling record for the more recent period of 9-15 April (the one used by Gallup) shows the Bangles' single outselling its rival by over 20,000 copies.

The root cause of the problem is TV — or, more specifically, 'Top Of The Pops'. 'Top Of The Pops' has a very significant effect on sales of records on the Friday and Saturday that follow its broadcast. And, since Simply Red were featured on 6 April they experienced an enormous sales surge on the 7th and 8th, whilst the Bangles, who were not featured on that show, had a less significant increase in sales. Similarly, the Bangles were on 'Top Of The Pops' last Thursday (13 April) but Simply Red were not, so the Bangles gained much extra impetus on Friday; Saturday.

The Network chart, you will deduce, takes into account not the sales of the most recent weekend, but the one previous, so it is the 'Top Of The Pops' programme for 6 April that had a big

effect on their tabulations this week.

It is obviously a little confusing that the MRIB and Gallup charts are announced simultaneously every Sunday, but the fact that the MRIB one is based on a hybrid week and is out of date makes it something of a white elephant. It's interesting to note that even MRIB directors Dafydd Rees, Barry Lazell and Luke Crampton use Gallup chart peaks in their recent *Book Of Rock Stars*, published recently by Guinness Books.

It now seems, at least on the Gallup Chart, that Simply Red will not reach number one, though their single — on which, I reckon Mick Hucknall sometimes sounds uncannily like pocket-sized Seventies troubador **Leo Sayer** — is a clear leader in the 12 inch singles chart. Number one cassette single, though only number 44 overall, is **Pop Will Eat Itself**'s 'Wise Up Sucker', whilst the top-ranked compact disc single is **Simple Minds**' 'This Is Your Land', which debuts at number 13 on the overall singles chart.

Simply Red are two-time losers this week, as their album 'A New Flame' fails by a slender margin to recapture the top spot it held for four weeks earlier this year. Instead, **Deacon Blue** continue on top with 'When The World Knows Your Name'.

The Deacon Blue album has already sold over 200,000 copies in only a fortnight. That's already half as many as their last album 'Raintown' has managed in the best part of two years. 'Raintown' never climbed higher than number 14.

Deacon Blue's success as an album act is to be applauded given that 'Raintown' never yielded a top 30 single (its biggest hit, 'Dignity', nearly made it though, reaching number 31). The first two singles off 'When The World Knows Your Name' have done a little better. 'Real Gone Kid'



● **SIMPLY RED**'s Mick Hucknall: "go on then, handcuff me, chain me to the bed, whip me, you kinky devil"

peaked at number eight, and 'Wages Day' got to number 18.

● Highest new entry amongst a bumper intake of 16 singles in this week's top 75 is 'Lullaby' by **the Cure**, which debuts at number 12.

It is the Cure's 16th hit, and their highest ever debut, easily topping their previous best, 'Why Can't I Be You', which made its introductory appearance at number 23 in 1987. Their biggest hit, 'Love Cats', which subsequently reached number seven, entered at number 24 in 1983.

'Lullaby' marks the Cure's first chart

appearance of 1989, and means that they've managed to have at least one every year in the Eighties.

● Highest new entry on the album chart is **the Cult**'s 'Sonic Temple', which debuts at number three.

That's the group's best effort yet, topping the number four debut and peak of both 1985's 'Love' and 1987's 'Electric Blue'. And the fastest mover this week, up impressive 62 places to number 12 is 'Hey! Hey! It's The Monkees Greatest Hits'. The last time the Monkees went higher was in 1968 when 'Pisces, Aquarius, Dragonfly Year' reached five.

## ● TWELVE INCH

TW LW

1	7	<b>IF YOU DON'T KNOW ME BY NOW</b> Simply Red	Elektra
2	8	<b>ETERNAL FLAME</b> Bangles	CBS
3	—	<b>AIN'T NOBODY BETTER</b> Inner City	10 Records
4	—	<b>WHO'S IN THE HOUSE</b> Beatmasters With Merlin	Rhythm King
5	2	<b>I BEG YOUR PARDON</b> Kon Kan	Atlantic
6	1	<b>KEEP ON MOVIN'</b> Soul II Soul/Caron Wheeler	10 Records
7	12	<b>GOT TO KEEP ON</b> Cookie Crew	London
8	9	<b>BABY I DON'T CARE</b> Transvision Vamp	MCA
9	13	<b>AMERICANOS</b> Holly Johnson	MCA
10	—	<b>THIS IS YOUR LAND</b> Simple Minds	Virgin
11	16	<b>ME MYSELF AND I</b> De La Soul	Big Life/Tommy Boy
12	4	<b>STRAIGHT UP</b> Paula Abdul	Sire
13	3	<b>PEOPLE HOLD ON</b> Coldcut featuring Lisa Stansfield	Ahead Of Our Time
14	—	<b>LULLABY</b> the Cure	Fiction
15	—	<b>ONE</b> Metallica	Vertigo
16	5	<b>WHEN LOVE COMES TO TOWN</b> U2 With BB King	Island
17	10	<b>MUSICAL FREEDOM</b> Paul Simpson featuring Adeva	Cooltempo
18	15	<b>MYSTIFY INXS</b>	Mercury
19	—	<b>REQUIEM</b> London Boys	Teldec/WEA
20	6	<b>LIKE A PRAYER</b> Madonna	Sire

## ● COMPACT DISC

TW LW

1	1	<b>WHEN THE WORLD KNOWS YOUR NAME</b> Deacon Blue	CBS
2	3	<b>A NEW FLAME</b> Simply Red	Elektra
3	—	<b>SONIC TEMPLE</b> the Cult	Beggars Banquet
4	4	<b>ANYTHING FOR YOU</b> Gloria Estefan With Miami Sound Machine	Epic
5	2	<b>LIKE A PRAYER</b> Madonna	Sire
6	7	<b>THE RAW AND THE COOKED</b> Fine Young Cannibals	London
7	—	<b>CLUB CLASSICS VOLUME ONE</b> Soul II Soul	10 Records
8	5	<b>NOW THAT'S WHAT I CALL MUSIC 14</b> Various	EMI/Virgin/Polygram
9	—	<b>EVERYTHING</b> Bangles	CBS
10	9	<b>APPETITE FOR DESTRUCTION</b> Guns N' Roses	Geffe
11	6	<b>FOREVER YOUR GIRL</b> Paula Abdul	Sire
12	8	<b>SINGULAR ADVENTURES OF THE STYLE COUNCIL</b> the Style Council	Polydo
13	10	<b>DON'T BE CRUEL</b> Bobby Brown	MCA
14	—	<b>HEY HEY IT'S THE MONKEES — GREATEST HITS</b> Monkees	K-Tel
15	17	<b>MYSTERY GIRL</b> Roy Orbison	Virgin
16	21	<b>KICK INXS</b>	Mercury
17	11	<b>SOUTHSIDE</b> Texas	Mercury
18	13	<b>ANCIENT HEART</b> Tanita Tikaram	WEA
19	12	<b>1984-1989</b> Lloyd Cole & The Commotions	Polydo
20	15	<b>CHEEK TO CHEEK</b> Various	CBS

Compiled by Gallup