Jason Donovan’s Any Dream Will Do single is chart champ by a massive margin this week, selling very nearly as many copies as numbers two, three and four combined. The size of Dono’s victory will probably ensure that Any Dream Will Do will stay at number one for two or three more weeks, a fact which probably means Erasure’s recently released number one won’t reach pole position with Chorus.

The week’s highest debuts at number three, where the Erasure single is their first release in nearly a year, and their 14th hit in all. Five of their hits have ultimately reached the top five, but none has reached number one. Their previous highest debut was at number six with Drama in September 1989. Though he left Depeche Mode before they had a top five hit, Erasure’s keyboards wizard Vince Clarke previously reached the top five three times with Alison Moyet as Yazoo and once with Aang Sharkey as the Assembly — all without reaching number one. Clarke has had more top five hits without reaching number one than any other artists.

Canadian Bryan Adams is the week’s other singles chart highflyer, his latest single (Everything I Do) I Do It For You debuting at number eight. That’s already a three place improvement on the highest position attained by any of his 11 previous hits. Adams’ single is taken from the upcoming Robin Hood: Prince Of Thieves movie starring Kevin Costner.

Hey Stoopid’s springs 18 places to number 25 to become the second biggest solo hit of Alice Cooper’s career. Alice led a band of the same name to five Top 20 hits in the first half of the Seventies, but his only major hit since was Poison, which climbed to number two in 1989. Sixteen singles enter the Top 75 this week, a big drop on the 23 that debuted a week ago. First signs are that the BPI initiative to reduce the maximum number of variants allowed on releases from five to four has worked only to increase the already massive number of records that appear in the chart. With only four formats to play with, there are fewer chances of artificially extending the lifespan of cult records for long enough for them to attract casual buyers and progress up the chart.

Cher adds a number one album to her list of achievements this week, as Love Hurts debuts in pole position, crushing all opposition. Sales of the album were more than three times those of runner-up Out Of Time by R.E.M.

Alan Jones

**ANALYSIS**

A new marketing campaign in garages and street stations is highlighting music product.

Until recently the only music product stocked in petrol stations was on racks or in dump bins, sometimes in a far from prominent position. But a new idea developed by rack Ric-A-Tape has seen the product being shifted to the counter and directly into the public eye.

Pic-A-Tape started the scheme six months ago with a dozen merchandisers containing CDs and cassettes of the Whitney Houston album In Your Baby Tonight, on Arieta.

Local radio tie-ins were organised with stations plugging the album with the words, "Buy it at a filling station near you!"

record companies approached us about doing something with their artists," he says.

Gloria Estefan, Eurythmics and now Michael Bolton (pictured) have followed, with Cher being the next national promotion.

"It is not the radio stations that really sell the idea, it is to higher sales, says Scott, and now CD sales are outrivalling cassettes at garages, particularly if they are close to major venues such as Wembley or the NEC in Birmingham.

When a major artist is playing the venues, Pic-A-Tape sends garages extra copies of the artist’s product for people coming to and from the concerts.

Phil Dixon, shop development officer for Texaco which has music product in 75% of its 1,200 UK stations, says: "Sales of music product are very important to us — it is a big market. I think we should be doing a lot more of it," says Dixon.

Sell-through is also a growing market, he adds, as it is often music-related and the ideal gift — making it another

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