

Take That take chart by storm

SALES

It will be a surprise to no one that there's a new number one single this week in the form of **Take That's** Back For Good. But even their most optimistic admirers must be somewhat taken aback by the style in which they have taken the throne. Last week, Back For Good sold nearly 350,000 copies - the highest weekly sales attained by any single since Band Aid's Do They Know It's Christmas and Wham's Last Christmas in 1984. Of every five singles sold last week, one was Back For Good, selling nearly as many copies as all the other records in the Top 10 added together. It gives Take That their sixth number one, a tally exceeded only by Madonna (7), The Rolling Stones (8), Abba (9), Cliff Richard (13), Elvis Presley and The Beatles (17 each). All of Take That's number ones have debuted in pole position.

In all, 38 records have debuted at number one, but no other artist has turned the trick more than three times. Of the last seven Take That singles only Love Ain't Here Anymore failed to reach number one. Take That's remarkable return is bad news for **The Outthere Brothers**, whose Don't Stop (Wiggle Wiggle) increased its sales week-on-week by upwards of 20% to more than 100,000, a figure which would usually guarantee they stayed at number one. In addition to Back For Good, no fewer than ten old take That singles invade the Top 200 this week, as fans complete their collections.

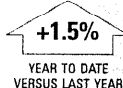
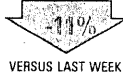
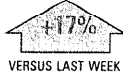
After gaining the nomination as Britain's Eurovision entry with 30% of the half a million votes cast, **Love City Groove's** self-titled single enters the chart at number 52, just ahead of **Londonbeat's** I'm Just Your Puppet On A... (String!), which bows at number 55 after finishing sixth in an eight strong field. **Simon Spiro's** Rainbows And You, which was fifth, enters at number 137. Other songs entered in the Song For Europe competition were released today (Monday), and can be expected to show up next week.

Grace's Not Over Yet completes a tour of duty at the top of the club chart this week, and debuts at number one on the dance sales chart, defeating the former incumbent, **Strike's** U Sure Do, by a margin of greater than three to one. It also debuts in Top 75 at number eight. When it was originally released in 1993, it failed to make either the club chart, the dance chart or the Top 200.

With album sales fairly subdued at present, **The Boo Radleys** win the battle for chart honours by a narrow margin with their Wake Up! LP, their first ever number one. Their previous best placing was number 17 for the 1993 album Giant Steps.

Alan Jones.

SINGLES UPDATE



SALES AWARDS

Platinum: Elton John: The Very Best Of Elton John (x9); **The Prodigy:** Music For The Jilted Generation; **Iron Maiden:** Iron Maiden; **Iron Maiden:** Piece Of Mind.

Gold: Take That: Back For Good (single); **Dusty Springfield:** Goin' Back - The Very Best Of Dusty Springfield; **Various:** Now Dance 1995; **Various:** Together.

Silver: **Freak Power:** Turn On, Tune In, Cop Out (single); **Wet Wet Wet:** Julia Says (single); **Kirsty MacColl:** Galore; **The Human League:** Octopus; **The Boo Radleys:** Wake Up!; **Mike And The Mechanics:** Beggar On A Beach Of Gold; **Various:** Emerald Rock; **Various:** Unlaced; **Various:** Natural Born Killers - US1.

PLAYLIST ADDS

Radio 1 FM: w/c 30.03.95: B List: Scarlet - I Wanna Be Free; MN8 - If You Only Let Me In; Luther Vandross - Ain't No Stoppin' Us Now; Oasis - Some Might Say; Portishead - Sour Times; (MC Sar & The Real McCoy - Love & Devotion; Let Loose - Best In Me. **C List:** Mary J Blige - I'm Going Down; Bruce Springsteen - Secret Garden; Little Axe - Another Sinful Day; Mark Morrison - Crazy; Kingmaker - You And I Will Never See Eye To Eye.

Capital FM: w/c 31.03.95: B List: Del Amitri - Driving With The Brakes On; Let Loose - Best In Me. **C List:** Corona - Baby Baby; MN8 - If You Only Let Me In; Boyzone - Key To My Life.

Virgin Radio: w/c 02.04.95: C List: Gene - Haunted By You; Jeff Healey - Stuck In The Middle With You; Scarlet - I Wanna Be Free. **D List:** Portishead - Sour Times.

MTV Europe: w/c 04.04.95: Clawfinger - Pin Me Down; R.E.M. - Strange Currencies; Hole - Doll Parts; Members Of Mayday - The Bells Of Reformation; Reel 2 Real featuring The Mad Stuntman - Conway; Simple Minds - Hypnotised.

THIS WEEK'S HITS

Singles

NUMBER ONE: **Back For Good** Take That - RCA
 HIGHEST NEW ENTRY: **Back For Good** Take That - RCA
 HIGHEST CLIMBER: **If You Love Me** Brownstone - MJJ/Epic
 NUMBER ONE R&B SINGLE: **Two Can Play That Game**
 Bobby Brown - MCA
 NUMBER ONE DANCE SINGLE: **Not Over Yet** Grace -
 Perfecto/East West

Albums

NUMBER ONE: **Wake Up!** The Boo Radleys - Creation
 HIGHEST NEW ENTRY: **Wake Up!** The Boo Radleys -
 Creation
 HIGHEST CLIMBER: **Monster REM** - Warner Bros.
 NUMBER ONE COMPILATION: **Dance Mania**
 Volume 2 - Pure Music

Airplay

NUMBER ONE SINGLE: **Turn On, Tune In, Cop Out**
 Freak Power - Fourth & Broadway
 BIGGEST GROWER: **Two Can Play That Game**
 Bobby Brown - MCA
 MOST ADDED: **Have You Ever Really Loved A Woman**
 Bryan Adams - A&M

THE OFFICIAL CINCHARTS MONITOR

AIRPLAY

Four records register more than 900 plays this week: **Freak Power's** Turn On, Tune In, Cop Out has 920, **Take That's** Back For Good has 918, **Janet Jackson's** Whoops Now has 912 and **Wet Wet Wet's** Julia Says has 908, but their profiles are very different, with the biggest of the four, Freak Power, garnering a 50% bigger audience than Take That.

The Freak Power single is number one at Radio One, both in terms of plays and audience - a rare example of Radio One too giving most support to the same record as the remainder of stations surveyed by Media Monitor.

Freak Power's other big supporter, naturally, is Atlantic 252, where it was spun 89 times last week. That's six times fewer than the County Meath, Ireland-based station's top record - **Scarlet's** Independent Love Song, which managed 95 plays some 16 weeks into its life.

Radio One is usually first on new records, and its top 10 frequently has a very different complexion from the overall airplay chart - but not at present, with eight of the Top 10 nationally also filling berths in Radio One's Top 10.

The Outthere Brothers' outgoing number one Don't Stop (Wiggle Wiggle) continues to be an elusive item on the airwaves. Radio One gave it ten spins, with the other 54 stations monitored managing a mere 100 between them, and a lot of that came from Network Chart exposure. Atlantic 252 finally recognised it - although it did limit it to just one play.

With all plays now correctly monitored, **Tina Arena's** Chains continues to have the most impressive profile of unreleased singles at present, climbing to number 21 with 442 plays. Radio seems to have tired of **2 Unlimited's** formulaic singles, and possibly held the key to Here I Go ruining the group's previously unbroken run of 11 Top 20 hits. Here I Go reached only number 22 on the CIN sales chart, and has had little support from radio, although belated plays from Radio One last week allow it to enter the airplay top 100 at number 63.

Unreleased tracks garnering support, apart from the previously mentioned Tina Arena track, are **REM's** Strange Currencies (number 27), **The Lightning Seed's** Marvellous (number 36), **The Crash Test Dummies'** Ballad Of Peter Pumpkinhead (number 39), **Nicki French's** For All We Know (number 49), **Let Loose's** Best In Me (number 71) and **Bruce Springsteen's** Secret Garden (number 81).

Alan Jones.



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