

THE OFFICIAL UK CHARTS

CHART FOCUS



Ten number ones in a row have debuted in pole position, but the cycle is broken this week as **Mark Morrison's** Return Of The Mack completes its steady climb to the summit - 6,6,6,4,3,1. The last record to climb to the top was Michael Jackson's You Are Not Alone in September.

Morrison's success is quite a triumph for a 21 year-old from Leicester. The last act from this town to top the chart were Showaddywaddy who did so in 1976 with Under The Moon Of Love.

With Morrison at number one, **Gina G** at two and **Mark Snow** at five, Warner Music has three of the top five hits - while it distributes four of them as it also handles the distribution for the **Prodigy's** Firestarter.

Even though the Prodigy are no longer on top, they did sell more singles than any other act last week because their previous nine singles were all reissued and charted. Out Of Space leads the way at number 52, followed by No Good (Start The Dance) (57), Poison (62), Fire/Jericho (63), Charly (66), Wind It Up (Rewound) (71), Voodoo People (75), One Love (77) and Everybody In The Place (78).

Alanis Morissette's double platinum Jagged Little Pill album holds its fourth and biggest hit with 'ronic debuting at number 11. The Canadian previously charted with You Oughta Know (22), Hand In My Pocket (26) and You Learn (24). In the US, Jagged Little Pill has sold nearly 8m copies in 10 months.

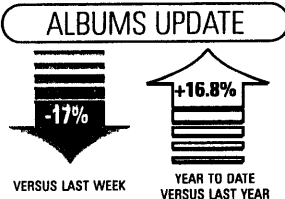
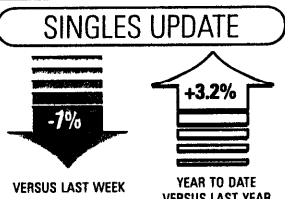
Take That's Greatest Hits album continues to sell at an impressive rate. It found a further 100,000 buyers last week to take its three-week sales tally to a massive 550,000.

Already the year's second biggest seller, it outsold the new number two - **Ocean Colour Scene's** debut MCA album Moseley Shoals - by a margin of more than two to one. Ocean Colour Scene have never charted before, and their number two posting is as good as any MCA album since the label's last chart topper, Transvision Vamp's Velveten seven years ago.

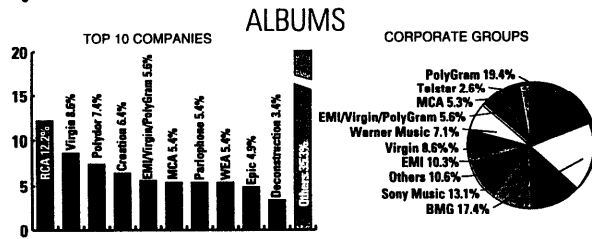
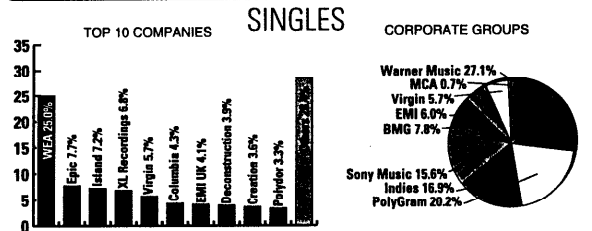
Elaine Page's Encore album reached number 20 in 1995, but has been absent from the chart for a long time. Nevertheless it returns this week at number 36 following the South Bank Show special over the Easter holiday on the diminutive diva.

Also returning to the chart, after a much longer absence, are **The Smmonds**, whose Very Best Of enters at number 17 to give them their first chart appearance of any kind since 1976 and their highest placing since Love Me For A Reason got to number 13 in 1974.

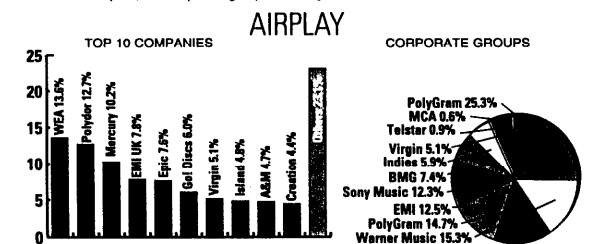
If we're going to be picky, it is not an



AT-A-GLANCE WEEKLY MARKET SHARE



SINGLES: Figures show top 10 companies by % of total sales of the Top 75; and corporate group shares by % of total sales of the Top 75. ALBUMS: Figures show top 10 companies by % of total sales of the combined Top 75; and corporate group shares by % of total sales of the combined Top 75.



AIRPLAY: Figures show top 10 companies by % of total airplay audience of the Music Control UK Top 50; and corporate group shares by % of total airplay audience of the Music Control UK Top 50.

Osmonds album at all because it includes solo tracks by Donny, Marie and Jimmy. In fact, as Marie and Jimmy were never actually part of the group, it is in fact a various artists compilation.

But some latitude must be given in cases like this, otherwise even **The Beatles' Anthology** and **Anthology 2** would be exiled to the compilation chart. The latter LP, for example, includes the double string section's parts from Eleanor Rigby as a track without any Beatles participation.

Suggs/Louchie Lou/Michie One land a Top 10 hit with Cecilia sprinting from 33 to number nine after its exposure on the National Lottery Show

(April 6). When referring to this and other hits from Simon & Garfunkel's classic Bridge Over Troubled Water album last week, I inadvertently suggested that the title track was S&G's only hit single from the package. In fact, **The Boxer**, a number six hit, also came from the LP.

My apologies for that, but not for dubbing Gina G as the first foreigner to represent the UK in The Eurovision Song Contest. Several readers have suggested I forgot about Cliff Richard. Not so - Cliff was born in Lucknow, India, but was born to British parents, and was registered as British from the start, not as Indian.



Mark Morrison's Return Of The Mack takes over at the top of the sales chart, but on the airplay rundown it

remains number two behind **Gabrielle's** Give Me A Little More Time. Return Of The Mack increases its airplay for the eighth week in a row, yet falls further behind as Give Me A Little More Time increases its audience by 10% and was exposed to 20m more listeners than Return Of The Mack last week.

The record most likely to break the domination of these two records is **George Michael's** Fast Love, which accumulated 468 extra plays last week. Although this represented a 77% increase, it gained only 12% more audience because much of the extra support came from minor stations. George Michael has already peaked at Capital however, which scaled down its support from 64 plays to 52, although it was still the station's most played record.

Capital is also giving generous support to two songs by artists with no track record. It gave 19 spins last week to the **Tony Rich** project single Nobody Knows, a recent number two in the US, and 18 spins to **Rebekah Ryan's** number three Club Chart hit You Lift Me Up.

After a record 28 weeks on the airplay chart, **Everything But The Girl's** Missing is finally losing radio support, although the group's new single Walking Wounded is more than making up for it. Missing is down 500 plays this week, and dips to number 38, while Walking Wounded sprints to 23, though it still had fewer plays (312).

A healthy Radio One chart includes eight records among its Top 40 that have yet to attain similar success on the CIN chart, though the only unproven acts among them are the **Lisa Marie Experience**, whose club cut Keep On Jumpin' is certain to explode at retail this week. Radio One's most played record last week was a rap track, the **2 Pac/Dr.Dre** single California Love, which was played 30 times.

While **One By One** was an instant radio favourite and is still in the Top 50 after 16 weeks, **Cher's** new single Not Enough Love In The World, first recorded by Don Henley, is getting less enthusiastic support. It was played 260 times last week but many of these spins were on smaller stations which means it ranks at number 56 nationally.

Finally, radio is getting behind **Gina G's** Ooh Aah...Just A Little Bit in a big way after a slow start. The record sprints from number 20 to eight with a 65% jump in exposure. This follows its 110% growth the previous week.

Alan Jones

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