

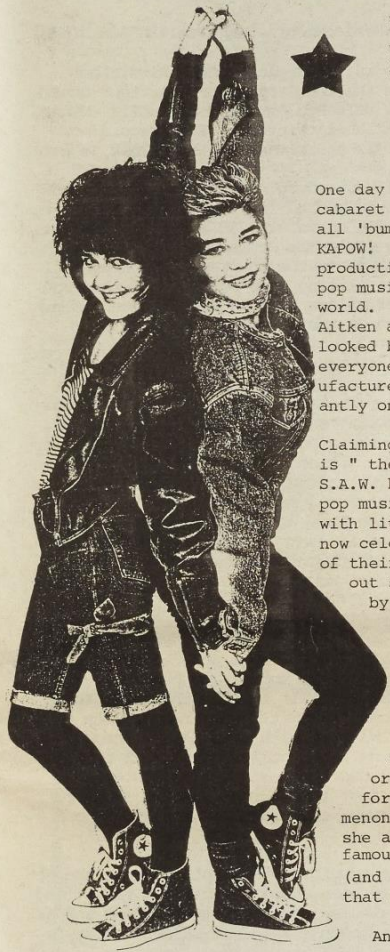
# I'D RATHER JACK



Get out yer white stillettas, gold medallions and hairy chest wigs whilst BRIG takes you for a spin on the dance-floor with Stock, Aitken & Waterman.....



STOCK AITKEN WATERMAN



One day a hotel barman, an ocean liner cabaret artist, and a local radio D.J. all 'bumped' into one another, and KAPOW! the biggest songwriting and production phenomenon in the history of pop music was brought forth into this world. Since then, Mike Stock, Matt Aitken and Pete Waterman have never looked back. Their names are now on everyone's lips, and their glossy, manufactured musical utterings are constantly on everyone's radios.

Claiming that their P.W.L. record label is "the sound of a bright young Britain" S.A.W. have succeeded in conquering the pop music market both at home and abroad with little difficulty. Squillions of now celebs have emerged through the doors of their 'Hit Factory', which churns out slickly produced dancefloor trash by the ton.

Where would the likes of Rick Astley be today without the help of S.A.W. who transformed him from a humble tea-boy into a veritable pop sensation? And what of Kylie Minogue and Jason Donovan, who were given the Factory treatment between rehearsals for 'Neighbours'? 'Kylie is a phenomenon', according to Pete Waterman and she and 'Jase' have become infinitely famous despite their lack of singing (and acting) ability. Rumour has it that Mrs Mangel will be signed up next.

And so the list goes on. Bananarama

Brother Beyond, Sinitta, and Sabrina have all graced the hallowed walls of the Stock, Aitken and Waterman manufacturing plant. Even the likes of '70's Disco Queen' Donna Summer have resorted to the level of their production genius, her 'This time I know it's for real' sadly sounding like a Kylie or Rick 'number'. And now Pete Waterman is himself fairly renowned for 'Givin it a bit' with Michaela Strachan on TV's 'Hitman and Her', a considerable non-event in the history of home entertainment.

Stock, Aitken, and Waterman, despite their success, have also built up a following of those who 'hate their guts', regarding them as manufacturers of 'tack' which they assign to their various puppets. According to Matt Goss, "They take the soul, personality, character, feeling, love, out of what music is about." (profound stuff, eh?).

So where will it all end? Although snubbed at the recent BRIT Awards, S.A.W. keep on producing harmless, synthesized tunes, repetitive beats, and plastic popstars. Their latest offering, 'The Reynolds Girls', are their definitive creation - two talentless schoolgirls who were whisked away from their maths homework to an undoubtedly short-lived career of glamour and success. "Golden Oldies, Rolling Stones, we don't want them back" chirp the girls, representatives of 'Today's Sound, Tomorrow's Technology' - the message inscribed on the record sleeve. But given the choice, I'd rather jack!

JEREMY MARK.



# THE HIT FACTORY

HAVE WE GOT A HUNDINGER FOR YOU!!!