

the Vinyl Exchange

a newsletter for deejays and vinyl junkies

DECEMBER 1995



Greetings from the Editor

Stef's Notes

This, our 12th issue, completes the first full year for *the Vinyl Exchange*. Since our first issue in January in 1995 the newsletter has gone from 4 pages and 500 a month circulation to 8 pages and circulation up to 3,000 per month! Thanks and props to all the chart-makers, writers (props to **Taek Kwon**, the mad interviewer, **Theory** the mad reviewer, **P-Minus** the "Potpourri" mixer, **Tommie** runnin' things on the East Coast, **DJ Themba** the house consultant and **Marty Smith**, the writer, street promoter, DJ service king and drama manager), the labels that look out for us (big up to **Shadow** at Nervous, **Gordon** at Payday, **Ray** at Wild West, **Ha-**

keem at Perspective and **Excel** at DBK Records), all the subscribers and advertisers—too many people to name!

In this issue **Daniel Ladd** gives step-by-step instructions on getting your own vinyl pressed up, I talk to **DJ Excel** about DJs as producers and Tuff City releases some fat old school hip-hop collections.

So Merry Christmas, Maligayang Pasko, Feliz Navidad, Happy Kwanzaa, Happy Hanukkah, Happy Winter Solstice, whatever your celebration may be during this season. See you in 1996!

How To Make a Record

Press Your Own Vinyl!

Schooly D did it, **Showbiz & AG** did it, **Wu-Tang** did it, a bunch of people have done it. Why can't you? If you haven't figured it out by now, I'm talking about making records. As in making their own records. Recording their tracks and pressing them all by themselves. No record execs, no A&R, no record contract necessary, just a little motivation. And why would you want to do this you might ask? There are many reasons why taking this initiative can be beneficial. One, there are

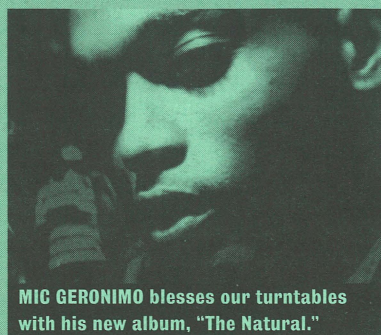
no record label people to deal with. So the excuses of "the label jerked me," or (one of my personal favorites) "the label made me go R&B," can't be used. The only person to blame for any mistakes would be yourself, because you're in total control. Two, all the money you make (or lose for that matter) is your own. But be warned, you probably won't make much money, in fact breaking even is tough to do, but if you wanna do this for money, sign to a major. No label people need to be paid for their time talking on phones in their offices because like I said before, there are none. Best case scenario being that any money you make goes right back into the second project. Three, if you want to you could use this twelve-inch piece of

Head Knods of the Month

Top Ten Hip-Hop

Submitted by **Theory** (713.575.0521) & **Grinch** (713.981.4681), Houston, TX

1. Metro Theme - ALL CITY (Armeem)



MIC GERONIMO blesses our turntables with his new album, "The Natural."

2. Men vs. Many - MIC GERONIMO feat. O.C. & ROYAL FLUSH (Blunt)

3. Hate Runs Deep (Remix) - SAUKRATES (Genesis)

4. Crime Is Money - REAL LIVE (Big Beat)

5. One Little Indian (Q-Tip Remix) - LITTLE INDIAN (Premeditated)

6. No Gimmicks (Brainstorm Remix) - LORD FINESSE feat. O.C. & KRS-ONE (Penalty)

7. Brown Sugar (Beatminerz Mix) - D'ANGELO (EMI)

8. Natural Bliss - SCOTT LARK DA SENSEI (Contract)

9. A Certain Special Skill - MARK B. feat. MCM (Jazz Fudge)

10. Vocal Instrument - SUNS OF THE V.I. (Immortal)

Happy Holidays!



Wishing you all the best in '96!

continued on page 3...

CUE'S

6340 MISSION STREET
DALY CITY, CA 94014
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ATTENTION DJs!

Cue's Record Pool has openings for any club, mobile, radio or mix tape DJs. We service hip-hop, rap, R&B. Benefits:

- Doubles
- Unreleased 12"s
- Early releases
- 10% off at Cue's Store

Contact DJ Eddie Def or DJ Quest

KEEP VINYL ALIVE

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EDITOR-IN-CHIEF/ART DIRECTOR

Stephanie "DJ Stef" Aguilar Gardner

CONTRIBUTORS

Eric Aiese, Bobby "G,"

Bill "DJ Fingaz" Houseman,
 Billy Jam, Akanni K. "Mr. Grinch" Jones,
 Daniel Ladd, Jumaane "Theory" Mills,
 Frank "Rasta Cue-Tip" Quattlebaum, Jr.

Marty "DJ Monk" Smith,
 Supreme/Original DJs, DJ Themba

PHOTOS

DJ Stef; Courtesy of Armee, Bad Boy
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EAST COAST OFFICE

853 Broadway, Suite 1104

New York, NY 10003

212.843.3701 ext. #VINL (8465)

Fax 212.843.3718

Faxes must include a cover sheet addressed to
 Parlay Graphics. Please include your phone
 number.

e-mail VinylExchg@aol.com

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 welcome information on any music available
 on vinyl. Corrections, comments, complaints
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 Circulation 2,500 this month. Long live vinyl!

This issue is dedicated to Junior Walker.

Tuff City's Hip-Hop Reissues

Tuff City Records is releasing complete sets of old school hip-hop reissues on the newly-formed Ol' Skool Flava imprint. Prompted by the success of the **Cold Crush Brothers' Live in 82** and the **Ultramagnetic MCs' Basement Tapes**, the reissues will represent many legendary old school artists and producers. Here's a taste of the Flava to come:

• **The Cold Crush Brothers Fresh Wild Fly and Bold.** A double vinyl package containing all of their studio releases, extended party mixes, a freestyle and a never-released demo. Tracks include "Yvette," "Fresh Wild Fly and Bold" and "Punk Rock Rap" ("Oh my God!") which features **Wayne Kramer** of **MC5** on guitar.

• **Spoonie Gee.** This is a complete collection, encompassing all of the Godfather of Rap's recorded material. Five different labels had to be cross-licensed for this two double vinyl package. Producers include **Marly Marl**, **Davy DMX**, the Sugar Hill house band and a couple of **Honeydrippers'** original multitracks ("Impeach the President").

• **Ultramagnetic MCs/Kool Keith From Brooklyn to Brixton/"I'm F*ckin' Flippin'.** This follow-up to **The Basement Tapes** is a collection of the Ultramagnetic MCs' live performances, from the Latin Quarter to Brixton, England. Kool Keith comes solo on "I'm F*ckin' Flippin'" and he's doing just that, taking over a record company and holding A&R men hostage.

• **Funkmaster Wizard Wiz Bellevue Patient.** Radio suckers weren't playing Funkmaster Wizard Wiz back in the day, as he paraded around in his leopard skin coat, with his gold and sunglasses, a sailor hat and mink shawl screaming about why his records weren't getting played. They



could not mess with songs like "I Stink Cause I'm Funky" and "Crack It Up." Hip-hop heads will love it.

• **Davy DMX F-F-Fresh.** This double vinyl collection of Davy DMX's productions includes "One For the Treble" and "The DMX Will Rock" as well as eight DJ instrumentals and B sides. You have to get the CD for three additional scratch tracks which feature DMX's smooth style.

• **Pumpkin The Old School's Funkiest Drummer.** The funkiest drummer and funkiest drum programmer of the old school, he was also a fine producer. This vinyl release, structured for DJs, captures four tracks of Pumpkin playing live drums with the instrumental counterparts on the B-side. The CD "Tuff City Sessions" has recordings from his minimalist period, where his tools consisted of only a Linn Drum, a DX7 and an Emulator.

• **DJ Hollywood.** A full album of DJ Hollywood's extremely underground material will be available for the first time. Hollywood rose to prominence as a DJ at the Apollo in 1978, where he blew headliners off the stage with his spinning and rapping over instrumentals. Nine tracks total with instrumental B-sides.

Also look out for Tuff City's set of **Old School Rarities**, which traces the evolution of the old school through its building block, the drum beat. **The Disco Jams**, **The Funky Drum Jams**, **The Electro Jams** and **The Linn Drum Jams** will definitely school you on the old school. More is yet to come from Tuff City, now the longest-running independent hip-hop label. Look out for more DJ-friendly wax, **Ced Gee's "The South Bronx Sessions,"** a video for the Cold Crush Brothers' "Punk Rock Rap," a line of old school logo T-shirts—MUCH treats! Props to Tuff City for bringing these classics, many never released, back to life and on wax for the DJs.

- DJ STEF

**Subscribe!**

Get the Vinyl Exchange delivered to your door! Subscriptions are only \$7 for 12 issues and that's just to pay for postage. Please fill this out, make a copy of it (You wouldn't want to cut up the newsletter, would you?) and send it to us with a check or money order payable to **Parlay Graphics** and we'll hook you up! Thanks for supporting vinyl.

Name: _____ DJ? ☐ yes ☐ no DJ name: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Phone (optional): _____ E-mail address: _____
 Where'd you get your copy of VE?: _____
 Genres of music played/purchased: _____
 Club(s) where you spin: _____

...continued from page 1

plastic as a way to get a record deal. Look at what Wu-Tang did, one twelve-inch single right to a platinum record, not very realistic goals but hey, who knows? Having your own vinyl can only help in your quest for shows as well. If the promoters want to hear something in advance, hit them off with the record. Four, records are hip-hop. Demo tapes are wack, plain and simple, and usually wind up in Mr. A&R's trash can without even being listened to. (I've been to labels and have seen this first-hand people, take my word for it.) Radio most of the time does not like demos either. I haven't had the privilege of seeing anyone catch wreck on the double cassette deck recently, have you? Didn't think so. Basically vinyl is where it's at.

Getting Started

First you obviously need a group that you want to work with. Once you find one, you need a recording. DAT is the best case scenario here, but the reels will work fine also. Don't even try sending some cassette to a mastering plant. That is a waste of your money and time, as well as the person doing the mastering. Which brings me to part two, mastering. You need to find a place to master your stuff. To make it short and to the point, mastering is what makes your stuff sound nice. Without this, who knows what you'll get. It's necessary; don't try to skip this part. Here are a few places that do mastering:

Aardvark, phone: 303.455.1908. (Call for prices here, my friend just used them and said they are pretty cheap.)

Bill Smith Custom Records Inc., phone 310.322.6386, fax 310.322.1813. 12" mastering: \$110 per side.

Dixie Record Pressing Inc., phone 615.256.0922, fax 615.242.8956. 12" mastering: \$130 per side.

Master Cutting Room Inc., phone 212.765.8496, fax 212.765.8630. Call for prices.

The mastering people will make "lacquers" with your DAT and can do metal processing also. This is all set up for the record. You can have the people send the lacquers to the pressing plant you want to work with or if they do pressing you can use them. This is totally up to you. I have been told it's better to have the mastering done at one place then press the records somewhere else.

Pressing

After the mastering has been done the next step is to have the plates made. This is also referred to as metal processing.

Some of the mastering places do this and some of the pressing places do also. After the plating is done you need to decide who you want to press up your new masterpiece. Next you need to decide what you want to do, 12"s, 7"s, colored vinyl? How many do you want to press? What do you want to do for covers? This is all your call. I would suggest doing a relatively small first press. That way if you can't get rid of them all you won't have thousands of records all over your house. Also if you need more you can always do a repress which should cost you a great deal less than the first press, reason being the setup has already been done and paid for on the first press. Here's a list of a few possible pressing plants:

Dixie Record Pressing Inc., 631 Hamilton Ave., Nashville, TN 37201, phone 615.256.0922, fax 615.242.8956. Metal processing (plating): 2-Step \$135, 3-Step \$175. Pressing: 69¢ per record, \$25 setup for under 1,000 (minimum of 300). Test Presses: \$25 for 4. Labels: \$80 for 1,000 sets (one color paper, one color ink, extra colors quoted separately), typesetting of labels \$20. Covers: Customer provides (records not pressed until covers are at plant), die cut black 35¢ each, die cut white 30¢ each.

Bill Smith Custom Records Inc., 127 Penn St., El Segundo, CA 90245, phone 310.322.6386, fax 310.322.1813. Metal processing: \$81.50 per side. Pressing: 100-1,000 90¢ each. 1,001+ 85¢ each. Test presses: \$35 for 6. Covers: white 32¢ each, black 37¢ each.

Finished Product

Labels: When the record is ready to be pressed, the pressing plant will send you sheets in which you design your own Side A and Side B labels. Be creative,

Original DJs' Top 20

San Francisco, CA 415.219.0049
e-mail nyphi@aol.com

1. The Remixes - MARY J. BLIGE
2. Leflah - THE FAB 5
3. Ice Cream - RAEKWON
4. Livin' Proof - GROUP HOME
5. Get Money - JUNIOR M.A.F.I.A.
6. Tell Me - GROOVE THEORY
7. If You Want It - SOUL FOR REAL
8. Hurricane - THE CLICK
9. Safe Sex - FUNKMASTER FLEX
10. Respect - THA DOGG POUND
11. Amazin' - OMNISCENCE
12. I'll Make You Famous - ILLY FUNK-STAS
13. Fast Life - KOOL G. RAP



Both the album and remix versions of FAITH's "You Used To Love Me" are nice.

14. You Used To Love Me (Remix) - FAITH
15. Freek'N You - JODECI w/ RAEKWON
16. Runnin' - PHARGYDE
17. Danger - BLAHZAY BLAHZAY
18. Boriqua Skinz - 4 IZ A CRU
19. West Up - W.C./ICE CUBE/MAC 10
20. MCs Act Like They Don't Know - KRS-ONE

The Original DJs are Supreme • Positively Red • Mad Mike • Oni-One • Switch • Themba • DR • CJ Flash

COME-UP OF DA MONTH

DJ "Rasta" Cue-Tip is shown here with his latest find, Lord Finesse's *Funky Technician* LP on Wild Pitch. He found the domestic LP, sealed, at Amoeba Music in Berkeley, California, 510.549.1125.

If you've found some rare or unusual wax, please share it with us. Send in a photo of the record (you can be in it too) with your name and the record's title, artist and label. (You don't have to tell us *where* you found it, if you don't want to reveal your secret vinyl sources!)



make them stand out and make sure you put an address and/or telephone number where people can get a hold of you (in case they want more).

Distribution: Definitely send as many promo copies to radio stations as you can. This costs money but it gets the music out there, hopefully creating a buzz. Ask your local radio station people for their list of stations and contacts throughout the radio community and hit them off with copies. Also street DJs that do parties and clubs should be given copies. Get to know your local record store people if possible, most of them would be glad to take some records on a consignment basis. Try to get a list of the distributors they buy through and hook them up with copies, this will hopefully get your record out all over the country. Sell them at shows, put ads in various publications (like *the Vinyl Exchange!*) and do mail order. The punk and hardcore communities have been doing this for years and it works very well. The possibilities are endless. Make it happen.

- DANIEL LADD

Get in touch with me: Daniel Ladd, 61 Esker Lane, North Kingstown, RI 02852. E-mail Rerunn@aol.com.

[If you know of other mastering or pressing plants, please share them with us and let us know about your experience with them. Parlay Graphics is available for cover and label design—call 415.452.8030 for an estimate. - Editor.]

DJ Gee R.I.P.

Vallejo's Cecil Allison, aka **DJ Gee**, who was born June 26th, 1961 and died on August 29th, 1995 was a prolific DJ, deejaying for artists such as **The Mac, Mac Dre, Mac Mall, Ray Luv, Young Lay and Young "D" Boyz**. "He was the DJ for Vallejo, period," said longtime partner **River T**, who had known him throughout his whole life from when this "Vallejo O.G." started deejaying back in the seventies. "He was one of the best and I could never remember him having a fight with anyone," said River T, adding that, "He was a great DJ with a knack for finding exact beats and breaks for whatever he was working on."

DJ Gee was shot and killed in a case of mistaken identity in the city of Vallejo. He will be missed by his family, his girlfriend Nicole and Vallejo partners such as River T. and Khayree.

- BILLY JAM

Hip Hop Slam Bay Area Top 15

submitted by Billy Jam, Oakland, CA
(from a chart of 50) 12/10/95

1. Bay Area Playaz - **VARIOUS** (Anonymous)
2. Game Related - **THE CLICK** (Jive)
3. Game Related - **J. DUBB** (Relentless)
4. Return of the DJ - **VARIOUS** (Bomb)
5. The Best of C-BO - **C-BO** (AWOL)
6. No Man's Land - **SOULS OF MISCHIEF** (Jive)
7. The Dangerous Crew - **VARIOUS** (Dangerous/Jive)
8. Dwellin' In the Labb - **JT THE BIGGA FIGGA** (Get Low/Priority)
9. Back Street Life - **TOTALLY INSANE** (In-A-Minute)
10. Hobo Junction EP - **HOB0 JUNCTION** (South Paw)
11. De Vallejo - **IRONIC** (Conspiracy)
12. Legal Dope - **VARIOUS** (Priority)
13. Magnetic Personalities - **LAST 2 SERVE** (Ocean Floor)
14. Silent Cries From the Ghetto/The Soundtrack - **VARIOUS** (Trigga Happy)
15. Ruthless By Law - **RBL POSSE** (In-A-Minute)

THE CONCEPT OF ALPS - Intensity, Nocturnal Illusions, No Question b/w Instrumental Versions. Production: DJ Al Bass

Damn, three people, three different cities and three dope tracks on one 12" and all three have their own sound and concept. This shit is mad phat! **THE CONCEPT OF ALPS** comes with hard drum tracks, laid back keys, layered with smooth horn riffs, upright bass and all kinds of clever loops and sample change-ups. Keeps ya guessin. The tracks are also topped with some on-point skratsh snippets from artists such as **NAS, KRS, JERU, COMMON SENSE** and others. There are also ill sample snippets from "C.R.E.A.M." and "Mass Appeal" just to name two. The Concept of Alps consists of three people, all from different cities: New Jersey, St. Louis and Chicago. These are some real talented heads with a real tight, original sound and they should not be slept on. But you need to check it for yourself. I'll close with a line from "No Question," the third song on the 12" (my favorite):

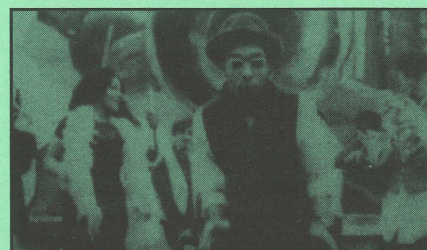
"Why is that the phatter groups are unsigned, why's some of the signed ones never climb?"

Good question.

- DJ FINGAZ

BROOKLYN FUNK ESSENTIALS - Cool Steady and Easy LP (Groovetown) Production: Lati Kronlund/Arthur Baker/Ase One

Throughout the years, the **BROOKLYN FUNK ESSENTIALS** have established themselves as a force to be reckoned with. Major props



The Masta Ace "Creator" remix is the bonus vinyl cut on the **BROOKLYN FUNK ESSENTIALS LP**.

go out to the suits at Groovetown for picking up such talent. The world renown **BFE** finally hits the home front off with a domestic release.

"Cool and Steady and Easy" is without a doubt an "all-purpose album." Get your groove on with the funky dance cut "Bop Step." For straight acid jazz lovers, "Blow Your Brains Out" is definitely up your alley. All brass lovers should peep "Brooklyn Recycles." Pay special attention to "Take the L Train (to 8 Ave)." This is one of the most beautiful slow instrumentals present in today's nu jazz scene.

The album is packed with a variety of flavors. A few all-star guests are invited to get down with the **BFE** as well. "A Headnaddas Journey to the Planet Addi-Skizm" gets deep with the phenomenal poetry of none other than **SHA-KEY**. And, I know the Brooklyn Funk Essentials' version of "The Creator Has A Master Plan" alone is worth the purchase; but Groovetown big ups all vinyl heads with a bonus version of the cut. I'm sure you won't sleep on the production of **ASE ONE**, and the additional vocals done by **MASTA ACE** and **PAULA PERRY**.

FUGEES (TRANZLATOR CREW) - Fu-gee-la/How Many Mics (Ruffhouse) Production: Salaam Remi/Wyclef, Prakazrel and Shawn King

This crew cannot stop bringin' da buttas! Seriously, the creativity contained within this group is phenomenal. "Fu-gee-la" is on some ole' next ish, aight!

The single "Fu-gee-la" almost catches the same essence as an actual live **FUGEE** performance (For those lucky enough to catch one). **LAUREN** lets loose on the chorus, patterned after a **TEENA MARIE** classic. All this plus she still comes through with ultimate lyrical skill. The Man **SALAAM** drops another one. The track is a madman's paradise.

The cleverness really comes out on "How Many Mics." Bang this one especially in your headphones; your Walkman will thank you later! Look for "How Many Mics" to tear up your underground radio waves.

AKINYELE/SADAT X - Loud Hangover (Loud)

"Money is the sweetest hangover...I don't want to get over!"—one of the most unforgettable choruses of the year, thus far. This one belongs to one of the most interesting

combination-duos that the world of hip-hop has seen. Peep AKINYELE & SADAT X's play of Diana Ross' "Love Hangover."

Sadat X definitely does not let a brotha down on this project, as usual. Akinyele delivers those raw insane similes that you would expect. He presents a good showing after being absent for a hot minute.

This beat is a sure head-knodda's treat. At first, you may think that the drum pattern is played out. But, pretty soon you begin to see how in-sync it is with the abstract keyboard licks contained. Real headz must be prepared to take this one to the chest!

CHINO XL - F*ck a Punchline sampler (White Label)

Destined to make his mark in the industry, CHINO XL delivers some of the most controversial rhymes ever. The sampler contains three tracks filled with more punchlines, insults, dozens, cut-downs, etc. than a Paul Mooney concert after the OJ verdict.

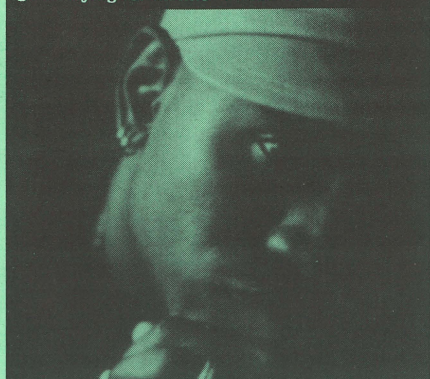
"Deliver," the first cut, is an intro to what Chino is really all about. "No Complex" is the track where he attacks everyone from BILL BELLAMY to LEFT EYE of TLC. The cut that has the amazing buzz around it is called "Riiiot!" This one features the man of the hour, RAS KASS. But, he in no way takes the spotlight away from Chino XL. With lines such as "By this industry, I'm trying not to get f*cked like Tupac in jail," and "I like my sugar brown like Hugh Grant, f*ck D'Angelo," look for Chino XL to be the talk of your town, sooner than you think.

LL COOL J - Hey Lover (Def Jam) Production: Red Hot Lover Tone

The "Funkadelic Relic" is back. This time, LL's returning to his old ways of charmin' the pants off thousands of young ladies. But in no way should "Hey Lover" be slept on by anybody.

This single gives the average shy-guy inspiration for steppin' to that special someone. At the same time, I can see "Hey Lover" being considered an "I Need Love Part II" of sorts. RED HOT LOVER TONE does a bomb job

LL COOL J'S "Hey Lover" should have young girls crying for LL like "I Need Love" did.



converting the gloved one's "The Lady of My Life." The single also features one of today's hottest R&B groups playin' the back, BOYZ II MEN.

LL Cool J had the world waiting for a taste of his next album, "Mr. Smith." Putting out an effort of this caliber really shows the "future of the funk"'s versatility.



ALL CITY - Metro Theme/Who Dat? (Armee)

Brooklyn's da borough. And street corners is the birthplace for the illiotic style brought forth by this new breed of hardcore MCs. "Metro Theme"'s chorus ensures the single heavy rotation on the unda. Nothing but phat tracks surround ALL CITY's vocals, on both songs! Judging from other product, "Metro Theme" is probably as tame as this group is going to get.

"Who Dat?" is more of a miniature introduction to All City than anything else. But, it is a flavorful intro at that! On this one, peep the ONYX-type flava presented (with background by STICKY FINGAZ).

All City's "Metro Theme" is definitely in ya' area for 1996.

REAL LIVE - Real Live Sh*t/Crime Is Money (Big Beat) Production: K-Def

Releases like this one make a brotha speechless! Seriously, I'm at a loss for words. "Real Live Sh*t" is the debut single from the industry's next dynamic duo. New Jeruzalem shines again.

Producer K-DEF and LARRY-O make up the elements of REAL LIVE. Being a resident of the House of Hitz, Kevin Hansford (K-Def) has turned out hot joints for artists such as DA YOUNGSTAS, INTELLIGENT HOODLUM, LORDS OF THE UNDERGROUND, etc. This time, he introduces a nice MC named Larry-O.

The debut single "Real Live Sh*t" features raw city dwella lyrics on top of some of the darkest tracks to date. In fact, "Real Live Sh*t" and "Crime Is Money" battle it out for the darkest track award.

Thanks to MARLEY MARL, Real Live is now making crazy noise from state to state. After observation, you too will see why "K-Def and Larry-O be on some Real Live ish."

- THEORY

Soul Food DJ Family Hip-Hop Chart

submitted by Marty Smith, Oakland
510.729.8087 • fax 510.412.0802

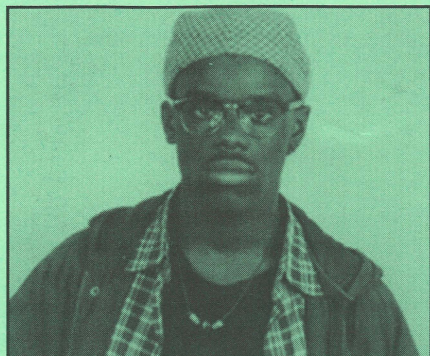
LC

1. 1 Too Hot - COOLIO (Tommy Boy)
2. 4 Blah - THE FAB 5 (Duck Down/Priority)
3. 8 Fast Life - KOOL G RAP (Gold Chill-in')
4. 2 Runnin' - THE PHARGYDE (Delicious Vinyl)
5. 0 Just Tah Let U Know - EAZY-E (Ruthless)
6. 6 Hurricane - THE CLICK (Jive)
7. 27 Put Yo Mack Hand Down (Remix) - JT THE BIGGA FIGGA (Get Low/Priority)
8. 22 EZ On the Motion - GHETTO CONCEPT (Groove Alot/Quality Music)
9. 10 Whoa (East Bay Remix) - BAD LT. (Frontline)
10. 26 4, 5, 6 - KOOL G RAP (Gold Chillin')
11. 3 Bomdigi - ERICK SERMON (Def Jam/RAL)
12. 25 Fades 'Em All - JAMAL (Rowdy)
13. 0 East 1999 - BONE THUGS N HARMONY (Ruthless)
14. 13 Cell Therapy - GOODIE MOB (La Face)
15. 0 Real Live Sh*t - REAL LIVE (Big Beat)
16. 17 On the Regular - PUDGE (Perspective/A&M)
17. 11 Tennis Skirts - UDI (Dog Day Records)
18. 0 Cold World - GENIUS (Geffen)
19. 10 One Night Stand - 5TH WARD BOYZ (Rap-A-Lot/Noo Trybe)
20. 24 God Bless Your Life - ILL BISKITS (Atlantic)
21. 0 East Side Rendezvous - FROST (Relativity)
22. 23 Strength of A.T.U. - ABSTRACT RUDE (Project Blowed)
23. 5 Definition of a Hustla - RAY LUV (Young Black Brotha/Atlantic)
24. 28 Drink Wit' Me - VELL BAKARDY (American/Wild West)
25. 9 Mission Complete - DUSH TRAY (Knight Time Records)
26. 0 Back Street Life - TOTALLY INSANE (In-A-Minute)
27. 0 New Day - SOUTH CIRCLE (Suave/Relativity)
28. 0 Metro Theme - ALL CITY (Armee)
29. 0 Leflah - THE FAB 5 (Duck Down/Priority)
30. 0 Good Times - PCP (Ichiban)



The DJ As Producer

DJ Excel, Boston



This is the first in a continuing series of articles on DJs turned record producers. We hope that this will be helpful to those wanting to take that step. And to those DJs that have done production, please share your experience with us. Just write the Vinyl Exchange or call Stephanie at 415.452.8030.

This month we spoke with Boston DJ Mark Dwayne Roberts, better known as **DJ Excel**, who recently produced the fat Madizm remix of dancehall artist **Lady Lee's** "Situation" and her newest single "So Lonely."

Excel began as a rapper in the early 80s, producing all of his own songs. He started DJing at Boston College, hosting the radio station's hip-hop show from 1990-92. On radio and DJing parties and clubs around Boston he became known as Excel. He decided to stick with that name

and live up to it. "The name Excel means something," he explains, "You really have to go all out in this business."

He produced two records for himself as an MC, on his own label, first in 1987 and then in 1990. As he shopped his demos, record companies told him that they liked his sound, but his raps were too "clean." As he got tired of rapping and shopping his material as an MC, he got more into production. He started doing remixes and sent unsolicited remixes to labels. Being from a West Indian background, Excel loves reggae dancehall as well as hip-hop—he produced fat hip-hop tracks for reggae acapellas, what he calls "dancehall hip-hop." He began to work with Lady Lee and when the promo 7-inch of "Situation" with the Madizm remix was released last July, it blew up beyond his expectations. The 7-inch was intended to create a buzz for Lady Lee and help push the "So Lonely" single which is out now.

"As far as producers, DJs have an edge," says Excel. "They know what the crowd likes." He credits **Funkmaster Flex**, **Clark Kent**, **Marly Marl**, **Howie Tee** and **Premier** as being prime examples of dope DJ/producers. "You want a fat beat, a hook, a vibe—they have the best of both worlds. They have an ear, an ear for what people want. If you can blend records, you can blend tracks. A DJ has the gift of blending sounds in his or her head, testing it out on the tables and then doing it in the studio. And in doing remixes, if you hear something wrong with a song as a DJ, you know how to fix it."

Excel gives this advice to DJs who want to become good producers: "DJs need to be around good musicians because if not, the product will suffer. If you're a club DJ, get with someone who has a studio. Get in a studio. Buy a drum machine, a sampler. Be around a group, listen to all types of music. Go out and hear live bands. Go out to shows, jazz clubs and put that element into your music." Excel learned production by interning at a studio and trading his promotion pay for studio time. He listens to anything and everything—opera, calypso, R&B. "Hip-hop music is music." He bigs up **Dow Brain** and **Brad Young**, musicians he works with known as **Underground Productions**.

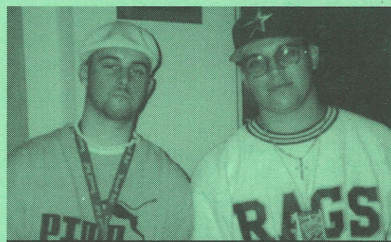
And the next step after production, putting out the actual records, is a lot of work as well as a financial risk: "Do the research and keep on trying," advises Excel. "It's a business. You gotta really have drive. Educate yourself—go to the

DJ Fingaz Top Ten Hip-Hop

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San Diego, California

1. **Shadowboxin - GENIUS/GZA** (Geffen)
2. **Mind Tricks - SUPERNATURAL** (Elektra)
3. **Real Live Shit - REAL LIVE** (Big Beat)
4. **Straight From the Slums - TEN THIEVES** (Break A Dawn)
5. **The Natural - MIG GERONIMO** (Blunt)
6. **Make U Go Crazy - RUGGEDNESS** (MADD DRAMA (Emay))
7. **Metro Theme - ALL CITY** (Armeem)
8. **Out For Fame - KRS-ONE** (Jive)
9. **My Kinda Moves - Q-BALL & CURT CAZAL** (VZQ)
10. **Feelin Satisfaction - ILL MENTALITY** (Phat Wax)

Much props to...Kris & Shirlene (Noo Trybe), Tommy, Bigga B & Noah (Loud), Chris Vargas & Alex Ocana (Malathion), Norma (Echo), Jose (Groove Wear), DJ Stef & Rasta Cue-Tip (Vinyl Exchange), DJ Ralph M, DJ Sest, the B.U.M.S. and Posativly Red.



DJs FINGAZ and RAGS represented San Diego at this year's Rap Sheet Caucus.

panels, the library. Ask questions. Education is the bottom line."

DJ Excel is also promoting the **Street Poets** on DBK Records which consists of **Polecat**, **Punch** and **DIF Productions**. The Street Poets are hard-hitting, street-oriented, underground hip-hop, dispelling the popular notions of the Boston sound created by **New Edition/Bell**, **Biv**, **DeVoe**. Excel would like to send out big, big ups to his fellow Boston artists: **Ruffa** from the group **Motion**, **Concrete Click**, reggae DJ **Arch Angel** and **Squad 4U2NV**. This is just a taste of this busy DJ's involvement in the music industry—keep an ear out for more to come as he continues to "Excel."

- DJ STEF

Contact DJ Excel at Roberts Studio Management, 526 River Street, Boston, MA 02126. Direct inquiries for the Street Poets to DBK Records, 617.433.0047.

Thursday Night House Party

submitted by Eric Aiese,
Ellenville High School, NY

1. I Need You Tonight - **JUNIOR M.A.F.I.A./AALIYAH** (Big Beat)
2. Curiosity - **AARON HALL/REDMAN** (MCA)
3. Throw Your Hands in the Air - **CYPRESS HILL & CO.** (Ruffhouse)
4. Tonight's the Night - **KRIS KROSS** (Ruffhouse)
5. A Mover La Colita - **CHAZZ** (Logic)
6. Fantasy - **MARIAH CAREY/OL DIRTY BASTARD** (Columbia)
7. Too Hot - **COOLIO** (Tommy Boy)
8. Beautiful Life - **AGE OF BASE** (Arista)
9. No One Else - **TOTAL** (Bad Boy)
10. Diggin' On You - **TLC** (LaFace)

CLASSIFIED ADS

VINYL for sale or trade

STACKS OF WAX. Jazz, soul, funk, rap, etc... call or fax want list to 415.252.7817.

SOUL, R&B & jazz LPs, buy, sell trade. Visa, MC, Amex. Dane C. LaBarr, P.O. Box 260834, Tampa, FL 33685, USA. Tel/fax 813.882.3929. E-mail dcLabarr@gate.net.

VINYL wanted

DESPERATELY lookin' for vinyl from 1991-92 (especially tracks like "Real Estate" by Cypress Hill, "T.R.O.Y. (Reminisce)" Pete Rock & CL Smooth, "Here It Comes" MC Serch. You get the idea.) Strictly east coast vinyl. Also I got the phat quality 90 minute tapes for ya. Call DJ Boo 212.946.1337 (voice mail, leave message).

ZIMBABWE DJ Killian Mesikano aka DJ Pago, a club DJ looking for help from record labels, club DJs, DJ pools to send him vinyl & tapes. Spins rap, R&B, ragga. Music is hard to get in Zimbabwe—please help: DJ Pago, 626-191 Close, Budiro 1, Harare, Zimbabwe, Africa.

ATTENTION: Free airplay on Univ. of Oregon's college radio station KWVA 88.1 FM. Send all demos etc. to "Hip-Hop Don't Stop," KWVA 88.1FM, P.O. Box 3157, University

DJ Themba's Top Ten House

Fatius Walker DJs 510.310.5903

E-mail: themba@obelisk.berkeley.edu

1. Black Magic - FREEDOM (Strictly Rhythm)
2. Lover That You Are - PULSE (Jelly-bean)
3. Scat Groove - GROOVE CARTEL (TNT)
4. Rush - FREEDOM OF CHOICE (White Label)
5. Deep Vibes - NICE N' RIPE (Nice-N-Ripe)
6. Day By Day - DAJAE (Casual)
7. Morning Service - A MEN (Ton-A-Records)
8. Get Your Mind Together - 95 NORTH (Large)
9. Higher - OSCAR G (Tribal America)
10. Philadelphia - BROOKLYN FRIENDS (King Street)

of Oregon, Eugene, OR 97403. Representing hip-hop to the fullest!

TECHNOFIEND seeks anything by Juan Atkins (Model 500, Cybotron) and Derrick May. Also looking for Patrick Crowley, Detroit techno compilation LPs/mix tapes, especially the "Area Code 313" compilation LP. Michael Heath, P.O. Box 427072, San Francisco, CA 94142.

I WANT VINYL. I'm looking for any 90s rock/alternative and rap/hip-hop vinyl. Please answer ad via ground mail: Nick Batyko, 103 Chaucer

Court, Moon Twp., PA 15108, or e-mail: DJSpice1@aol.com.

BREAKDANCE ERA (81-84) We're "Lookin' For the Perfect Beat" and others: "Clear," "Search & Destroy," "Planet Patrol," etc. So all you "Buffalo Gals" and "Space Cowboys" round up your old LPs and 12" singles and let's keep this "Planet Rockin'!" J & T's Ole Skool, call 916.427.1501, fax 916.391.3032.

LOOKING FOR Special Ed's "I Got It Made" and "I'm the Magnificent," Ultramagnetic MCs' "We're Ultra"

and D-Nice's "They Call Me D-Nice" 12" singles & Superbreaks Vol. 1-5. Call Dean at 310.809.6560.

LOOKING FOR BDP's "Jack of Spades" 12", Pete Rock's "Mecca & the Soul Brother" (domestic) LP, De La Soul's "Plug Tunin'" 12", Tribe's "Can I Kick It" 12", MC Lyte's "Cram to Understand" 12", and Audio Two's "Spoiled Milk." Albert P. 510.865.7037.

LOOKING FOR Ultramagnetic MCs' "Critical Beatdown" LP, School of Hard Knocks LP, any Gang Starr (1st two LPs and their 12"s), "Code of the Streets," Nice & Smooth's "More and More Hits" and "Skill Trade," BDP's "By Any Means" and "Sex and Violence" LPs and "Jack of Spades" 12". Call Frank at (pager) 415.739.3430.

NEEDED Craig G's second LP "Now That's More Like It," BDP "Sex and Violence" LP, Tribe's second LP, domestic promo. Records for trade: Organized Konfusion's first LP, Jungle Bros' "Doin Our Own Dang" 12-inch and Audio Two "Spoiled Milk" 12-inch. Chris 510.237.4772.

LOOKING FOR any Ultramagnetic MC's vinyl on the Next Plateau label (12"s and the LP). Also any promo items from Ultra or Organized Konfusion (hats, shirts, hoodies, etc). Live

videos, radio freestyles, live tapes, pretty Much anything from these two groups. I will buy or trade for this stuff. Dan Ladd 401.294.4873.

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ATTENTION DJs! Become part of an international DJ network for and about DJs. For application and information, send a SASE to: DJ's Network, P.O. Box 284, New York, NY 10012.

MISCELLANEOUS

NAZ RECORDS, an independent record label, is looking to sign talented R&B and rap artists. If interested, send demo, name, telephone number and B&W photo to Naz Records, 5301 Diamond Heights Blvd., Suite A, SF, CA 94131.

Soul Disco Rap Retail Top 20

submitted by Bobby "G" 415.776.2897 1642 Bush St. San Francisco

1. Tha Dogg Pound
2. Blahzay Blahzay
3. Pharcyde
4. The Click
5. Cypress Hill
6. J.T. the Bigga Figga
7. Ray Luv
8. Goodie Mob
9. Mobb Deep
10. LL Cool J
11. Fat Joe
12. Kool G Rap
13. Coolio
14. Lord Finesse
15. The D.O.G.
16. The Fab 5
17. Raekwon
18. KRS One
19. Genius/GZA
20. Luniz



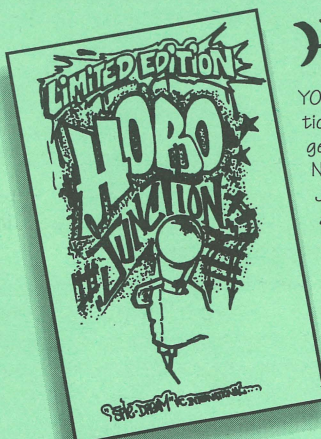
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Name _____
Address _____
City _____ State _____ Zip _____

Send to: Parlay Graphics, 236 West Portal Avenue #402, San Francisco, CA 94127, Attn: Hobo Junction tape.

NEW WAX

ARMEE RECORDS

Single Metro Theme - All City

BLACK EMPLOYED RECORDS

Single Drama - Da Grass
Roots Music feat. Elemental

BREAK A DAWN ENTERTAINMENT

Single Straight From the
Slums - Ten Thieves

CAPITOL RECORDS

Singles The Greatest Show
On Earth - Aceyalone
Summin' Gotz To Give -
Royal Fam (Produced by the
Ill Figure Y-Kim of Wu-Tang)

CHRYSLIS

Single Uknowhowwedu -
Bahamadia

COOLTEMPO (UK Import)

Single Feel the Music - Guru
(Remix by Dodge. Includes CJ
Mackintosh Extended Mix of
"Watch What You Say.")

CUTTING RECORDS

Single Carnival - 2 In A
Room

DEF JAM

LP Mr. Smith - LL Cool J

DEF JAM/RAL

LP Double or Nothing -
Erick Sermon

EIGHTBALL RECORDS

Single Anati/East Side
Drive* - Butter Foundation
(*Produced by Chillfreeze.)

GEFFEN RECORDS

LP Liquid Swords - Genius/
GZA (Produced by RZA.)

ILL KID RECORDS

LP Guru Presents Ill Kid
Records - various artists,
including Group Home
("So Called Friends")

IN-A-MINUTE RECORDS

EP One Mill-Yon - Mac Mill
(Contact Fredrick "The Market-
ing Guy," 1.800.33.MUSIC.)

JASIRI MEDIA GROUP

EP Sureshotsingles Vol. I -
Source of Labor (comin' out
of Seattle, 206.559.2767)

MO' WAX

LP Meiso - DJ Krush (Fea-
tures tracks w/ CL Smooth,
Guru & Big Shug, Black
Thought & Malik B. & De-
flon Sallahr from Headrush!)

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Who is **Dr. Octagon**? A time
traveling pioneer, returned from
the year 3000 where he traveled
via the ULTRAMAGNETIC time
machine...

PRIORITY RECORDS

Singles Westside Slaughter-
house - Mack 10 feat. Ice
Cube & W.C.

LP International - Me & My
Cousin

PROFILE

Single Set It Off - M.T. (The
Microphone Terror)

RALLY PARK CREATIONS

Single Pic-A-Nic - Sir Jinx
(yes, he's rapping) feat. Ger-
ald Levert

SLAMMIN RECORDS

LP Da Lost Tapes - Nubian
Crackers presents Chocolate
Bam Boo (718.409.1172)

WICKED ENTERTAINMENT

Single No More - The Ill
State Assassins present E.C
(Ill For Life hotline 312.661.
9045)

WILD WEST/AMERICAN

Single Drink Wit' Me - Vell
Bakardy (w/ AMG on the B
side, "Drunk B*tches")

the Vinyl Exchange

a newsletter for deejays and vinyl junkies

Inside the December '95 issue:

- 1 • Greetings From the Editor
 - Head Knods—Top Ten Hip-Hop
 - How To Make A Record
- 2 **News**
 - Ol' Skool Flava—Tuff City's Old School Hip-Hop Reissue Campaign
- 3 • Come-Up of Da Month
- 4 • **reViews**
 - The Concept of Alps, Brooklyn Funk Essentials, Fugees,
 - Vallejo's DJ Cee—Rest In Peace
 - Hip Hop Slam Bay Area Top 15
- 5 • Chino XL, LL Cool J, All City, Real Live
- 6 • DJ Fingaz Top Ten Hip-Hop
 - Thursday Night House Party
- 7 **Classified Ads**
 - DJ Themba's House Chart
 - Soul Disco Top 20 Retail
 - Hobo Junction tapes for sale!
- 8 **New Wax**



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Daniel Ladd shows
you how.

See page 1.

the Vinyl Exchange

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Happy Holidays!