

## I MUST NOT THINK BAD THOUGHTS

This is a 10" record. It was supposed to be a 4 track 7" but not all the bands are as numerate as we'd sometimes like and you can't fit 23 minutes on a 7". It cost a bit more to record than anticipated too; we'd have lost lots of money if we'd released it as a 7". But I suppose you could say we've sold-out. If you want.

SARAHs 31,33,34,35,36,37,39 and 40 are all 7" singles. But because of increased manufacturing costs and a dealer-price that hasn't changed for 3 years, all will make virtually no money, if any.

Combined office and flat rents (the office was a necessity because running a business from the flat was illegal and increasingly difficult to disguise) is £394 a month. If we pay the poll-tax, that's another £71 a month. Food and heating costs depend on how hungry and cold we get. SARAH occupies virtually every hour of every day and we have no other source of income. SARAH 37 contains 5 songs and sells for £1.46 plus p&p (£1.80 UK, £2.10 EUROPE...).

The maximum playing time of a CD is 79 minutes. The AIR BALLOON ROAD CD contains almost 78 minutes of music. It contains no tracks unavailable on vinyl or likely to become unavailable while it itself remains available. Outside of the UK, CDs have virtually replaced vinyl. 65% of our sales are, at present, export sales. We're far more popular in France than in the UK but it's virtually impossible to distribute 7" singles in France. People who want all the songs can't buy them. They can buy the CD.

5 or so years ago the fanzine I used to co-write attacked the increasing dominance of the 12" single on both ethical and aesthetical grounds. We drew amusing parallels with the wider world of Capitalism, and mocked the shallow hypocrisy of the "independent" sector. And we sighed at the loss of an ATTITUDE and STYLE when things were no longer required to go POP, just fill space. People used to write and agree. And then go out and buy the records by the bands they loved (and who loved them too). CREATION put out their first 12"-only single in 1984. People bought it. 6 years on, the 7" is restricted to a few "specialist" outlets, the 12" single is devolving into the [even more expensive] CD single and all singles sales

generally are declining rapidly into the early Seventies, and the same people wonder why. And call US hypocrites. But that was then, this is now. WE didn't give in. YOU ALL GAVE IN. I still believe in the POP aesthetic. We're just about to release 5 more 7" singles. We can do that because the compilation LPs and CDs subsidise them. The CD says on the sleeve "all songs taken from 7" singles and EPs". It should've said: Punk Rock.

Somebody mentioned "Animal Farm" which I took as a compliment. I've always seen SARAH as a political allegory. Sometimes I am deliberately obtuse. But ANYBODY can be pure of heart and noble in deed and indeed faultless in their so-so socialist poses if they only aim to sell 500 copies of a record. They can even put it in a hand-drawn sleeve and sleeve them all up at their kitchen table. Oddly enough, we want to sell THOUSANDS. The bands deserve it. Oddly enough, we have neither THOUSANDS of arms nor THOUSANDS of kitchen tables. ANYBODY can sell a record to 500 people. I can even tell you which 500. I hate all this zero ambition. I hate all this smug snobbish elitism that "inspires" most of the indie/fanzine clique-scene. I hate all these people selling copies of our deleted records and flexis at exorbitant prices while accusing US of hypocrisy for only putting two songs on a 7" - and while there are people out there desperate to own them simply because they love the songs as we did. I want SARAH to be SPECIAL. To everyone.

No song gets released on SARAH unless we like it. It's our label. We've rejected many songs, sometimes entire singles. We've thrown money away. Because in 10 years time all we'll have is the records, and, if we're not proud of every single inch of every single one, there seems little point in anything.

The title of this piece is from a song by X on the b-side of the "New World" 7", written by John Doe and Exene Cervenka. I think it was on their "More Fun..." LP too, but I don't buy LPs, I don't find them EXCITING. I don't find CD albums or CD singles exciting. I don't find 12" singles exciting. But I rather like the sweet pop purity of cheap 1 track 3 minute 3" CDs... I like the way they SHINE.....

FOR A COMPLETE LIST OF ALL SARAH RELEASES, INCLUDING MAIL-ORDER PRICES, PLEASE SEND AN SAE TO

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