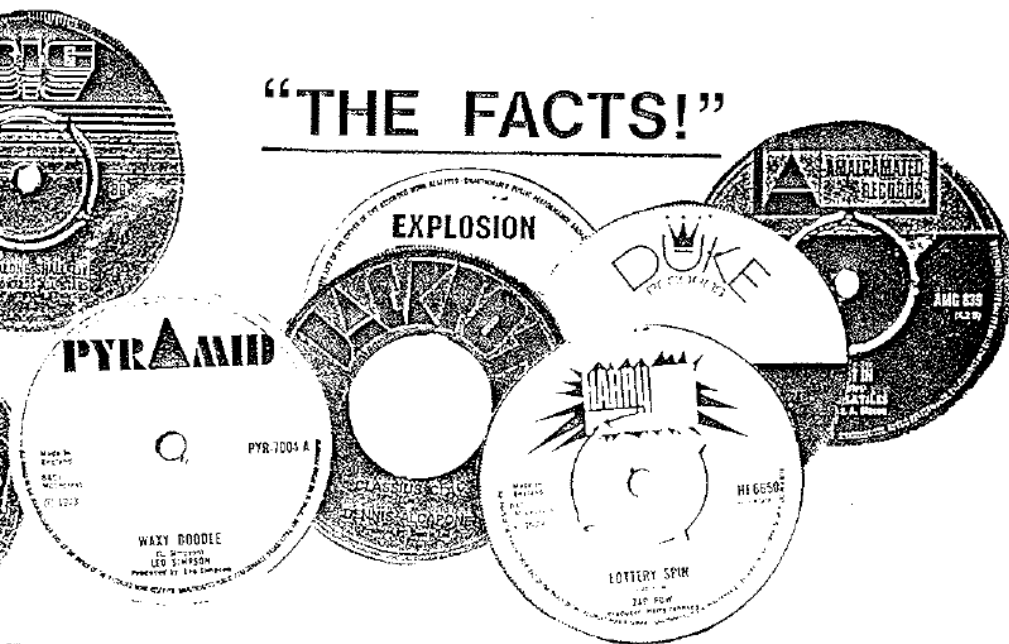




TROJAN RECORDS.

"THE FACTS!"



Produced by The Official Trojan
Appreciation Society.

Foreword

This booklet is designed to help those of you who catalogue your records to gain a better understanding of the way Trojan release(d) their records. It covers singles and albums and I have included several illustrations where I thought they would clarify points made in the text.

To some of you the information contained herein will already be known but to others it will all be new. It is for those of you who are interested that this booklet has been written.

The information in this booklet was obtained by referring to old and new Trojan catalogues and by cross checking my own collection. I have tried to ensure accuracy as far as possible, it may well be however that some errors have been made and if that is the case I apologise in advance for them.

CHRIS PRETE
1989

Illustrations

Page no.	Description.
3	Tighten Up series.
7	Trojan/B&C 'family tree'.
9	Six different Trojan label designs.
11	Six labels started in 1969.

The cover of this booklet shows around 40 of the labels associated with Trojan.

Produced by The Official Trojan Appreciation Society.

For Catalogue please send a stamped addressed envelope to Trojan Sales Limited, 12 Thayer Street, London W1M 6AU, England.

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labels will be covered at a later stage in the fanzine. Here is some further information though, which is included to explain some of the points included in the notes to the 'family tree'.

The Creole label later went on to become an independent company. Moodisc was the UK outlet for the Jamaica based Harry Mudie. After 1972 he switched his distribution to R&B discs. Ackee and Ashanti were part of Bamboo records which were distributed by B&C for a while. After Bamboo collapsed B&C revived both these labels for a second series. Also revived were the Doctor Bird & Pyramid labels which previously had been part of the Doctor Bird group owned by Graeme Goodall - the man responsible for starting the Attack label. Black Swan can also be added to this list of revived labels.

Dragon was started by Island and then switched over to B&C. Action was a former Soul label but in 1975 B&C took over and it switched to reggae.

Treasure Isle originated back in 1967 but suffered several setbacks and Trojan became involved circa 1969 and then took over in 1971.

It must be made clear that not all these labels were actually owned by Trojan and those that weren't were merely distributed by them. As such they were included in various catalogues issued by the company at the time and have been included in this booklet for that reason. The majority of labels directly linked to Trojan have the words "Manufactured and distributed by Trojan Records Ltd" printed on them.

As financial difficulties took hold of Trojan and B&C 16 labels were dropped and a re-think took place. 1972 had seen Dynamic, Clandisc, Big and Moodisc go which took the toll to 20. The situation got worse and in 1975 a further 7 bit the dust. The result of all this was that the company was sold that year and there then followed a period of ten years during which the toe hold in the market was gradually lost and once again, Trojan changed hands. The new owners have once again taken up the reins and the fortunes of the company have taken an upturn. This current revival will no doubt culminate in the 21st Anniversary celebrations to be held this year.

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This is an over simplification of the facts which are very complex to say the least. Added to this Island still retained a business interest in Trojan for quite some time.

As Trojan almost immediately made a market for itself the number of labels increased and during 1969 six more were added to the catalogue. The original designs are shown on the previous page and the colour details are as follows:

Glandisc	Dark turquoise with Silver lettering.
Explosion	White background/Red logo/Black wording.
Gayfeet	Dark Red with Silver wording.
Grape	Dark Maroon with Silver wording.
Jackpot	Drab Yellow with Brown wording.
Upsetter	Left half White/Right half Orange.

As these took off, the following year another 16 were added and the relatively drab designs were soon changed for more attractive and colourful ones. Some of these labels were the UK counterpart of the Jamaican ones, as with Harry J, while others were set up for the output of one particular producer. These are shown in the table below.

Label	Producer
Amalgamated	Joel Gibson.
Big	Rupie Edwards.
Clandisc	Clancy Eccles.
Downtown	Robert Thompson (Dandy).
Duke Reid	Duke Reid.
Gayfeet	Sonia Pottinger.
GG	Alvin Ranglin.
Harry J	Harry Johnson.
High Note	Sonia Pottinger.
J - Dan	Robert Thompson.
Joe	Joe Mansano.
Moodisc	Harry Mudie.
Pressure Beat	Joel Gibson.
Randy's	V.Chin.
Songbird	Derrick Harriott.
Techniques	Winston Riley.
Treasure Isle	Duke Reid.
Upsetter	Lee Perry.

The remainder were made up of various productions. All

Albums

Since 1968 Trojan have released their albums in three main series. These are the TTL, TBL & TRL(S) series which retailed at three different prices.

You will find these prefix's, followed by some digits, on both the record sleeve and label. Prior to 1968 Trojan was part of the Island/B&C group (Beat and Commercial). We will not be dealing with releases made during this period but will be concentrating on the last twenty one years.

TTL

Of the three, this was the bargain basement price wise and this series of albums originally sold at 14/6 (77½p). The idea of this was to sell them so cheaply that the British public would be tempted to 'pick up' an album and thereby come into contact with reggae for possibly the very first time.

There were 50 known releases in this range and the ones that appeared after TTL 34 were all originally released on the Island label.

The now famous Tighten Up volumes began life here and the first three were all TTL releases. Sadly the TTL series was deleted in the early seventies with the exception of a few which were transferred to the TBL series. The first three Tighten Up volumes were amongst these as was the, "This Is Desmond Dekker", one.

TBL

The TBL series was the middle of the range in price at 19/11 (99p). Personally speaking I regard this series as the most enjoyable and rewarding to collect. Although relatively cheap to buy at the time, the majority of the albums released in this series were of a very high standard indeed.

In this classic group of albums you will find almost every major group and artist who played reggae represented somewhere.

There were 90 known releases in the series and as stated previously some were originally released in the TTL range.

The Tighten Up series was extended to eight volumes and this trend of issuing releases in this way was quite common to the TBL range. The other volumes in the Tighten Up series were of just as high a standard as the first three although that having been said I must admit that towards the end of its run the sounds used for these compilations began to be of a more commercialised nature.

A full list of the Tighten Up range together with their original catalogue numbers is printed on the opposite page.

Other notable records released in volumes were;

- Club Reggae (1 - 5)
- Reggae Jamaica (1 - 3)
- Music House (1 - 3)
- Reggae Chartbusters (1 - 3)
- Trojans Greatest Hits (1 - 3)
- Version to Version (1 - 3)
- Version Galore (1 - 3)

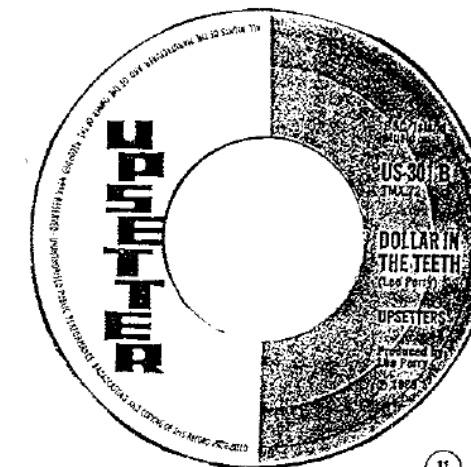
The TBL series really did showcase the best that JA and the UK had to offer during this period. These album releases are amongst some of the most sought after by collectors and change hands at up to forty times their original price. Why bother with stocks and shares?

The TBL series was also deleted although between 1975 and 1985 some were re-issued, together with a few TTL releases on a pale blue Trojan label. The only exception to this was the album which was released to commemorate the death of Slim Smith in 1972. Entitled Memorial (TBL 198), this excellent album is still available now.

TRL(S)

The TRL(S) series was the top of the range in both price and quality of music. Retailing at £1.90 originally, this series is the one still in use today although the price has changed since then. This is surely a glowing indication of the sheer durability of the music that it is still as popular today as it was twenty one years ago.

Albums bearing the TRL prefix were Mono recordings whereas those with the TRLS prefix were Stereo.



first release was TR 601, this numbering followed on until TR 699 when it changed to 7700. This remained the norm and successive series were numbered 7800, 7900 and finally 9000. Label design number 2 came in during the 600 range and number 3 in the 7800 series. This is the one which was used up until the last release on the label which was TRO 9095. The prefix changed with release number 7987.

There were some isolated changes to the label with 7920 being on a plain cream background (label design 6). There were also a couple of records released with the logo changed from Trojan Records to Trojan Rockers but these didn't catch on and the label returned to its usual format.

During the latter part of this series a selected range of 12" singles were released and once again these will be covered in greater depth in the fanzine.

In 1971 a series of Maxi Singles were put out and an example of the label design can be seen as design No.4. Design number 5 shows the later series which came into being in the early eighties and was released to commemorate ten years since the first Maxi Singles.

There was also a third series and the label design was almost identical to the last one. These last two series were the 4000 and 3000 respectively.

Subsidiaries

From small acorns mighty Oak trees grow - so the saying goes and this is certainly true of the way the number of labels in Trojans catalogue mushroomed within the space of a couple of years. The origins of this veritable empire date back to 1968 when Island/B&C went their separate ways. At that time there were several subsidiary labels which they used to put out reggae on. Due to chart successes in the Pop field Island decided to concentrate their efforts in that direction whilst B&C stuck to reggae. Lee Gopthal broke away his B&C group from Island taking with him some of the subsidiary labels which included Trojan, Big Shot and Duke. A new set up was formed which centred around Trojan and to all intents and purposes they handled the recording and pressing etc. while B&C handled distribution.

Tighten Up!

Tighten Up volume 1 ~ TTL 1

Tighten Up volume 2 ~ TTL 7

Tighten Up volume 3 ~ TTL 32

Tighten Up volume 4 ~ TBL 163

Tighten Up volume 5 ~ TBL 165

Tighten Up volume 6 ~ TBL 185

Tighten Up volume 7 ~ TBL 196

Tighten Up volume 8 ~ TBL 207

20 Tighten Ups ~ TRLS 90

20 Tighten Ups vol.2 ~ TRLS 111

136 TOP QUALITY TRACKS

There have so far been something in the region of 224 albums released in this range but the number is increasing all the time. Some of the most recent ones are the more interesting in that many include rare tracks unavailable for many years. These recent albums for the most part include comprehensive sleeve notes by Steve Barrow which are a goldmine of information in themselves.

Included in all three series are albums which were on Trojan subsidiary labels that never the less still bore a Trojan catalogue number. This is for the most part due to the records that were used to compile the album all being released as singles on that label.

In the TRL(S) series some albums were the Jamaican pressings which have a sticker over the Jamaican serial number on the sleeve bearing the Trojan one.

In addition to the three main series there were two further ranges on subsidiary labels, these were on the Horse and Attack labels.

The Horse label was originally started in 1971 and the first single releases were not reggae. In 1973 the first album was released i.e Images of You by Nicky Thomas (HRLP 701). There were a total of seven other albums on the label and these are;

HRLP 702	Just Tito	Tito Simon.
HRLP 703	The Paragons with Roslyn Sweet	Same.
HRLP 704	Hit Picks	Various Artists.
HRLP 705	Atlantic One	Various Artists.
HRLP 706	Cookin'	Tommy McCook/Sprsonics.
HRLP 707	The Great	Junior English.
HRLP 708	Still in Love	Alton Ellis.

The last album in the list is still available which is a good thing as, in my opinion, it was the best of the lot.

The Attack label was started in 1969. There were



1



2



3



4



5



6

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9

The Officially Live and Rare albums were recorded at Dingwalls in London and is the third live recording to be issued by Trojan.

The first live album was TBL 172 - Trojans Reggae Party which was recorded at the White Hart pub in Neasden just up the road from the old headquarters at 12 Neasden Lane. Recorded in 1971 it was Trojans third attempt at live recording. On two previous occasions they had layed plans to record the 1969 and 1970 Carribean Music Festivals at Wembley but had to pull out at the last minute for contractual and technical reasons. The second live album was recorded in Jamaica at the Turntable Club in Kingston (TRLS 110) and was mixed by the legendary King Tubby and produced by 'The Observer' himself - Winston 'Niney' Holmes.

In concluding this section on albums it must be stated that there were other series of releases which were not reggae but religious and for the sake of space they have been omitted from this booklet. There were also some 'one offs' and likewise these have also been omitted although it is hoped that they will be covered in the fanzine at a later date.

Singles

Apart from the Trojan label there were something in the region of 40 or more differant labels that at one time or another were either controlled or distributed by Trojan. It would be impossible to cover them all here due to the tremendous amount of space needed but, once again, they will be covered in the fanzine. It is for this reason that I have included a 'family tree' which is shown on page 7. Some non reggae labels have been omitted and some have probably not come to light yet.

Trojan

The first singles released on the Trojan label as we know it were in 1967 when Trojan was a subsidiary label of Island records (Label design No.1).

In 1968 Trojan became an independent record company and a second series of releases were made. The prefix was TR and this was followed by a three figure number. The

around twenty odd releases on the label, all bore the prefix ATLP followed by a four figure number e.g Heptones and Friends volume 2 - ATLP 1001.

The Attack label has recently been re - launched and there have been four releases to date. The label prefix remains the same but the numbering has changed to a three figure one instead of four e.g Shocks of Mighty - ATLP 104.

Box Sets

Trojan released their first triple album in 1971 entitled The Trojan Story. The three albums were a compilation of Jamaican music from the very origins of ska right up to reggae '71 style. The sleeve was a document wallet type rather than a box and the cover illustrations were the many differant subsidiary labels which came under the Trojan 'umbrella'. A sheet of liner notes were included which was the first instance of any real information on the music becoming available. They included an outline of ska and rough details of the tracks and artists. The original catalogue number for this set was TALL 1.

In 1980 this set was re-packaged as a box set and released with ammended liner notes as there were quite a few mistakes in the original ones. The catalogue number was also changed although the prefix remained the same - TALL 100.

In 1982 The Trojan Story Volume 2 was released. Once again it was a serious attempt to cover the various changes that had taken place in reggae between 1971 and 1981 rather than a compilation of best sellers. These three albums contain some early work by artists, who in Jamaica, are regarded as superstars. The prefix was once again TALL and I think it's safe to say that this box set is the second in what will become a collectors series of box sets. The two volumes in The Trojan Story compliment each other perfectly and are an essential source of reference for anyone interested in ska, rock steady or reggae.

The third triple album box set was released in 1985 and is the first to be issued by the present owners. This one is perhaps the most original of them all in both packaging and concept. Entitled The Upsetter Box Set, it's catalogue number is not unsurprisingly PERRY 1.

The set consists of three albums, the first of which is

