

= All You Need Is Love ( The JAMs song ) =

" All You Need Is Love " is a song by The Justified Ancients of Mu Mu , independently released as their debut single on 9 March 1987 . A politically topical song concerning the British media 's AIDS furore , the track was initially given a 12 " white label release because of its sampling of other records .

The artistic attitude of " All You Need Is Love " epitomised that of The JAMs ' subsequent recordings : making use of popular music by taking extensive samples of other artists ' work , and juxtaposing these with each other , adding beatbox rhythms and Bill Drummond 's Scottish @-@ accented raps , poems and narrations . The JAMs ' promotional tactics were similarly unconventional , including the use of promotional graffiti , a guerrilla communication method which would be employed regularly by Drummond and Cauty throughout their career .

= = Recording and release = =

Bill Drummond and Jimmy Cauty started working together early in 1987 . They assumed alter egos ? Kingboy D and Rockman Rock respectively ? and adopted the name " The Justified Ancients of Mu Mu " ( The JAMs ) , after the fictional conspiratorial group " The Justified Ancients of Mummu " from The Illuminatus ! Trilogy . " All You Need Is Love " was their debut single .

Initially , the song was released as a limited edition one @-@ sided white label promotional 12 " , on 9 March 1987 , by The JAMs ' own label The Sound Of Mu ( sic ) . This version included a 15 @-@ second sample of The Beatles ' " All You Need Is Love " , as well as samples of the MC5 's " Kick Out the Jams " and Samantha Fox 's " Touch Me ( I Want Your Body ) " . The song had been declined by distributors fearful of prosecution , but copies of the white label were sent to DJs and the music press . The identities of Drummond and Cauty were not made known to these recipients ( Drummond was actually something of a music business veteran , and Cauty a former member of the much @-@ hyped but unsuccessful band Brilliant ) . Underground Magazine speculated on this in March 1987 : " The whole affair is mysterious , a telephone number only and a threat that the group will soon be releasing more material ... ' No , we 've not been in bands before , and yes , I suppose we were originally influenced by the Beastie Boys to actually get up and do something ... ' Too true , but these colonials seem a touch wiser , world weary a bit , but not angry ... " . In the 28 March 1987 edition , NME revealed King Boy D 's identity as Bill Drummond .

The JAMs re @-@ edited the single in such a way that ? they hoped ? " brought [ them ] inside the " law " but still got up peoples noses " , removing all but a snatch of The Beatles , replacing or doctoring the MC5 sample , and rerecording the Samantha Fox vocal . This new version ? named " All You Need Is Love ( 106bpm ) " ? was released on 18 May 1987 as JAMS 23T , and was included on The JAMs debut album 1987 ( What the Fuck Is Going On ? ) . Indeed , according to Drummond , the recording of 1987 was funded by the sales of " All You Need Is Love ( 106bpm ) " .

= = Composition = =

The central theme of " All You Need Is Love " was the media coverage given to the AIDS crisis . The original version opens with a 15 @-@ second sample of The Beatles ' " All You Need Is Love " , followed by Rob Tyner 's cry of " Kick out the Jams , motherfuckers ! " from the MC5 's album Kick Out the Jams . A simple beatbox rhythm begins , along with samples of John Hurt from a British public information film ? entitled Don 't Die of Ignorance ? about the dangers of AIDS . The samples misquote the film : " sexual intercourse ? no known cure " . Bill Drummond performs a heavily accented Clydeside rap , beginning " We 're back again , they never kicked us out , twenty thousand years of ' shout shout shout ' " , a reference to the fictional JAMs of The Illuminatus ! Trilogy . Later , he raps : " With this killer virus who needs war ? Immanentize the eschaton , I said shag shag shag some more ! " " Immanentize the eschaton " is a reference to the opening line of Illuminatus ! , referring to the end of the world , and " shag " is a British slang word for sexual intercourse .

Between verses , the rhythm is punctuated by samples of former glamour model Samantha Fox ( "

Touch me , touch me , I want to feel your body " ) , as well as a sample " Ancients of Mu Mu " ( by The JAMs ' associate rapper Chike ) which recurred throughout the next ten years ' work of Drummond and Cauty . Also heard is a rendition by children of " Ring a Ring o ' Roses " , rhythmic panting , and an original female vocal line concerning infant mortality . Sounds magazine stated that the deliberate placement of Fox 's sexually provocative " Touch Me " alongside " Ring a Ring O 'Roses " ( " the nursery rhyme about the Plague " ) " highlights explicitly the depth of contradiction embedded in society 's attitude towards death through sex " . More succinctly , NME said : " ' All You Need ... ' is by everyone " ( so many samples ) " and about everything " ( and a variety of thematic nuances ) .

Drummond has said he was inspired by the hip @-@ hop and scratch he was hearing regularly on John Peel 's BBC Radio 1 show , but looking back in 1991 he said " If you listen to it now , it sounds nothing like a hip hop record , you know , it sounds a lot more like British punk ... [ a ] punk version of a hip hop record , I suppose . "

= = Reviews = =

The original white label release of " All You Need Is Love " was made " single of the week " in Sounds magazine , who announced that The JAMs had " produced the first single to capture realistically the musical and social climate of 1987 " . Calling the result " a seething terror ridden pulp " , Sounds elaborated : " How have [ The JAMs ] produced a record more powerful than Lydon / Bambaataa 's " World Destruction " without laying a finger on a synthesiser or guitar ? THEFT ! By stealing all the various beats , noises and sounds they 've wanted , and building it into their own stunning audio collage , [ The JAMs ] are making a direct assault on the way records are put together . "

Underground magazine were also enthusiastic : " This month I 'm pleased to say , what 's really moving is entirely British . The best groove so far this year is from Scotland and it shows London and New York exactly how it should be done , a one @-@ sided , one @-@ track 12 inch ( it doesn 't need any dub or instrumentals ) . ' All You Need Is Love ' by The Jamms is more than rife with a bit of The Beatles ( with a dash of MC5 and Samantha Fox ) . It seems to be anti @-@ AIDS , but as I know nothing about the band it could easily be a piss take . Either way this is a superb jam , if you can find it , buy it ( it 's so dodgily constructed in legal terms that no distributor info is given ) . "

In a July 1987 review of 1987 ( What the Fuck Is Going On ? ) , Q magazine recalled that the original release of " All You Need Is Love " " seemed an inspired moment of pure wildness . Here were Red Clydeside beatbox rappers pointing a finger at society , putting their record together from samples pirated directly from other people 's recordings , while at the same time crossing almost all contemporary music tribal boundaries by including everyone from Samantha Fox to The MC5 among their victims . " This was contrasted with 1987 which the reviewer felt was a " disappointment " with " too few ideas being spread too thin " .

The re @-@ release of " All You Need Is Love " rewarded The JAMs with further praise , including NME " single of the week " , in which Danny Kelly thought that " its maverick requisition of the hip @-@ hop idiom , its fanatical confrontation of copyright laws overrun by music 's new technologies , its central subject matters and its termination with the year 's most incisively searching question ? ' 1987 : what the f \* \* k 's going on ? ' ? combine to make ' All You Need Is Love ' a triumph of nowness over mere newness " [ sic ] . Reviewing 1987 later in the year , the same writer described " All You Need Is Love " as " mighty " but he was unable to hide his disappointment in the album as a whole : " is it the runaway juggernaut hyperbrill monster crack that the outriding 45 threatened ? No . "

A retrospective piece in The Guardian called " All You Need Is Love " a " jagged slice of agit @-@ prop " and " shockingly effective " , adding that " [ the original ] was a club hit ( i.e. everybody danced to it though nobody bought it ) , and after being re @-@ edited to avoid copyright restrictions , it reached number three in the Indie chart " .

= = Promotion and themes = =

The artistic attitude of " All You Need Is Love " epitomised that of The JAMs ' subsequent recordings : plagiarising popular music by taking extensive samples of other artists ' work , and juxtaposing these with each other , adding beatbox rhythms and Drummond 's Scottish @-@ accented raps , poems and narrations . The albums 1987 and Who Killed The JAMs ? , and the singles " All You Need Is Love " , " Whitney Joins The JAMs " and " Down Town " all had small @-@ scale production budgets and little mainstream popularity , yet their novel construction and The JAMs ' provocative disregard for copyright gained the duo enduring media attention .

The JAMs ' promotional tactics were similarly unconventional , including the use of promotional graffiti , a guerrilla communication method employed repeatedly by Drummond and Cauty , beginning around the time of their first releases . Some copies of the re @-@ released single were supplied in a picture sleeve which showed The JAMs ' " Shag Shag Shag " graffiti defacing a billboard ( advertising the Today newspaper ) that depicted police chief James Anderton . Anderton , a self @-@ declared Christian , had courted controversy when he said " I see increasing evidence of people swirling about in a human cesspit of their own making ? We must ask why homosexuals freely engage in sodomy and other obnoxious practices , knowing the dangers involved " . As with much of The JAMs ' graffiti , the potency of " Shag Shag Shag " was derived from the context it in which it was placed . Further graffiti followed , " JAMs " and " Shag Shag Shag " slogans defacing billboards and Government @-@ funded AIDS warnings in London . The JAMs also made available " Shag Shag Shag " T @-@ shirts which King Boy D told the NME were " selling like hot cakes " . The JAMs later revisited the word " shag " when they named their early career retrospective compilation album Shag Times .

Drummond and Cauty 's output as The JAMs and later The KLF extensively referenced The Illuminatus ! Trilogy , and their debut recordings were no exception . The lyrical references in " All You Need Is Love " are complemented by the first of many iconographic and numerical allusions that soon came to characterise the duo 's work . Their " pyramid blaster " logo ? a pyramid with a ghetto blaster suspended in front ? appeared for the first time on the re @-@ released " All You Need Is Love " . The " pyramid blaster " references the " All Seeing I " icon ? an eye suspended before a pyramid ? associated with The Illuminatus ! Trilogy . The catalogue numbers of the single ( JAMS 23 , JAMS 23S , JAMS 23T ) also reference Illuminatus ! , in which the number 23 is a recurring element . The JAMs actively enshrouded themselves with the mythology of the conspiratorial Illuminatus ! , and by adopting the subversive attitude of the fictional JAMs they quickly developed their own mythology .

= = Formats and track listings = =

" All You Need Is Love " was originally released in the UK as a limited edition one @-@ side promotional 12 " on 9 March 1987 . The UK re @-@ release of 18 May 1987 consisted of a 7 " and a 12 " that were also limited editions , along with a widely available 12 " . The re @-@ release included the tracks " Ivum Naya ( Ibo Version ) " ( a version of " All You Need Is Love " with Chike on lead vocals ) , and " Rap , Rhyme and Scratch Yourself " ( an instrumental version of the song , " a stripped down beatbox track for anybody to feel free to do what they want with " according to King Boy D ) . The 7 " A @-@ side was " All You Need Is Love ( Me Ru Con Mix ) " , a Vietnamese song originally titled " Ca Dao M? " , written by Tr?nh Công S?n as sung by Duy Khiem , in which The JAMs " [ took ] remixing as far as we could " . " Me Ru Con " featured on The JAMs ' 1987 ( What the Fuck Is Going On ? ) . The formats and track listings of " All You Need Is Love " are tabulated below :

Key

O : " All You Need Is Love " ( original mix ) ( 5 : 02 )

A : " All You Need Is Love ( 106 bpm ) " ( 4 : 56 )

M : " All You Need Is Love ( Me Ru Con Mix ) " ( 2 : 22 )

I : " Ivum Naya ( Ibo Version ) " ( 3 : 39 )

R : " Rap , Rhyme and Scratch Yourself " ( 4 : 46 )

