April 3, 1982

NARM Convention Issue
Expanded Merchandising Section
The Sound That SEDuces...
The Style That Scores

O'BRYAN
DOIN'
ALRIGHT

Doin' Alright. The sensational debut album featuring the single smash "The Gigolo" plus "Still Water (Love)" and "Mother Nature's Callin'"

Executive Producer: Don Cornelius
EDITORIAL  Try It — You’ll Like It

In our continuing effort to serve the music industry, this week Cash Box is proud to announce a new look and expanded coverage in the retail and video sectors. In keeping with the latest trends in the marketplace, Cash Box feels that our newest features will better serve the industry with useful and usable information.

First of all, our new Regional Album Analysis in the Merchandising section features a detailed breakdown by region of the hottest albums saleswise. It is our belief that this new feature can help retailers by showing which records are hot on a regional basis, in addition to the national action reflected by the charts.

For those who carry videocassettes and related items, Cash Box is debuting a Top 30 Videocassette chart. Unlike any other in the industry, the Cash Box chart will be compiled on a weekly basis, thereby giving the most accurate information available in this fast-moving market. The chart reflects rental action primarily, but does not neglect sales — an approach based on our reading of the current state of the market.

In addition to the new features, we are increasing our emphasis on the many possibilities that exist for retailers. For instance, this week, on top of our coverage of the issues that will undoubtedly be discussed at this week’s National Assn. of Recording Merchandisers (NARM) convention, we will spotlight Dance/Exercise Records, Home Video Games and Midlins — three potentially lucrative areas for retailers. Add to this our exclusive coverage of the jukebox and arcade games industry and you’ll get the picture.

We at Cash Box feel that as the marketplace changes, it is the responsibility of a trade publication to change with it. We’ve done just that, and here it is. Try it — you’ll like it.

ON THE COVER: Al Green has tasted the success that comes with a string of gold pop hits. As the former R&B love crooner will tell you, “Pop Music can put clothes on your back, but it can’t put joy in your heart.”

Thus, Green has shifted gears in his career and become a Grammy-winning gospel artist, matching his Grammy-winning pop career. Having become an ordained minister, the performer has turned the energy he has one time used to make women swoon into the Lord’s word.

Having recently won a Grammy for the song “The Lord Will Make a Way,” Green returns with his latest release, “Higher Plane,” and will make firm this new music direction. There’s little doubt that Green will repeat his successes, this time with joy in his heart.

COUNTRY SINGLE

THAT GIRL
Merle Haggard
Epic

THE DUDE
Quincy Jones
A&M

POP SINGLE

THAT GIRL
Stevie Wonder
Tamla/Motown

B/C SINGLE

THAT GIRL
Stevie Wonder
Tamla/Motown

GOLD
BURNING WITH THE POWER OF A THOUSAND BLAZING SUNS:

ALDO NOVA.

Aldo Nova's incandescent rock is light years beyond metal. Radio is all over his debut album, "Aldo Nova," with the hit single, "Fantasy," the most radio active of all. Retail is in the midst of a major Aldo Nova flare-up (he's already gone gold in Canada and America is not far behind). And promoters are gearing up for an Aldo Nova tour which will recreate the sonic aggression of his album with a full band.

"ALDO NOVA." MELT DOWN BEGINS, ON PORTRAIT RECORDS AND TAPES.
SUGARHILL
IS PROUD TO PRESENT
OUR NEW GROUP
TROUBLE FUNK

HEY FELLAS  SH-575

DROP THE BOMB  SH 266

Exclusively on Sugarhill Records

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96 West Street, Englewood, N.J. 07631 201-569-5170
NARM Convention To Zero In On Problems Facing Industry

by Richard Imamura

LOS ANGELES — An upbeat, yet businesslike attitude prevailed at the 24th Annual National Assn. of Recording Merchandisers (NARM) convention opening at the Century Plaza Hotel in Los Angeles on March 26. As conventioners trickled in throughout the day, it was clear that many had decided to confront many of the more pressing problems the industry faces today.

"Even though the industry has been sobered by a downturn, I sense a vibrancy among the people I've spoken to about coming here and what they want to do," said Joe Cohen, NARM executive vice president. "We're at a crossroads now as an industry. We need to deal with our identity and determine who we are and where we're going, and I think this convention is geared towards that. No longer are we focusing a tremendous amount of attention on educational programming as to merchandising or advertising; we've gone through that already."

"We're now focusing our attention on the issues of the day, the opportunities and the problems, and we're giving the industry an executive chance to say what's on their minds about those issues and to clearly identify and focus attention on what we are solving to the problems of the industry today and maybe even reverse the downward trend in unit sales today." While Cohen was the first to admit that such a grandiose goal was perhaps a bit "naive," the intent to confront the problems of the day was definitely genuine. Tops among the concerns was the Mathias Amendment to the "Betamax Bill," which directly addresses the issue of home taping.

In line with Cohen's pledge to face up to the problems, much of the opening (continued on page 7)
**BUSINESS NOTES**

ASCAP Board Members Announced

NEW YORK — Four writers and four publishers were elected to two-year terms on the Board of Review of the American Society of Composers, Authors and Publishers (ASCAP). The terms begin April 1. The board decides membership questions about ASCAP's revenue and its uses.

Lyricists elected in the popular production division were Walter Bishop and Donald Kahn. John Bettis was elected alternate, Burton Lane was the composer elected to this division, and Julie Styne was chosen alternate. Vincent Persichetti will represent the standard division and William Kraft will serve as alternate.

The three publishers representing the popular-production division are Stanley Mills of September Music Corp., Leeds Levy of MCA Music and Bob Montgomery of Bobby Goldsboro Music. Buddy Killen of the Key Publishing Co. is the alternate, in addition to Fred Waring Jr. of Shawnee Press Inc. will represent publishers in the standard division, with Art Jensen of Jensen Publications serving as alternate.

ASCAP has provided this information in order to consider member complaints about the "distribution of the Society's revenues to such member, or by rule or regulation of the Society directly affecting the distribution of the Society's revenues to such member."

**Stones Capture Rock Radio Awards**

NEW YORK — The Rolling Stones carried the day at the fourth annual Rock Radio Awards held here last week, winning for Favorite Group, Favorite Single for "Start Me Up," Favorite Album for "Tattoo You" and Favorite In-Concert. The winners were chosen from a poll of 250 radio stations from across the country. In addition, Chrissies recording artist Pat Benatar was voted Favorite Female Singer and Capitol recording artist Billy Squier was Favorite Male Singer. Guteen recording group Quarterflash won for Favorite Debut Album and the Beatles' "Sgt. Pepper's Lonely Hearts Club Band" was chosen Favorite All-Time Album.

The Tom Donahue Memorial Award went to Bill Hard, editor of The Friday Morning Quarterback album report. The award is named for the pioneer of progressive rock format and goes to a recording artist, producer or researcher who has significantly contributed to the development and popularization of a rock music genre designed by Tiffany & Co. The crystal was the principal component of early radio sets.

The awards ceremony, which took place at trendy New York spot Elaine's will be broadcast over the outlets of the ABC Rock Radio Network April 3 beginning at 8 p.m. It will be hosted by S. Van Ness, WPLJ/New York air personality Carol Miller. The show is produced by DIR Broadcasting.

**Holmes a'Court Tightens Grip On ACC**

LONDON — The fight for control of Associated Communications Corp. (ACC) of the U.K. took a dramatic turn last week as two members of the board serving in opposition to directors resigned in protest of an alleged "conflict of interests" caused by Robert Holmes a'Court, the leading bidder for the all-entertainment conglomerate, also retaining the positions of chairman of the board and chief executive officer. Lord Matthews and Sir Max Atkin resigned from the board after Holmes a'Court survived a vote of confidence. In addition, another director, Sir Leo Pilatzky, resigned from the board's internal bids committee, which was created to review bids for the conglomerate.

At this point in the bidding, Holmes a'Court, an Australian businessman, has two bids pending, one at $94.1 million and another at $106.6 million. His chief competitor, Gerald Ronson, who heads the Heron Group of Companies, has a bid of $90.2 million pending.

Ronson, who initiated a bidding war with Holmes a'Court earlier this year, is reportedly reviewing the current situation before deciding whether to continue the fight.

ACC is the parent company of ATV Music, which in turn owns Northern Songs, the publishing company that holds the rights to many of the Beatles songs.

**PolyGram Holds National, Regional Promo Meet**

LOS ANGELES — The entire national and regional promotion staffs of PolyGram Records recently convened for a three-day meeting at the Sugarbush Inn in Sugarbush, Vt. Strategies for the remainder of the year were discussed with reps from the sales and press and artists and A&R departments were united.

Among those in attendance were Jack Kiernan, senior vice president, sales and marketing; Bob Edson, vice president, promotion; Jerry Jaffe, vice president, rock music department; M Fredo, jr. vice president, national sales and marketing; Jim Solot, national director, rock music department; Sherry Ring Ginsberg, national press and artist relations director; Derek Shulman, national rock department promotion manager; and Drew Murray, national rock department promotion manager, West Coast.

**Weiss Installation As AGAC President Set**

LOS ANGELES — George David Weiss will be installed as president of the American Guild of Authors/Composers (AGAC) at the organization's March 31 general meeting at the Beverly Hilton Hotel. Daniel O'Neil, who has served as AGAC president since 1973, will also be honored upon his retirement from the position.

Weiss, executive vice president of AGAC under Drake, is a composer, author, musician and producer. His best-known works include the Broadway stage score for Mr. Wonderful, plus the songs "What A Wonderful World," "Can't Help Falling In Love," "Wheel Of Fortune," "Cross Over The Bridge" and "Oh, What It Seemed To Be."

In addition, the "Argie," AGAC's highest award, will be presented to Oscar-winning songwriter John Lennon and Paul McCartney. The award will be presented by Senator Sam Chalidah, chairman of the board for the National Music Publishers Assn. (NMPA).

**Attic Bows Anti-Home Taping Sticker**

NEW YORK — Attic Records Ltd. of Canada is putting anti-home taping warning labels on the jackets of all its rock product. The logo uses a cassette and two bones in the shape of the pirate flag and states "Home Taping Is Killing Music and It's Illegal." The label was designed by a Calgary graphic artist inspired by a competition from England with that logo," said Lindsay Gillespie, Attic marketing manager. "We don't expect it to scare people off, but we hope it will educate them and make them think twice."

The label will be used on all recorded works by Canadian artists as George Thorogood and Riders in the Sky, as well as Triumph, in Canada.

**Black Music Consumer Focus Of NARM Panel**

by Michael Martinez

LOS ANGELES — Further identification of the black music buyer and development of the black music market, specifically at black consumers without alienating mainstream customers will be prominent points expected during the second day of the Black Music is Green presentation set for Sunday, March 28, as part of the 24th annual National Assn. of Recording Merchandisers (NARM) convention.

LeBaron Taylor, vice president and general manager of divisional affairs at CBS and president of the Broadcast Assn. (BMA), will introduce the presentation as he did a year ago when a panel of black retailers and record executives discussed the advertising and merchandising resources needed to expand the black music retail base.

Figuring prominently in the presentation, which is to take place at the ABC Entertainment Center's Pitt Theatre, is Eddie "People's Music" Anderson's communications of black music sales at Warner Bros. Records.

**Significant Impact**

Gilreath said that the presentation would explain in detail the importance of black music in the marketplace. He said it will be stressed that the music was not only important to black consumers, but to the music industry as a whole which could also have a significant impact in the mainstream consumer market.

In his presentation, Taylor cited figures claiming that black music accounted for 25% of all pre-recorded music sales and that white consumers over the last 10 years have accounted for 40% of all black music purchases.

Though he declined to reveal the studies (on page 58)
NAMED BY FORTUNE MAGAZINE AS A PRODUCT OF THE YEAR—MTV: MUSIC TELEVISION

Of the countless products and services introduced in 1981, FORTUNE magazine chose just 10 that deserved special attention. And one of them was MTV: Music Television. MTV was singled out for providing a unique and innovative contribution to the American marketplace.

But more than FORTUNE has smiled on us. Now MTV is a full member of the music community. All around the industry, the impact has been dramatic—on record retailers, radio programming, concert promotion.

According to FORTUNE, video music on cable is big news. We're working to make it big business—for us, and for all our friends in music.
COUNTRY

GARY MORRIS — Warner Bros. BSK 3658

The highly anticipated debut from Gary Morris is as satisfying as each of the key in its title, "Heard For A Heartache" and the infectious "Don’t Look Back." Backed by a stellar lineup of noteworthy sessionmen — including Shane Kistle, David Hungate and Mark Cassatens — Morris displays an uncanny ability to cash in on the excitement of up-tempo country-rock melodies.

NEW FACES TO WATCH

**JAZZ**

3TH HOUSE — McCoy Tyner — Milestone M 9102 — Producer: Orrin Keepnews — List: 8.98

Deliciously diverse though it may be, pianist McCoy Tyner has always shone brightest when piloting large ensembles. "Thirteenth house" gives him such an environment to work with, and the results are splendid. One of the key reasons for the success of this disc is that aside from Tyner, Slide Hampton, Frank Foster and Jimmy Heath have signed on as arrangers, adding extra spark to Tyner's already fiery style.

SNURDY MCGURDY AND HER DANCIN' SHOES — Roscoe Mitchell and the Sound Ensemble — Nessa N 20 — Producer: Chuck Nessa — List: 7.98

When not working with The Art Ensemble of Chicago, reedman Mitchell devotes him- self to his own band, the most exciting of which is The Sound Ensemble. "Snurdy McGurdy" does a fine job of capturing the group's playful yet adventurous approach to a jazz idiom. Tracks like "Sung-Song-March" and "Stomp and the Far East Blues" demonstrate the depth of the group's musical abilities.

**NEW AND DEVELOPING**


Soft, A/C popples from a master tunesmith who's penned ditties in the past such as "Highway Of Love," "Air Supply," "Johnny Mathis and Art Garfunkel." Though this is an initial outing at its best when it blends into a ballad format with such slight rockers as "Cover Girl," a tongue-in-cheek tribute to Brooke Shields. Besides the rare upbeat moments, through, most of the material centers around moody, melodramatic songs concerning romantic relationships. PDI s often want to hear a fine duel should check out "The High Cost of Loving," which features Yvonne Ellimann providing the feminine touch.

**NEW ENDS OUT OF THE BOX**

PAUL MCCARTNEY with STEVIE Wonder — Epic K 11611 — Producers: M. Martin and P. Wonder — List: 9.98 — Bar Coded

With the releases of McCartney’s single, "Live And Let Die" and Wonder’s "Living Mercy," the pop world has seen a couple of surprises. McCartney and Wonder have contributed to a new album that is sure to be a hit. The album is a collection of their best work and is sure to be a hit with fans of both artists.

SINGLES

**POP**

SHEENA EASTON (EMI America 8113)

When He Shines (3:57) (WB Music Corp. — ASCAP) (I. Bugatti, F. Palmer) (Producer: C. Easton)

"From the big pop bravura of "You Could Have Been With Me," Scotland's answer to Shirley Bassey, Easton becomes a stirring lover on this ballad. Surrounded by a soft, feathery electronic piano, Easton breaks into a stirring crescendo at the close, displaying her impressive range.

SMOKY ROBINSON (Tamla 16115F)

Old Fashioned Love (3:12) (Charlad Music — BMI) (G. Goetzean, M. Piccirillo) (Producer: G. Tobin)

Like much of the Marley's material, this is a sweetly innocent view of love as only Smokey could pull off without sounding too saccharine. Cheery, upbeat stuff, it's a perfect pop song for Top 40 and B/C airplay.

**LOVERBOY** (Columbia 18-62814)

When It's Over (3:56) (Blackwood Music Inc./Dean of Music — BMI/April Music Inc./Ducks Renz — ASCAP) (W. Dean, L. Reno) (Producer: B. Fairbairn, P. Dean)

More than a little-big pop rock from the Canadian power house, "When It's Over" finds the pace slowed down to the pumping mid-tempo beat of "Turn Me Loose," while singer Mike Reno sets the rather effective, mellow vocal. A pop, AOR shoe-in.

**COUNTRY**

YOUNGER BROTHERS (MCA 12787)

Lonely Hearts (3:26) (Dick James Music, Inc. — BMI) (S. Davis) (Producer: R. Chaney)

Noted for his work with the Oak Ridge Boys, Ron Chaney may have another ace up his sleeve with this debut from the younger clan. Another lendent about a disaster that drives singles to the bars, this tune combines fine vocal harmonies with a toe-tapping feel that should be ideal for jukes.

SUSIE ALLANSON (Liberty B-1460)

Didn't that Love (4:02) (C.West Music Corp., Inc./King Coal Music, Inc. — ASCAP) (M. Johnson, H. Shannon) (Producer: E. Archer)

It looks like Susie Allanson beat Frizzell and West to this hot number, which was included on their latest LP. It receives a traditional country touch by producer Bono, banjo, steel and fiddle thrown in for good measure to complement Allanson's attractive rendition.

**BLACK/CONTEMPORARY**

DENNIE WILLIAMS (ARC/Columbia 18-02812)


"Necy and Thom Bell team up to create a smooth-as-satin remake of the song that was popularized by Laura Nyro. Bell's trademark R&B symphonic touch provides the backdrop for this lushious B/C choice.

**NEW AND DEVELOPING**

RANDY PARTON (RCA PB-13087)

Oh, No (3:24) (Jobete Music Company, Inc./ Commodore Entertainment Publ. Corp. — ASCAP) (L.B. Richle, Jr.) (Producer: M. Parton)

Pop listeners were treated to this country star's Commodore record last fall and now part with the covers in for the country audience. A simple, melodic piece, produced by Mike Parton throws in just enough musical riffs in accompaniment to enhance rather than bury Parton's vocal performance.
Cameo belongs to that very select group of artists that have great success each and every album. Their past four albums are gold and judging from the overwhelming reaction to their new single, "Be Yourself," their new album, "Alligator Woman" is on the right path. Jam packed with songs like "Flirt" and "Soul Army," "Alligator Woman" makes Cameo a breed apart.

"ALLIGATOR WOMAN," THE ANXIOUSLY AWAITED NEW ALBUM FROM CAMEO. FEATURING THE SINGLE, "BE YOURSELF." CC3231

ALLIGATOR WOMAN

WHOLE NEW BREED OF FUNK FROM CAMEO.
According to research, not only do people who buy Maxell audio tape buy over 40% more cassettes in a year than the average cassette buyer, but they also purchase almost twice as many records as the average record buyer.

After all, people who are willing to pay more for an exceptional tape like Maxell must love good music. And can afford to buy the albums they really want.

So if you're wondering how you can boost record sales, maybe you should stock up on the tape that sells in record-breaking numbers. Maxell.
New York — PolyGram Distribution's decision to institute a restrictive returns policy on all seven-inch and 12-inch singles at retail has caused a mixed reaction from the retail end. A Cash Box survey of chain and one-stop buyers found many accepting the change, which is based on a penalty system similar to that of a record industry policy institute several years ago by WEA, but fearing it as a harbinger of things to come.

Under terms of the new policy, wholesale accounts are limited to a 40% return, with retailers allowed a 30% return. The account receives a deduction equal to the wholesale price of the record, plus ten percent of the wholesale price for returns held under the assigned percentage. There is a 10% charge for exceeding the limit.

While predicting that PolyGram's move would reduce his company's volume, Ron Sanborn of FonPhonics, and California's biggest one-stop, said, "I don't think what PolyGram has done and Columbia wanted to do something to change its return policy also. So I think everyone else will watch.

Similarly, Pat Tidwell of Stark Records and Taces in Canton, Ohio said that he questioned our salesmen yesterday, and I would guess the rest of them will go. I just hope this isn't a preview to trying to do away with the single.

However, a source at PolyGram familiar with the new policy says singles program denied that the ceiling pressured any phase-out of the market. The source requested his name not be released, and that the new policy as "a positive move," designed to curtail overzealous buying with any return. "You have to watch what you return," he said. "I don't know how to run your operation and you buy quantity just to get a deal, that's not a good business practice. The one good move was to allow 12-inch singles to return with 45s, 15, 20, or 30 percent, which is below our ceiling of 40 percent. When you can return it because they react really late," the source added that "the ones who understand what this is all about"

Many buyers agreed with that assessment. "Our returns aren't usually that high on singles," said Ron Vermette of Los Angeles' California Music Co. "They average between 15 and 20 percent, and we have our own 20 percent return ceiling for customers anyway.

Diversity Marks New LP Releases

[Continued on page 5]

will have its first major label LP, "Under The Big Black Sun" on E/A, out, while EMI America/Liberty is expecting big things from Blackie's "Shadows of the Night," which will be on the watch for: E/A's Josie Cotton, who has already created a buzz with the single, "Don't Turn Around." The doo-wop Fun Boy Three with Bananarama (composed of former members of The Specials) and WB's Greg Copeland, whose debut LP is produced by Jackson Browne.

Soundtracks will be in abundance in the second quarter, with the soundtrack to the motion picture of Annie on CBS, the original cast album of the hit Broadway musical Dreamgirls on Geffen and the Backstreet Boys album to follow. To the film Calendar People, with music by Giorgio Moroder and David Bowie, leading the list. Other soundtracks to look for this quarter: Blade Runner on Polydor; Rocky III and Tough Enough on EMI America/Liberty; Conan The Barbarian on MCA and Diner on E/A.

In addition to the dub dance, aerobic and general exercise LPs could possibly see its biggest seller yet in the second quarter with the release of the Richard Simmons album on E/A.

Remaining release schedules that were available at press time are listed as follows (All of the information is subject to change at any time):

Arlo's - Set for release is the label are Bonnie Warwick's "Friends In Love," a New Aretha Franklin LP, the Outlaws' "Lombard Policy "fairly sane move," but added that "it does throw a monkey wrench into the process as it's been before." Sansone, like some others, is predicted that PolyGram will not be the only company to implement a returns ceiling on singles. "It just seems that when one manufacturer makes a move, others follow," he said. "I think it's coming."

Someone was from Columbia today," said a source "He's been an independent producer based Universal Records One Stop and Rack Service. He was an independent producer. I don't know if what PolyGram has done and Columbia wanted to do something to change its return policy also. So I think everyone else will watch.

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GIRL TALK

Polydor/Zee recording group The Warheads lays down the law during the recent appearance at the Savoy.

Cash Box photo by HankGuild

Hoboken — The latest chapter in the Tommi Tutton "Jenny" (867-5309) saga recently unfolded in Chicago. Witness known as "the girl with the number" was finally offered a release date by Worldwide Records. Dates have already been set for Montreal, Philadelphia, Boston and New York. The girl, who has surprised Federal Forman, "Bar Mitzvah" and "I'm Off"

In response to this, the group's "My Heart's Not In It". The Public Theater's New Jazz Series resumes in a couple of weeks with a different, but equally promising venture this week to promote their new hook, Cool Cats: 25 Years Of Rock N Roll Style, which examines how rock has affected fashion, and also features segments by Ian Dury and Paul Weller of The Jam. Rita Marley brings her voice to the Northeast soon to support her solo debut on Shanachie Records. Dates have already been set for Montreal, Philadelphia, Boston and New York. The girl, who has surprised Federal Forman, "Bar Mitzvah" and "I'm Off"

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RCA PRESENTS 7 WAYS TO GET INTO THE BLACK

PLEASURE—PRODUCED BY RCA's own Robert Wright, this seven member band that hails from Portland, Oregon are heading for sure success this time! Their newest album, "Give It Up," has a single that's already bulleting up the charts.

SKYY—SKYY'S SINGLE, "CALL Me," and their new album were both #1 on the Black Charts. Right now they're on tour with Kool and the Gang in support of their already charting new single, "Let's Celebrate."

MICHAEL WYCOFF—MICHAEL Wycoff has emerged on this new album as an artist with a distinct sound of his own. Produced by Webster Lewis, "Love Conquers All" is strong on the funk side with a single that says it all, "Still Got The Magic." He also sings a smokin' duet with Evelyn (the only woman born to be) King.

WAR—AFTER TEN YEARS OF making the hottest funk the world has ever known, War is bustin' loose with an album nobody can stop. "Outlaw" features the explosive single, "YOU GOT THE POWER" as well as seven other spectacular tracks that will be sure to make this the War the world will never forget!

THE CHI-LITES—THEY'VE been making great records for twenty years! This year, Eugene Record and Carl Davis have produced an album that proves what everybody has always said about the Chi-Lites—they're hot! "Me and You" features the newest single, "Hot On A Thing (Called Love)"

AURRA—AURRA'S FOLLOW-up single of their smash, "Make Up Your Mind," is a fabulous track with a lot of feeling. Soon to be on tour with the Barkays, Aurra's great new single is the title-track of their Stevie Washington-produced album, "A Little Love."

MERGE—THE NEW SOUND from Chicago features Debbie Alexander on their debut album for RCA. Merge, the band, the album, and "Take It To The Top," the single that's really going all the way! Produced by Sonny Sanders, Carl Davis & Eugene Record.
Springfield LP Jumps Into Top 15, Fueled By ‘Strangers’ 45

by Mark Albert

TOP STORY OF THE WEEK is the dramatic climb of Rick Springfield’s “Success Hasn’t Spoiled Me Yet” LP into the Top 15 in only two weeks, beginning at #14, up from #23. Strongest sales were reported in the west, midwest and east, with good initial rack action reported as well. Springfield’s single, “Don’t Talk To Strangers,” jumped to #12 bullet from #18 on the Cash Box Top 100 Singles chart, helping to fuel immediate album response.

TOP TEN HIGHLIGHTS — The Go-Go’s hold onto the #1 spot for the third consecutive week with strong retail action in all regions, particularly the east. Number one reports in New York City, Philadelphia, Hartford, Boston, Memphis, Charlotte, Dallas, Cleveland, Cincinnati, St. Louis and Los Angeles. The LP is also a solid Top 10 item at the racks... The soundtrack to Charlotte’s Fire moved up a notch to #4 bullet with heavy retail reported in all regions, especially the west and the east... Olivia Newton-John is showing some resurgence, moving to #5 bullet; up from #6, due primarily to #1 rack sales... Entering the Top 10 at #9 bullet is Simon & Garfunkel’s “Concert in Central Park.” Sales were strong in all regions, led by the east and midwest. The album is also beginning to create a buzz at the rack level.

TOP 100 HIGHLIGHTS — Jumping back into the Top 15 after a year on the chart is Quincy Jones’ “The Dude,” bulleting at #15 on the Top 200 Albums chart. #10 bullet on the Black Contemporary Top 75 Album Chart and #1 on the Top 30 Jazz Album Chart... Two country acts that continue to make strong showings are Alabama at #16 bullet and Willie Nelson at #30 bullet. Both are selling very strong in the south, midwest and west. Top 15 rack sales are also being reported for Alabama, and early indications point to healthy rack activity for Willie Nelson... The debut album by Aldo Nova advanced another 11 points to #40 bullet with good sales out of the west, midwest and south... Taking one of the biggest jumps this week was Scorpions at #54 bullet, up from #94. Good second week sales out of the west and midwest helped a lot... Buckner & Garcia’s “Pac Man Fever” goes to #69 bullet due to the strength of very heavy rack sales... One of the hottest exercise albums available, Kathy Smith’s “Aerobic Fitness,” jumped to #70 bullet from #83 on the strength of very good rack action... Exploding into the Top 100 in its second week is Atlantic Starr at #76 bullet, with strongest sales reported in the east and south. The group’s single, “Circles,” jumped to #12 bullet from #16 on the Top 100 B/C Singles chart, as well as debuting on the Top 10 Singles chart at #94... The Dregs at #86 bullet captured strong sales out of the south, west and midwest... Third World breaks into the Top 100 at #95 bullet, jumping from #118 on the strength of the sales activity out of the east, south and midwest. The single, “Try Jah Love,” #53 bullet on the B/C Singles chart, is helping to fuel the album’s success... XCT, at #99 bullet, up from #119, shows good sales on both coasts... 101 TO 200 HIGHLIGHTS — Closing in on the Top 100 is Xavier at #106 bullet with very fair sales out of the east, midwest and south. Helping the album is the single “Work That Sucker To Death,” which is at #5 bullet on the Top 100 B/C Singles chart... Jimmy Page’s soundtrack to Death Wish II, at #107 bullet, had good second week sales out of the east, midwest and west... The Jam takes a 24-point jump to #125 bullet, thanks to good sales on both coasts... Bette Higgins, at #127 bullet, is garnering good sales action, thanks to the success of his Top 10 single, “Key Largo,” which has also had moderate country acceptance... Best sales of the south, west and midwest... O’Sryan, at #130 bullet, is particularly strong in the south... Also healthy in the south is the One Way album at #132 bullet... Bulleting at #155 is the Dazz Band with sales activity reported in the west and midwest... Meco’s “Pop Goes The Movies,” at #145 bullet, showed good initial response out of the east in particular.

DEBUTS — The top debut of the week is a Week at #36 bullet. Strong response from all regions was aided by immediate heavy FM acceptance... The Charlie Daniels Band at #79 bullet enjoyed good sales action out of the south and midwest... Karla Bonoff, at #122 bullet, had her most favorable response from the west and south... Carole King, #154 bullet, had moderate response in the west and midwest... Dr. Hook, at #160 bullet, had good initial activity out of the west and south... “Adult Physical Fitness” on Gateway Records had fair rack action andbulletted onto the chart at #163... Mass Production, #169 bullet, had sales reported in the east and south... J.J. Cale, at #174 bullet had sales response out of the south and west... Other debuts this week include Jay Ferguson at #176; Greg Gudrity at #180; the soundtrack to Christian F. at #187; and Duke Jupiter at #196.

RECORDS TO WATCH — Albums most likely to hit the charts in the next few weeks include “Below The Belt” by Franne & The Knockouts on Millennium; Iron Maiden’s “Number Of The Beast” on Capitol; and Greg Kihn’s “Kihntrunef” on Beserkley.

REGIONAL ALBUM ANALYSIS

NATIONAL BREAKOUTS

1. ASIA
2. ALDO NOVA
3. SCORPIONS
4. WILLIE NELSON
5. SECRET POLICEMAN'S OTHER BALL
6. BONNIE RAITT
7. SAMMY HAGAR
8. CHARLIE DANIELS BAND
9. SMOKY ROBINSON
10. VAN MORRISON
11. BUCKNER & GARCIA
12. WHISPERs
13. ATLANTIC STARR
14. HUMAN LEAGUE
15. TOMMY TUTONE

NORTHEAST

1. ASIA
2. HUMAN LEAGUE
3. SECRET POLICEMAN'S OTHER BALL
4. SHALAMAR
5. SMOKY ROBINSON
6. WHISPERs
7. SOFT CELL
8. WAITRESSES
9. THIRD WORLD
10. BONNIE RAITT

SOUTHEAST

1. KOOL AND THE GANG
2. SMOKY ROBINSON
3. ASIA
4. LIECO
5. CHARIOTS OF FIRE
6. FIRST FAMILY RIDES AGAIN
7. LAKESIDE
8. MILLIE JACKSON
9. KARLA BONGOFF
10. BUCKNER & GARCIA

BALKIN/ WASHINGTON

1. ATLANTIC STARR
2. WAR
3. ASA
4. LIECO
5. WHISPERs
6. MILLIE JACKSON
7. FIRST FAMILY RIDES AGAIN
8. ALDO NOVA
9. THIRD WORLD
10. SECRET POLICEMAN'S OTHER BALL

WEST

1. SCORPIONS
2. ASIA
3. SAMMY HAGAR
4. TOMMY TUTONE
5. WILLIE NELSON
6. ALDO NOVA
7. AL JARREAU
8. HUEY LEWIS & THE NEWS
9. BONNIE RAITT
10. HUMAN LEAGUE

MIDWEST

1. ALDO NOVA
2. BUCKNER & GARCIA
3. SAMMY HAGAR
4. ASIA
5. WILLIE NELSON
6. CHARIOTS OF FIRE
7. ALABAMA
8. JOAN JETT
9. RICK SPRINGFIELD
10. SIMON & GARFUNKEL

NORTH CENTRAL

1. FIRST FAMILY
2. BUCKNER & GARCIA
3. KATHY SMITH
4. CHARIOTS OF FIRE
5. ALABAMA
6. JIMMY PAGE
7. FAME
8. BONNIE RAITT
9. SCORPIONS
10. THE DRESS

DENVER/PHOENIX

1. VAN MORRISON
2. SAMMY HAGAR
3. ALDO NOVA
4. ASIA
5. BONNIE RAITT
6. SCORPIONS
7. ONE WAY
8. SECRET POLICEMAN'S OTHER BALL
9. THE DRESS
10. DAZZ BAND

SOUTH CENTRAL

1. SCORPIONS
2. ASIA
3. ALDO NOVA
4. WILLIE NELSON
5. SAMMY HAGAR
6. CHARLIE DANIELS BAND
7. ATLANTIC STARR
8. SMOKY ROBINSON
9. BONNIE RAITT
10. THE JAM

Cash Box / April 3, 1982
Merchandising

What's In-Store

Barbara At NARM — The publishers of Barbra will have a booth at this week's National Assn. of Recording Merchandisers (NARM) convention to promote their quarterly tribute to Barbra Streisand. Publisher and editor-in-chief James Spada says it's their "coming out party," with the series now available by subscription only since its inception two years ago. Now hoping to get the mag into record stores, Spada is geared up to push that effort. His booth will provide background and sales info on Barbra and take orders for the show. Barbra's tour pamphlets of the past two years will also be featured.

The Woman And The Legend, a pictorial bio based on 30 interviews with Streisand associates, published last October by Doubleday & Co. and now in its fourth printing. A second drawing will then award one of the first 12 winners a VCR. "We want to show retailers that with Barbra's salesability and new fans constantly made aware of her 36 still available albums through regular examinations of her entire catalog. Also mentioned is the huge discount to retailers starting at 40%, the availability of floor and counter displays with free minimum orders and the offer of all of the albums individually shrink-wrapped and fully returnable at no cost to the retailer. The magazine itself has grown in seven issues from black-and-white pulp paper to a slick paper, full-color publication containing 48 pages of photos, trivia and in-depth interviews and articles discussing the many aspects of Streisand's career. Spada also reports that Columbia Records is using the mag in its promotional push behind Streisand's new "Memory" single. The label is buying radio airplay and800 tapes of the new single to be distributed to retailers for distribution to their music fans.

First prize winners get a complete Streisand catalog and copy of Spada's book. Other winners get Barbra subscriptions. "We've been pretty lucky for all this time."

Getting Physical — A major chainwide "Let's Get Physical" promotion has just begun at Stark/Camelot to promote 14 exercise records that have been placed on sale, most at $6.99, with some doubles at $12.99. Ten-foot banners are being strung from the ceiling in all outlets, and posters have been reproduced, along with album minis and sale info, on a quarter-million flyers that are being distributed all over. At all health-oriented facilities — health spas, racquetball clubs, fitness clubs, sportswear and sporting goods stores, etc. On peak days, store clerks will dress up in their warm-up suits. The sale, which runs through April will include exercise instructors to the malls where outlets are located. The chain also hopes some of the dance/exercise album stars will be able to make personal appearances. Stark originally wanted to wait for the forthcoming Richard Simmons LP, but as that release has been pushed back to May, advance orders will be encouraged.

Crazy Crazy — Even the promotions are insane at Crazy Eddie's. Borrowing from "The Lunchbox," Crazy Eddie's has been doing a lunchbox premium offer. With the purchase of a Corretailor last week held a "Crazy Eddie's Root Beer Roulette" contest. The album itself borrows the Doehler,800 milligram juice, but hilariously substitutes a shoo-up can from a six-pack. The album has been "lost in the mail," and if someone is able to locate any radio spots on WNEW brought in 10,000 entries, six winners were faced with the Paramus store, the sure survivor winning a weekend ski trip to the "great white north" at Vernon Valley Ski Lodge. Canadian bulo and record albums were given to the fifth that got drenched.

Lost In The Translation — In last week's column, a portion of the item on National Assn. in Mario's March of Discount and its posture was grabbed in questions from readers in the New York Cash Box to Los Angeles. National Record Mart donated the production costs of the March to the poster's March. It did not deduct from the costs from the money raised by the sale of the poster.

Jim Besman

Barbara Streisand Convention To Zero In On Problems Facing Industry

(continued from page 7)

Business session March 27 will confront the multi-billion dollar drain annually on the industry, according to a Warner Communicating Orgs. Inc. on the newly formed convention (see separate story). In addition to the WCI report, Stan Cohn, WC1 senior vice president, will deliver what is expected to be a blistering speech on the matter, focusing on the keynote address by Chrislais International co-chairman Terry Ellis.

Mathis Amendment

Cohn's speech will also tie in with the announcement, one way, or the other, of the Mathis position regarding the Mathis Amendment. The Video Software Dealers Assn. (VSDA), the division of NARM consisting of video distributors and dealers, will come out against the Mathis Amendment, which would create a home exemption for audio home taping, but also establish a levy on video and recording hardware and blank tape sales. However, in spite of the VSDA's stand on the renewal of the record industry portion of NARM, it is expected that it will come out in favor of the Mathias Amendment.

Should it come to that pass that NARM comes out against the Mathis Amendment, it will also be proposed at the opening business session that the NARM board of directors draw up an initiative to save America's Music. The coalition, developed by the Recording Industry Assn. of America (RIA) and the National Music Publishers Association (NMPA) includes a variety of industry organizations (claiming representation of over 2 million people and $6 billion worth of products), and the support of the Mathias Amendment because of the royaltys (currently lost to home taping) that would be created on recording hardware and blank tapes (see separate story).

"If the NARM board of directors decides to already exists, they become part of the coalition," said Cohn. "If they don't decide to support Mathias, we don't become part of the coalition.

Finally, the opening business session will feature an update on the "Give the Gift of Music" campaign. Since the conception of the "Give the Gift of Music" campaign in Las Vegas in 1980, there has been a number of significant developments, most importantly the approval of an institutional advertising campaign for the industry set to begin in 1983.

"We're going to be announcing somewhere where we're going," said Cohn, "but we're also going to step back after two years and say, 'We're not yet there.' We're also going to recognize some companies that have excelled in advertising the Gift of Music campaign, and also recognize the positive point of view, and we're going to celebrate the Magic of Music with a show.

A more nuts-and-bolts approach to practical problems will highlight the general business session of March 28, entitled "Face The Music: Let's Reverse The Downward Trend." While the opening business session will confront large issues, "Face The Music" will feature a hard-nosed approach to specific problems.

Face The Music — The second day program, "Face The Music: Let's Reverse The Downward Trend," is the hallmark of that day, and a number of prominent retailers will be speaking on the subject. Among those slated to appear are Bob Summer, who will address the issue of outlet and piracy."Cohen said, "It's going to be a very important day."

Among the topics to be covered during the session will be "Improving Communication Among Retailers. Wholesalers and Manufacturers,"" and "Inventory Management and Blueprint," both presented by Fred Taub of The Musicland Group.


Breakouts/Plus Profit

Breakouts: Plus Profit

Allover Cassettes Head Cleaner 7040
Alloy Video Game 2646 - "Pac-Man"
Discwasher D-4
-1 Refill Fluid
Discwasher D-4 System Kit
Discwasher "Perfect Path" Cassette Cleaner
Duracell "AA" Batteries (4/Pak)
Le-Bo Cleaner Cassette Players
Maxell UXDL C-90
Maxell UXDL II C-60
Maxell UXDL II C-90C
Maxell UXDL (2/Pak)
Maxwell VHS - HG 120
Pickwick Cassette Head Cleaner
TOK Casset Head Demagnetizer
TOK Rapid Reel LX - 5060
TOK SA C-60
TOK SA C-90
TOK SA C-90 (3/Pak)

Top Selling Midlines

AC/DC - Let There Be Rock - Atco SD-36151
B-52's - Mesopotamia - Warner Bros. MINI 3641
Beetles - Rock 'N' Roll, Vol. I - Capitol SN/16029
Beetles - Rock 'N' Roll, Vol. II - Capitol SN/16032
Tommy Bolin - Private Eyes - Columbia C-3720
Doors - The Doors - Elektra EKS 74007
Dan Fogler - Netherlands - Full Moon/CBS PE 7345
Crystal Gayle - Classic Crystal - United Artists LOO-982
Human League - Dare - Virgin/A&M SP-68-492
Johnny and the Distractions - Let It Rock - A&M SP-6-4884
Janis Joplin - Farewell Song - Columbia PC 37565
Tom Petty and the Heartbreakers - MCA 5206
The Police - Ghost in the Machine - Epic 1948
Secret Policeman's Ball - The Music - Island IL 50052
Shooting Star - Hang On For Your Life - Virgin/CBS NFR 37407
Shooting Star - Shooting Star - Virgin/CBS PE 73120


Single Breakouts

Single Breakouts

Breaking Out Of: P.B. One Stop/St. Louis, Vibrations/ Miami, City One Stop/Los Angeles, Potomac One Stop/ Baltimore, Disc-O-Mat/New York City, Karmal/Indianapolis, Tower/Sacramento, Radio Discount/Milwaukee, Tower/San Diego.

Cash Box/April 3, 1982
Controversial Mathias Bill To Spark Action At NARM
by Michael Glynn

LOS ANGELES — Controversy might well overshadow business issues entering the March 29 workshop session on “The Video Software Dealers Assn. (VSDA); the Testing of Pre-Recorded and Tape Merchandise” during the National Assn. of Recording Merchandisers (NARM) convention.

Bar Coding Issues To Be Discussed At NARM Confab
by Larry Rigs

NEW YORK — In an effort to encourage record retailers to install bar code scanners, the National Assn. of Recording Merchandisers (NARM) is sponsoring three seminars at its 1982 convention. The seminars will demonstrate how the computerized pricing system can help the recording industry in inventory management, reduce labor costs, increase sales movement by speed up inventory reports between retailers, distributors and manufacturers.

NARM, with the assistance of the Recording Industry Assn. of America (RIAA), will provide retailers and manufacturers with a kit to print bar code labels on their new releases and to encourage record retailers to install bar code scanners in their outlets. "First and foremost, we're encouraging manufacturers to ensure that all pre-recorded product and some past catalog titles will carry bar code labels," said Joe Cohen, executive vice president of NARM.

In the first seminar, Jack Eugster, president of Musicland, Inc., will discuss his company's use of the computerized pricing system, which has been installed in nine of its outlets, as well as Musicland's Minneapolis distribution center. During the second seminar, Roy Em- bri, president of the Elroy Corp., which owns the Record World chain, will discuss his outlet's model store in Forest Hills, N.Y., which has been demonstrating the use of bar coding at the store-level. The third seminar will focus on the latest available bar code scanning equipment and will be conducted by John Harrison, NARM's bar coding consultant.

Musicland System

Many retailers have shied away from buying bar code scanners, claiming the expense is unjustified when only a few of the major record manufacturers print bar code labels on all their pre-recorded product. Currently, the CBS labels, MCA Records, RCA Records, Capitol Records and A&M Records print Universal Produce Code (UPC) labels on the jackets of their new product. According to Cohen, Atlantic Records and PolyGram Records have promised to begin printing UPC labels on their new releases "in the near future." In contrast, Motown Records, a major independent, has decided to remain opposed to the system and is hesitant to begin printing the UPC labels on their product.

In addition, Cohen indicated that one reason why PolyGram, a German-based company, has not yet adopted bar code labels is that, unlike U.S. retailers to use the OCR, the Electronic Product Code (EPC) system that employs another digit and is unintelligible to UPC scanners. NARM, on the vention here. By that time, NARM is expected to have made an official decision on whether or not to support the Mathias Amendment to S. 1758, the DeConcini Bill. Whether or not to support the Mathias Amendment amendment would also restrict the right of first sale. The board of the Video Software Dealers Assn. (VSDA), a division of NARM, has already voted unanimously to actively oppose passage of the Mathias Amendment in the Senate, as well as the similar Edwards Bill in the House of Representatives, but at pre-emptive, it was uncertain whether NARM would follow suit.

According to Joe Cohen, it is the server executive vice president of both the VSDA and NARM, there was some possibility that the two associated trade groups would take opposite positions.

"It could happen," said Cohen. "An analogous situation to this would be when Warner Music, for example, is under the mechanical royalty rate. Warner Music, its publishing arm, supported it. It would not have been the same thing had they passed. After all, the VSDA is a completely separate division of NARM.

Cohen did add that he felt passage of the Mathias Amendment would not actually hurt NARM's record retail constituents and manufacturers, "It may not be as bad as it looks."

"A lot of our record and tape retailers are located in malls, and they would have a lot more to lose if they did not actively dis- support the Mathias Amendment, so we think that the Mathias Amendment would affect them all that much," Cohen suggested.

Some Disagreement

Some NARM members, however, staunchly disagree. One retailer, who wished to remain anonymous, noted that "many manufacturers of blank tape and audio/ video hardware would undoubtedly pass on any half-hearted Harold Management Amend- ment passes, meaning higher retail prices.

"It would definitely inhibit some sales," said the retailer. "It's scary to think about it."

At pre-emptive, Cohen indicated that it had not been decided whether NARM would announce its policy at the VSDA board meeting or at an address of Warner Communications, Inc. Record Group Cohen executive vice president for the Cohen presentation of a WCI home taping survey given by Mickey Kapp and Dr. Martin Isbellin March 26. The decision, Cohen added, "will be pending upon a poll of NARM members."

Whatever the outcome, though, the issue is bound to come up at a NARM seminar intended to be a mostly business-oriented video workshop March 29, which NARM's Cohen pointed out is designed to help answer the "key question" for record retailers, "Why Now? Why Should I Be More Interested in Video Today Than I Was Last Year?"

According to workshop chairman Russ Bach, vice president of marketing development of the panel of five record executives and distributors will answer various pre-arranged questions covering such subjects as "store video" as finance, marketing and distribution.

Panel Members

Larry Schaefer of the Miami-based Vibrations, Inc., will handle the mentioned query, while Sound/Video Un- limited's Noel Gibmel, Licorice Pizza's

1982 NARM Preview

Okinow To Stress 'Gift Of Music' Ad Push During 1982

by Richard Imamura

LOS ANGELES — With the National Assn. of Recording Merchandisers (NARM) convention underway this week, Harold Okinow, chairman of Minneapolis-based rack jobber Lieber- man Enterprises, assumes the position of national president. chairman of the NARM Rack Jobbers Committee since last year's convention, will suc- ceed John Mardakum, president of Amrillo, Tex.-based Hastings Books, Records & Video.

While insisting that the position of NARM president "isn't analogous to the position of corporate president" and that "the direction of NARM will be set by the entire board of directors," Okinow personally looks forward to im- plementation of the "Gift of Music" in- stitutional advertising campaign as one of his top priorities for the upcoming year.

"Now that we've finally got a con- cren to show to the retailing campaign is to be funded, we can move ahead," he said. "During the year, we're thinking about the kinds of con- cepts to utilize the 'Gift of Music,' and hopefully start to implement them in the coming year and the year after."

"That, I think, is the most important thing that NARM can do," he added. Okinow will also pay close attention to the videoing video field, especially since the formation of the Video Software Dealers Assn. (VSDA) as a division of NARM and the so-called Betamax decision outlawing home videotaping last year.

"Something New"

The VSDA will provide another area for NARM in the coming year. The VSDA is "not a greater role for NARM in the video field, but we'll see as the year goes by, on top of rather than a substitute for anything. A certain number of our members are already active in the whole video scene now, and as time goes by, I think more of them will get ac- ting and they'll have to deal with partic- ular areas dealt with by the VSDA and others, who aren't members of NARM, who are just video dealers, will, I hope, see more and be more involved."

On the question of whether NARM would join with the VSDA in support of the DeConcini bill, which would grant

Independent Distributors Committee Charts New Directions For 1982

by Fred Goodman

NEW YORK — This year's National Assn. of Recording Merchandisers (NARM) conven- tion is expected to serve as the springboard for independent distributors' committee. After a year of relative inactivity, the nine-member com- mittee is expected to make recommendations to producers and labels, hoping to woo them away from branch systems. Jim Schwartz, who has been serving as the committee's next chairman. Following its inception at last year's conven- tion (Cash Box, April 25, 1981), the group was urged to form a national governing board to handle the "key question" for record retailers, "Why Now? Why Should I Be More Interested in Video Today Than I Was Last Year?"

According to workshop chairman Russ Bach, vice president of marketing development of the panel of five record executives and distributors will answer various pre-arranged questions covering such subjects as "store video" as finance, marketing and distribution.

Panel Members

Larry Schaefer of the Miami-based Vibrations, Inc., will handle the mentioned query, while Sound/Video Un- limited's Noel Gibmel, Licorice Pizza's

Harold Okinow

home use exemption for home videotaping of copyrighted works, and the Mathias amendment, which would add a home use exemption for audio recordings (essentially legalizing home taping), as well as a levy on both audio and video recording hardware and blank tapes. Okinow said NARM is "certain- ly going to take a position."

"I think the (music) retailers can live with a levy on blank tapes. I think that to be that much," he said. "I don't think it would impede sales at all. That's my personal opinion. It's a hard story, hardware, though, might be another issue."

One area of concern that Okinow has long been involved in as a NARM mem- ber and rack jobber — upgrading packaging for cassettes — will more likely than likely disappear from any official agenda in the coming year. "It seems like it's impossible to get a consensus on anything," he said. "And Lieberman is currently using its own 4"x12" package for both cassettes and tapes."

"Most of the retailers have dealt with the issue already," he added. "What's happened is that we've already sold our package to some stores, and they are hesitant to change their packaging."

Okinow, a longtime industry veteran, has been with Lieberman since the 60s. As company chairman David Lieberman, Okinow helped guide the company along the path of expansion that has seen the company grow into a major player in the regional retailing arena, with stores in nine branches serving over 2,500 ac- counts, as well as a one-stop operation that services over 1,000 customers.

Indie Advantages

Schwartz credits independent dis- tributors with an intimate knowledge of their own regional markets, and points out that well-coordinated national promotion drives involving the indie could potentially give a label the manpower that a branch system could. Schwartz has developed what he termed his "own version of the trickle-down theory" to describe what he

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Cash Box/April 3, 1982
Beverly Glen Music.

Our catalogue was composed, not compiled.

Bobby Womack's smash LP, "The Poet" BG-10000 includes "If You Think You're Lonely Now" BG-2000B and his just released new single, "Where Do We Go From Here" BG-2001. The album is now available on cassette and 8-track tape.

On Beverly Glen Music Records and Tapes.
1982 NARM Preview
Advance Planning Key To Co-op Advertising From Labels

by Michael Martinez

LOS ANGELES — Record manufacturers are becoming more frugal with co-op advertising expenditures, but, according to some retailers, they are also following up more closely with ancillary marketing support, including in-store display materials and point-of-purchase advertising. While the labels may be spending less money on advertising — due in part to budget cuts and the slow flow of product — most retailers feel that record companies are still open to dealers who propose well-planned and thorough ad campaigns.

Those dealers contacted by Cash Box said that advance planning, picking the right media to advertise product, shaping the advertising to suit the character of the product, greater product and market research and encouraging labels to spend ad dollars on new and developing product are retail’s most effective tools in obtaining manufacturer co-op ad money.

“These days, about 95% of the time all of the labels want stores to have displays up, point-of-purchase material in-store and heavy buy-ins to assure stocking before they OK an ad campaign,” explained Michael Reff, executive vice president at the Portland-based Everybody’s chain. He said that most labels insist on full support of their product when they provide co-op advertising funds.

Many labels make the decision to provide co-op dollars for promotions developed by a dealer on a regional basis. According to Joe Petrone, vice president of marketing for EMI America/Liberty Records, the regional marketing staff has been delegated the responsibility to allocate co-op ad cash because they are more familiar with local market considerations.

“We may set aside certain funds for developing artists,” explained Petrone. “This is done so the artist will not get lost in the shuffle. We may set aside certain funds for uses co-op advertising,” Petrone continued. “If you turn on the TV and Ford or GM are running an ad, they don’t usually tag the dealer. The record industry does that as a wedge to get people to run promotions and stock new and developing artists.”

But according to Jerry Glazio, vice president of advertising for the Canton-based Camelot chain, “The key to putting together a promotion is to make sure it’s mutually beneficial to both manufacturer and retailer.”

Glazio pointed to a chain-wide campaign titled “Let’s Get Physical” which featured 15 exercise LPs that were jointly co-oped by all of the labels that were marketing such albums. He said that the albums sold well at a reduced sale price that was offered in the advertisement. He said the strength of the campaign was embodied in the numerous cross-merchandising tie-ins the promotion lent itself to. The chain tied in with health spas, health food stores and sporting goods stores to carry the campaign through.

But even Glazio recognized that the flow of co-op advertising dollars is not as great with the slowdown of product.

No Balance

Because of the “glut of superstar releases in the fourth quarter of each year,” according to Alan Schwartz, director of creative marketing for Show Industries, the umbrella company for the L.A.-based Music Plus chain and City One Stop, there are fewer ad dollars available in the first quarter than during other times of the year.

He said that while this made it easier to work with mid-range or new artists like Sammy Hagar, Bob & Doug McKenzie, Joan Jett, Chilliwack and the Plugz, it would be more advantageous if there was a good mix of superstar and new and developing artist to sell throughout the year. “It makes for some aggressive campaigns when you chase a nibble on a new artist and break them with the aid of advertising and merchandising,” explained Schwartz.

Many dealers said that an effective tool to secure co-op ad funds has been to plan well in advance around a specific event or release.

Reff at Everybody’s said that they usually have at least one major advertised sale each quarter. Most recently, the company had an A-Z sale, where each day during March, certain product beginning with the letter featured that day would be put on sale.

Many of those contacted felt that it was advantageous to plan more promotions around a wider spectrum of gift-giving occasions, an attitude resembling the “Give the Gift of Music” institutional ad campaign being developed by the National Association of Recording Merchandisers (NARM).

But on a more practical side, some retailers felt that certain basic practices can bring a steady flow of co-op advertising dollars to a retail chain.

Demonstrating a positive relationship with the media where a dealer’s stores are located was one major point raised by Marcey Penner, advertising director for the Washington, D.C.-based Waxie Maxie chain. Penner said that getting good times, rotation placement and production on an advertising campaign was an important factor when labels decide to dole out co-op cash. She added that many stores buy year-long contracts in anticipation of having a steady flow of ad dollars.

While she noted that most labels wanted to feel confident that a retail chain would back an ad with a buy-in, offering sale price and in-store merchandising, Penner explained that being able to creatively fashion an ad around the character of the artist was equally important to the label. Aside from developing an ad that fits the artist, she continued, “We develop something that will reach the consumer without compromising the image we hope to develop around our stores.”

But Petrone said that the “ultimate responsibility for an artist is mine. We don’t ask retail to take responsibility for developing the ad presentation for an artist, although we need the retailer to reach the consumer.”

He added that EMIA/Liberty provides pre-developed radio and TV spots and ad mats to dealers who will run their ads.

Many Alternatives

While Penner stressed product and market research as the keys to successfully obtaining ad monies, Schwartz at Show Industries said that exploring new advertising mediums was equally important.

“We use print, radio, TV, bag stuffers, in-store flyers, whatever it takes and is appropriate for a particular artist,” explained Schwartz.

Reff also advocated use of more alter- (continued on page 22)

__________________________

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myrrh
1982 NARM Preview
Digital Disc Systems Present New Possibilities For Retailers

by Michael Glynn

LOS ANGELES — Digital may now be just another category in the audiophile bin of most record retailers, albeit a growing one. According to market penetration forecasts for the Sony/Philips "Compact Disc," just one of the three "pure" digital (non-analog) systems already streamlined by Sony, Philips, and DRC, by 1989, more than $800,000,000 in blank units are expected to be in the U.S. by mid-decade with a total of 27 million worldwide. Sales of these new products are anticipated by the end of the 1980s for the DRC/ Soundstream system in development with Sony by the end of this year. But there are none available yet for the third, JVC's Audio High Density (AHD).

These are among some of the details on the fast-emerging and formidable digital of audio technology and its implications at the record retail level that will be covered during a March 28 morning session of the National Assn. of Recording Merchandisers (NARM) convention here.

Entitled "The Magic of Digital Music," the 90-minute segment will present an overview of digital audio and some of the specific techniques — in addition to technical aspects of all three systems, marketing facts and specifications, record labels and how the hands-on side works from the subject and merchandising proposals.

According to segment chairman Chris Streeter, editor of Record Trade Journal, Professional Audio Recording Studios (SPARS) and the Record Plant, some of the high points will include a demonstration of the Sony's Compact Disc with the Bee Gees' "Living Eyes" LP; a "torture test" pitting analog versus digital discs; and a talk by test engineer/producer from recording artists Stevie Wonder and the Bee Gees on the subject of digital recording.

Standardization, although only to be briefly touched upon during the fact-filled segment, will undoubtedly be a conscious, if largely unspoken concern among attention-deep. In view of economic conditions and the "shake-out" already being seen in the various digital systems, many retailers are viewing the digital disc with cautiously optimistic confidence. The idea, of course, is to try to get a standard prior to millions of dollars being spent on what could become less popular systems. "I think that's the key," said Streeter.

Up-To-Date Review
Following the introduction by Snow Industries president Lou Fogelman andsyndicated columnist/musician Steve Landau, regional vice president and Motown/Hitstuds Studios VP/GM Guy Thomas will present a comprehensive history of both analog and digital techniques (including noise reduction and the advent of digital sound). In regards to digital, Costa will cover the basic, step-by-step working of the process (in non-technical terms) and discuss each of the three systems individually, accompanied with a slide presentation. Costa's presentation will conclude with a side-by-side demonstration of analog and digital, after each has been subjected to scratching, and so forth.

On the topic of marketing facts and specifications for the Sony/Philips, DRC/Soundstream and JVC AHD systems, Streeter will give the approximate numbers of licensed products from each of the executives in all three companies to the questions of projected hardware availability, including early market price points, channel costs, licensing and market forecasts.

The results of Sony's survey seem to indicate that 1,200 of the 1,800 retail units sold were CORPs; 200 were indies and the remaining 200 were large retailers. Sony/Philips expects market penetration to reach more than 12 million units in the U.S. and 29 million worldwide by 1990, while DRC/ Soundstream is projecting 30% of market share by the same period.

The results of the record label survey, slated to be delivered by one of the major retailers, most retailers, were adopting a "wait and see" attitude pending formal introduction of the new technology and software agreements," according to Stone.

A point of contention, however, which remains unresolved is the three cents per disc fee that was asked for by Phillips from software licensees.

No Software Royalty
CBS Records president/COO Dick Asher expressed the opinion that royalties should be paid only for hardware, pointing out that no fee was paid for the development of a new product. CBS, however, developed CX, they felt they had to give the software away for it to be successful.

Stone concluded by saying, "The record companies are already addressing this issue whether it was the only issue upon which a non-positive opinion was expressed.

Record retailers are already considering the various aspects of merchandising this new technology with the mass market in mind.

To achieve immediate and total integration of the CD into the present record retail environment, it will be necessary for NARM/Rec-RecordTown/Disc chains president John Marmaduke believes that product packaging must be compatible with the current marketplace (continued on page 35)

NARM Stresses Bar Coding Advantages
(continued from page 32)

Identical Distributors Committee Eyes A New Direction For 1982
(continued from page 18)

Larry Foster, Crazy Eddie's Burt Goldenstein and Artec's Marty Gold will take on other topics.

Gimbel is said to have the question "Can A Record Retailer Have Video Today? The Video Software Marketplace?" while Crazy Eddie's Goldenstein is slated to cover the high markups that various video product record retailers' involvement in 'What Are The Risks and Rewards of Carrying Pre-Release Product?'

Bach noted that Licorice Pizza's Foster will cover methodology of advertisement promoting and merchandising video product that the record retailer will have to deal with, as opposed to the audio market "place. 'Will he answer the question 'What do you do that's different?' and 'How do you extract that customer?'" said Bach.

Gold, of Vermont's Artec, video distributor of all types of video distribution and the differences in racked departments, leased departments and o-wned and operated stores in answer to the question "What About Video Distribution?"

"Following the panel, I intend to go to some prepared questions for the individual panelists, " Bach stated, adding that these additional questions would cover such related topics as club membership, sales support materials, video accessories, the videodisc and how it fits into the retail picture and, possibly, rental programs.

Other topics that Bach said will "probably be covered include point of purchase materials for video software, the customer base for home video and the training for management and staff for video sales.

"After that, we'll throw it open to questions from the floor," concluded Bach.
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Stan's Record Service
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All South Distributor
New Orleans, LA.
(504) 568-0971

Big State Distributors
Dallas/Denver
(214) 631-1100 (303) 759-8500

Tara Record & Tape
Atlanta, GA.
(404) 875-8271

Alpha Distributor
New York, NY.
(212) 397-1920

California Record Distributor
Glendale, CA.
(213) 245-6464

Tone Distributor
Hialeah, FL.
(305) 888-1685

AMI Distributor
Livonia, MI.
(313) 525-7600

MS Distributor
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(312) 478-1133

Triangle Distributors
Philadelphia, PA.
(215) 477-1631

Associated Distributor
Phoenix, AZ.
(602) 278-5584

Pacific Record & Tape
Oakland/Seattle
(415) 639-7661

Zamoski Distributor
Baltimore, MD.
(301) 644-2900

Got it altogether, don't 'cha baby?

WE'RE ON THE MOVE.
1982 NARM Preview

SPECIAL REPORT: Exercise Records

As America becomes increasingly health-conscious, retailers attract new customers

by Fred Goodman

NEW YORK — In an increasingly fragmented record market, dance/exercise records have proven their sales potential beyond question. Although few in the industry took the self-help albums seriously at the outset, they’ve become big business, with no less than 10 titles occupying spots on this week’s Cash Box Top 200 Albums chart. Additionally, dance/exercise records have garnered gold and platinum awards worldwide and are presented in the industry with previously unexplored avenues in promotion and cross-promo. Not least of all, the phenomenon has managed to attract many buyers who do not normally purchase records.

“A problem when it first hit was making people believe it was happening,” said Ron Iaforano, vice president and general manager of the Cleveland, Ohio-based Mirus Music. Mirus’s success with dance/exercise artist Carol Hensel has done much to convert non-believers. (Hensel presently has two albums in the Top 100, one of them climbing again after 59 weeks on the charts.) “A lot of record people bought conservatively at first,” he said. “They just didn’t think it would outlast Christmas. I think there’s another year of bulk sales left, with many years of catalog sales to follow. What we ultimately did was sell a very real concept that happens to be on plastic.”

Proof positive that dance/exercise records are big business are the recent entries by major labels. Columbia, RCA, PolyGram and MCA have already jumped on the bandwagon, with Elektra set to join in May. The Elektra LP, by morning television host Richard Simmons, may well be the test of the market’s limits: it will list for $10.98.

But dance/exercise records have been stretching and testing the market all along. Since the initial target market was housewives and working women rather than the traditional record buyer, it was essential that manufacturers and distributors bring the product through new channels, as well as record outlets.

New Outlets

Rick Bleiweiss, vice president, marketing and product development, PolyGram Records, reports that his company has been selling its “Aerobic Dance Hits, Vol. 1” on the Casablanca label through drug stores and supermarkets. Barbara Cooke, director, product marketing, Columbia Records, adds that her label placed “a lot of emphasis on places like the Woolco chain and supermarkets” when it began marketing its “Dance And Exercise With The Hits” album by Olympic figure skater Linda Fratianne. The label developed separate point-of-purchase aids for record stores, traditional rack accounts and non-traditional rack accounts like supermarkets. For the latter, the company designed a free-standing display unit, since it anticipated that the stores would not have record sections.

Additionally, several projects, such as Gwendolyn Bye’s “Nutricize, Vol. 1” on Nutricize Records, Inc., “Barbie Allen Dance/Exercise” on RCA Records and “Jazzercise” by Judi Sheppard-Missett on MCA have a built-in market through ties with national health and exercise clubs and classes.

Steve Schulman, president of Schulman International, which developed the Bye album in conjunction with Nutri/System Inc., reports that Nutri/System’s weight control centers, which number over 500, have been a natural pipeline to help get the record rolling. “We’re averaging 25 records per shipment to each Nutristore,” he said. Schulman adds that April will be “Nutricize Month” in Sears stores, with merchandise displays and in-store classes.

Likewise, Columbia’s Linda Fratianne, who has an exercise garment line with which Columbia has already done some cross-promo, will soon bow Linda Fratianne boutiques in Macy’s, whose album is sure to receive prominent display.

However, the fact that many of these unique outlets are not accounted for by record charts, suggests that dance/exercise records are also making a strong showing in traditional rack outlets and record stores, a point manufacturers are quick to make.

“Our record is selling mostly in record stores and through a few rack people,” said Robert Wass, product manager, Kimbo Records, of his company’s “Aerobic Fever” by Debbie McCracken. “Our strongest sales are definitely from the record stores.”

Tennis Shoes, Records

Mike Lushka, executive vice president, M&M Records, reports that his outfit’s entry into the dance/exercise market, “Kathy Smith’s Aerobics: Fitness,” has been the focus of a major promotion with Handleman at K-Mart, while Music Plus in Los Angeles has run contests in support of the album, offering Adidas and other sportswear as prizes.

(continued on page 26)

Call Bob Wass at 201/229-4949 or contact him at the Century Plaza during NARM for promo copies!

TM - United Sound Arts Inc. 4/82

KIMBO RECORDS

Box 477, Long Branch, NJ 07740
If you think “Kathy Smith’s Aerobic Fitness” is good for your customers, wait till you find out how good it is for you!

Isn’t it time you gave today’s hottest exercise album a workout in your store?

KATHY SMITH’S AEROBIC FITNESS
On Muscle Tone Records & Tapes MUSCLE TONE

BUILT ON, BY, AND FOR INDEPENDENT DISTRIBUTORS
Michael Roshkind, President  Michael Lushka, Executive Vice-President

MT 72151
Exercise Records Attracting Health-Conscious Americans

(continued from page 24)

In addition, many companies are noticing strength beyond the targeted market. M&M reports a surprising number of male buyers, usually falling within the typical record buying age of 18-30. PolyGram's Bleiweiss also reports sales to both children and men, interpreting it as a sign that the market is expanding. Bleiweiss predicts future sales in the "hundreds of thousands" with a "tremendously steady and upward reorder pattern." Men's interest in dance/exercise records hasn't gone unnoticed at Mirus Music, either. That company is presently running television ads with men in them and is toying with the idea of a future album for couples.

While virtually every manufacturer contacted noted a wide market, much of the product being sold attempts to cater to a specific style, program or audience.

The most obvious example is the Disneyland "Mousercise" album for children. "I don't think a lot of the exercises in the other records are really appropriate for kids," said Nancy Rahnasto, advertising and publicity manager, Disneyland Records. "The whole point of 'Mousercise' is to develop coordination. We don't have rigorous up and down or jogging exercises because they can harm joints."

Similarly, Peter Pan Records has chosen to focus exclusively on aerobic dancing with its albums "Twenty Aerobic Dance Hits" by Marcie Muir, "Aerobic Dancing" by Dorian Dammer and "Joanie On Parade" by Joanie Greggains.

New Jersey-based Kimbo Records regards its "Aerobic Fever" album by Debbie McCracken, whom Kimbo's Wass described as "primarily a dance teacher," as a little more dance-oriented than most.

'Scientific' Approach

Lou Castino, advertising manager, Gemcon Records, which handles Barbara Ann Auer's "Aerobic Dancing" and "Advanced Aerobic Dancing" on the Gateway label, described Auer's records as "meticulous and scientific." He added: "The music is timed exactly to a person's pulse rate and is scientifically computed. The information with it is also much more complete." The "Aerobic Dancing" LP, which has been on the charts for over 40 weeks, includes a booklet explaining the purpose of aerobic dancing and outlines a program to complement the records. The "Advanced Aerobic Dancing" LP includes further exercises, as well as a special holistic diet formulated by Sandra Laurel, nutritional counselor at the Health and Life Training Institute of Southern Florida.

With the ever-increasing number of entries into the dance/exercise market, manufacturers agree that

(continued on page 27)

“Instruction booklets are an important part of the exercise package.”

Joanie Greggains star of the National TV Program "Morning Stretch!"

NOW! ON PARADE RECORDS & TAPES

16 Page instruction book with actual photos that tie in with complete vocal instructions on record

Parade Her FIRST ALBUM, and it's going to be a SMASH!

Joanie has a captive audience of MILLIONS OF VIEWERS EVERY MORNING. ORDER TODAY - lots of sales aids. CALL RIGHT NOW - this album will be platinum - GET YOUR SHARE!

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David Moye Midlantic Regional Sales Manager (212) 261-6098
Perry Saffier Southeastern Regional Sales Manager (404) 762-6909
Marty Markowitz Southwestern Regional Sales Manager (214) 495-8449

Dist. by: PETER PAN RECORDS, NEWARK, N.J. 07105 - (201) 344-4214

Y R U FATT — Elektra/Asylum is betting that TV exercise guru Richard Simmons' popularity will translate handsomely onto vinyl — so much so that the label is affixing a hefty $10.98 price tag to his forthcoming album.
1982 NARM Preview

Exercise Records Draw New Customers Among Health-Conscious Americans

(continued from page 26)

packaging and accompanying materials, such as instruction booklets and exercise charts, have gained importance. 

"All the years I was at Motown I didn't think album covers sold records," said Michael Roshkind, president of M&M Records and former vice chairman of the board at Motown. "But that was music records. In the case of specialized records like this, the jacket helps tremendously. When people go into the store to buy an exercise album, they just go in and buy any album. Attractive packaging becomes very important."

Instructions are also important, says PolyGram's Bleieweiss. "We asked people who bought our albums what they thought were the good and bad points," he said. "One of the most common complaints was that the instruction drawings were totally unfollowable. So we have photos of models performing the exercises.

The inclusion of instruction booklets and charts has also caused some rethinking in cassette packaging. While labels like RCA have shrunk the instruction booklet to cassette size, others, like Gemcon and PolyGram, have opted to package tapes in album-size configurations. In addition to maintaining clarity, the packages give the manufacturer a chance to keep the product out of the locked cassette cabinets.

"All the years I was in the business I didn't think album covers sold records," said Michael Roshkind, president of M&M Records. "But in the case of records like these, the jacket helps tremendously."

---

Nutricize. The New Record Poster Package That Tunes You In To The Tremendous Exercise/Fitness market!

America is about to say good-bye to exercise...Hello Nutricize! Discover the outstanding new way to add new profits to your business...it's called Nutricize. Nutricize is a fabulous new concept including a record/poster package that combines 10 dynamic, original songs written by super talent arranger and composer Phil Hurtt, with the exclusive Nutricize exercise program created by Gwendolyn Bye, noted professional dance and exercise educator. The result is the liveliest, most irresistible exercise program ever! It's contemporary, exciting and it's yours in bright, colorful display units that will sell on sight to everyone who's interested in exercise, fitness and fun! Take advantage of this special offer now...call your order in today!

NUTRICIZE IS THE EXCLUSIVE NEW EXERCISE PROGRAM THAT:

• Is sponsored by Nutri/System, America's fastest-growing weight loss fitness organization!
• Has original music created by Phil Hurtt of "Village People" fame!
• Exercise program designed by Gwendolyn Bye!
• Offers a complete fitness program for under $101!
• Has step-by-step directions right on the record!

For information contact Steve Schulman (NLDC), National Label Distributing Co., 1529 Walnut Street, Phila., Pa. (215) 568-0500
1982 NARM Preview

Exercise Records Attracting Health-Conscious Americans

(continued from page 27)

Records, reports that his company was able to garner additional sales on Diana Ross's "Why Do Fools Fall In Love" album by working it to exercise clubs. The LP includes "Work That Body," a song co-authored by Ross specifically for aerobic dance.

Established artists have also been retained by labels to act as musical coordinators and arrangers in the hope that contemporary music will attract a broader audience. Such artists as Edwin Starr and Phil Hurtt have already lent their talents to "Mousercise" and "Nutricize," respectively.

With the rapid expansion of the dance/exercise market, some manufacturers fear a glut of product. But almost all labels said they have future dance/exercise projects in the works.

"We certainly have plans for more of these records," said Gemcon's Castino. "Some of them are in the produc- tion stages now. Since Barbara Ann's 'Aerobic Dancing Vol. 1' has been on the charts for 40 weeks, I have to believe that Aerobic dance records will be the product of the '80s."

Bandwagon Effect

Mirus' Iatarnaro, noting that "the industry has a habit of getting on the bandwagon," said that carefully thought-out projects can add longevity to the market. "It's our belief that the strength of the subject matter comes from making it a very real portion of people's lives."

Added RCA's Richard Thorward, division vice president of marketing: "With 80 million households, there are a lot of consumers out there. He also sees the interest in dance/exercise records as being nurtured by the general physical fitness trend. "Since the mid-70's," he said, "I've seen an interest in health happen in many categories. People started drinking diet soft drinks and low-fat milk who were not dieting. Then there was the growth in participatory sports. Now there's exercise that's more beneficial to fitness and more efficient than a sport, like aerobic dancing. And music makes the whole process of exercising more enjoyable. Music in connection with exercise is here to stay — it helps physically and psychologically, providing not only physical, but mental fitness as well."

"The market is tremendously flooded right now," said PolyGram's Bleiweiss. "But so far, the buying public has absorbed it. There's no question that we'll hit a peak like the rest of the record business did. But as long as the public continues to exercise, records should continue to be viable. Only the American public will tell if exercise records will be around as long as hamburger chains."

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WITH THE PRODUCT LINE OF THE '80'S.

Gateway Records

Reduce inventory fat, develop sales muscle and build profits with Gateway's Beautiful People Series — The leader in health & exercise recordings.

Gateway is proud to introduce Advanced Aerobic Dancing. The second hit album from the creator of last year's aerobics smash, Barbara Ann Auer. Includes instruction book with 37 exercises, 156 illustrations, personal progress chart, six minutes of jump rope exercises, timed music, fifteen minutes of aerobic level dancing, and Sandra Laurels new DNA diet.

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- Acugeneics -7615
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Includes illustrated Mousercise booklet

Includes aerobic dance exercises, choreographed dance sets, and instructions for personal training.

Mousercise cassette now available!

Exercising has never been like this! Get ready for chart-topping sales.

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1982 NARM Preview

SPECIAL REPORT: Home Video Games

An in-depth look at current and future developments in the fastest growing segment of the home entertainment industry

by Jeffrey Rosser

LOS ANGELES — Although the first commercial home video game system, Magnavox’s Odyssey, received an indifferent response from consumers when it debuted back in May of 1972, thanks to the introduction of advanced electronic technology and the efforts of free-thinking designers, this sector of the home entertainment industry has blithkrieged the world over the past few years, making it one of the most lucrative growth markets in the field today.

A few figures may be helpful here to fully comprehend the immense popularity of the home video game phenomenon. In addition to the 7 million homes that already have the units, 5 million more American families are expected to purchase programmable video game systems in 1982. That means by the end of this year’s holiday season, an estimated 16% of the populace will have some type of game console hooked up to their TVs. And, according to the editors of the consumer magazine Electronic Games, at least 50 million cartridges for use with these units will be purchased before 1983 rolls around. These are all conservative estimates, hardly taking into account the excitement that will undoubtedly be generated when a number of new, innovative products reach retail outlets in the months to come.

As the hardware stands now, there are basically two levels in the marketplace — stand-alone systems and serious systems. The standard consoles usually retail for under $200, exhibit low-resolution graphics, and use a resident memory that can only hold a limited amount of information. The more expensive, serious systems are likely the trend of the future, offering visuals comparable to the sharp, “rainbow colors” seen in arcade games, improved speed and motion controls and streamlined wiring for a neat, uncluttered appearance. Upcoming systems of this type include Atari’s Super-Game, released in the second half of 1982 and priced at approximately $350, and Coleco’s new Colecovision, which is due to bow this summer.

One of the major advances industry observers are eagerly awaiting is the production of voice-activated peripheral units for such existing hardware as Mattel’s Intellivision and North American Philips’ Odyssey before the end of the year. Atari may also offer a speech synthesizer on its Super-Game consoles, but probably not until it receives feedback on the units themselves.

All of the various voice devices work on a similar principle. The synth module plugs into the cartridge holder, and the game cartridges are placed into an identical slot in the synthesizer. Rather than pre-recorded messages, realistic computer-generated male and female voices are possible from such devices, and they are expected to relay special instructions to the games, warn players of impending doom, congratulate high-scorers and offer specific strategic hints. Odyssey will offer a cartridge tentatively titled “Speak and Spell,” which allows programmers to type a message on the console’s keyboard and then play it back so they can hear as well as see it.

The Odyssey system is also introducing a hybrid of the first computer and video game that utilizes interaction between a conventional playing board and the video screen. Dubbed the “Master Strategy” series, the video portion actually plays the game, while the board is used to set up tactics. This original line will on-
Video Game Suppliers Offer Colorful Merchandising Aids

by Jeffrey Ressner

LOS ANGELES — Like the products it promotes, the merchandising of popular home video game equipment is full of flash, frontal attacks and felicitation. The companies involved with this facet of the entertainment industry offer extensive programs for marketing their games, using splashy, eye-grabbing layouts in their printed materials, brochures and futuristic, Star Trek-esque point-of-purchase materials. In addition, heavy promotion via TV, radio and print ads adds considerable recognition by the public to specific brand-name manufacturers, particularly because these messages are transmitted frequently, deliberately pinpointing the proper demographic audience. It seems as if every adolescent knows George Plimpton represents a certain video game manufacturer, even though they're probably unaware he wrote the sportive tome Paper Lion and edits the prestigious Paris Review.

At least one of the major questions retailers ask themselves is how thoroughly involved they should get in the video game market. According to industry observers, record outlets are a natural base for the amusement cartridges.

To market dealers around the country are jumping on the video game bandwagon with a mixture of curiosity and ardor, with some just carrying cartridges and others going gung ho with entire product lines. Yet, while these retailers seemingly have a great faith in the future of the video game market, many are still taking a wait-and-see attitude before they comment on the financial response from their new releases.

No Problem Moving Product

Lee Cohen, vice president of the Licorice Pizza chain in Los Angeles, says his company now has eight stores carrying approximately 20 games apiece from the Intellivision, Atari and Activision lines, and, with the unleashing of Atari's latest Pac-Man release, 23 more Licorice Pizza stores will be selling the items within the next month. Having gotten into the video game push just last fall, Cohen says there's no problem moving the product and that his commitment will grow as the public's interest in the field grows. Stacking the cartridges in the glass cases formerly used for buttons, pins and accessories, the chain does plan to utilize large merchandising aids until it sees a definite direction for the products in its stores.

In the Midwest, the Zack Record chain, which operates 125 stores in 27 states (including the Camelot group of outlets), is supplying each location with a small rack or two that carry about 200 cartridges. Lou Garrett, one of the purchasing directors based at the firm's North Canton, Ohio, home office, says the games were tested in a few stores at first and have never received anything less than an "excellent response" in each market. Carrying just software with no future plans to sell the bulky consoles, Garrett reports the top-selling games are primarily those that have crossed over from the arcades — Asteroids, Pac-Man, Space Invaders and Missile Command. The only source, said Garrett, was the fact that they're limited in their allocations from the manufacturers. "It's very much their ball game," said the purchasing chief.

Other major chains across the nation are redesigning their stores to sell the games. The Record Bar, whose central office is located in Durham, N.C., plans to carry the games in over 50 of its stores, with more than 100 outlets handling the Pac-Man cartridge from Atari. Using in-store merchandising displays, the chain hopes to capitalize on the pop hobby at a time when record sales are slower than usual. The Southern California-based Music Plus chain is pulling out the stops for its video campaign as well, modifying sections of the music tape department once used for 8-tracks to fit the games, the chain uses in-store displays such as posters and consumer leaflets to alert customers. Currently stocking both consoles and cartridges for Atari, Intellivision, Activision and Imagic, Music Plus plans to add Odyssey products before the end of the year and looks forward to increasing its display units to further promote the items.

Specifically, here's a brief rundown on various manufacturers' promo pushes. For more information, contact the company's sales representatives or local one-stops.

ATARI — The dominant company in the industry, at this time, Atari backs its dealers with full-time merchandisers, nationwide service centers, a "library of point-of-purchase sales aids" and a doubling of last year's advertising budget. 1982's ad campaign highlights the major themes of "Have Played a Game, Have Played Today" and promotes a new game cartridge every month. Dealers receive a current Advertisement Planner, a free notebook explaining how to use the company's format and how to buy media time/space effectively. Providing prepared artwork and ad copy along with photo boards and radio scripts, the planner also contains major forms for other advertising items and updates. Point-of-purchase items include new display centers (in both large and counter-top sizes), posters, customer literature, buttons, window stickers, easel cards and a pocket tip card that gives salespersons quick information about Atari products.

INTELLIVISION — Produces the second-generation hardware and software, this line of products from Mattel Electronics has a series of dazzling in-store display "modules" that involve the customer in actual hands-on interaction with the products. Containing approximately 20 games, one demo cartridge and storage for others beneath (plus room for the complete product line). A smaller display holds one reconditioned Master Compo-

(continued on page 56)

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**VIDEO GAME SOFTWARE**

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(continued on next page)
### VIDEO GAME SOFTWARE

**A Game of Concentration** ............ CX2642 26.95
Hangman .......................... CX2662 26.95

**Main Available**

**Yar’s Revenge** ........ Coming in May 1982 31.95
**Defender** ........ Coming in June 1982 37.95
Math Game ........ Coming in July 1982 22.95
Berserk! ........ Coming in August 1982 31.95
Star Raiders ........ Coming in September 1982 37.95

**Colecovision**

Coleco Industries, Inc.
National Sales Office
200 Fifth Ave.
Suite 1234
New York, N.Y. 10010
(212) 242-6605

Boasting a "state of the art" system of video game technology, the Colecovision configuration is due to be released this summer and will use its own game cartridges, as well as offering a device that accepts Atari software. Promising high graphic resolution, the console contains a controller that houses an 8-direction joystick, a 12 function push-button keyboard, a roller controller for speed control and a pair of independent action joysticks. Future add-on equipment, such as a keyboard, can be accessed onto the system by means of an "expansion module interface." In addition to manufacturing software on all of its own units, Coleco will provide cartridge software for both Intellivision and Atari Video Computer System for shipping in the third quarter of 1982.

The cartridges in each category include:

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Odyssey

- Interstate 40 and Straw Plains Pike
- Knoxville, Tn., 37914
- (615) 521-4313

In 1972, Magnavox introduced the pioneering video game for home use entitled Odyssey, but America’s first "Game Box." Even a network TV show hosted by Frank Sinatra the following year failed to produce the anticipated financial fireworks. But just half a decade later, the updated Odyssey II hit the marketplace and sales began to soar. The Odyssey II console, in addition to being able to program games, features a complete alphanumeric keyboard with letters and numbers adding to the possibilities of programmability.

The cartridges in each category include:

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**U.S. Games Corp.**

2908 Corvin Drive
Santa Clara, Calif. 95051
(408) 434-8325

Originally a manufacturer of hand-held electronic games, U.S. Games Corp. now is exclusively involved in the production of video cartridges compatible with Atari's VCS and Sears' TeleGame Video Arcade. It has just begun shipping its first product last week and expects to have a total of eight games available by the end of 1982.

As of now, U.S. Games Corp. has announced the shipment of only two games:

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WHEN YOU’VE GOT THE RIGHT CHEMISTRY, EVERYTHING IS POSSIBLE.

RCA AND A&M AND ASSOCIATED LABELS:
WHEN RCA AND A&M FORMED A NEW DISTRIBUTION SYSTEM IT WAS FOUNDED ON THE ASSUMPTION THAT SOMETIMES ONE PLUS ONE CAN EQUAL MORE THAN TWO. NOW, THREE YEARS AFTER ITS INCEPTION THE RESULTS ARE IN:
36% OF THE TOP TEN LP’S
24% OF THE TOP TWENTY SINGLES
11 GRAMMY AWARDS FOR 1982 (5 FOR RCA, 6 FOR A&M.)
RCA + A&M = NUMBER ONE

RCA AND A&M AND ASSOCIATED LABELS
THE FORMULA FOR SUCCESS

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Despite intimations of price hikes, midline product remains vital to both manufacturers and retailers

1982 NARM SPECIAL REPORT: Midlines

by Jim Bessman

NEW YORK — The fear of imminent hikes in midline costs to retailers was partially confirmed recently when WEA Corp. upped its base price on $.98 and $.98 profit margin items to $.99 and $.99 profit margin items in the U.S. market. While it’s too early to tell what effect this increase will have on retailers and whether it will spread to other labels, a Caetpol (Capitol) official in New York said just prior to the WEA increase revealed that midlines have become such an important part of business from both ends that no one is wild. He added: "We’re working hard to make sure that the product remains attractive to consumers."

The label side, almost all companies are readying new quarter midline releases to continue the momentum the series has generated since its inception two and a half years ago. Besides the 55 new $.98 titles announced by WEA, the PolyGram label has some 20 titles in the works. EMI America/Liberty also has 20 titles — EMI five, Capitol/EMI 11 on the Accord label, with a Capitol/Greenhouse label offer set for September. RCA presently has no plans for $.98 Platinum Plus and Impulse additions, nor are any for its $3.98 midline series, but 20 titles are being finalized in the $4.98 Collectable series. At A&M, eight titles are due in April, and two are ready for June with more to come. And RCA has approximately 20 titles in the works including classics, pop and new and developing artists. Titles of second quarter CBS Records midlines were unavailable at press time.

Both major labels and independents expressed solid support for midlines. "I’m a huge fan of midline," said McLean’s "American Pie," can sell more than 200,000 pieces, with others offering a continuous flow of attractive product.

"Midline costs were reported to be in the $2.90 to $3.30 per album price range. However, these prices are usually discounted at the outset. Advertising being applied to midlines."

Advertising Support

Norman Hunter, purchasing manager at Record Bar, noted that manufacturers also helped out with his company’s special midline sales program, not with special cost discounts but with increased advertising support and in-store merchandising aids. A buyer from a major Midwestern rack chain has also reported heavy advertising assistance from manufacturers.

We get ad money on any kind of major promotion we have because midlines have a lower cost price," he said. "Theoretically, if we take the normal three to five percent accrual, we would not have enough to run the major ads we run. So the labels have put up money on midline product at a higher proportion — up to 10 percent — as opposed to hit product. For example, if we buy 50,000 Cars records it’s relatively easy to spend $5,000 to sock it. But with 50,000 midlines, we don’t generate that much advertising dollars but the advertising costs are the same no matter what the product is, so we’re more likely to get over and above than others."

The buyer added that two or three weeks of midline promotion bring in up to 24% of his business for that period. "We’ve run a 14% midline business, up from five percent last year."

He concluded by pointing at 20 percent of stock as the potential for midline product. ‘This is such a substantial segment of his inventory that he suggests that manufacturers would be foolish to tamper with it. ‘If lists go up to $6.98, which I’m afraid they’re in the

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Labels Balking At New Tests For Cassette Packages
by Michael Martinez

LOS ANGELES — Recording industry segments are divided over how open merchandising of cassette product can be achieved, the two leading options being adoption of an industry-wide standard for improved cassette packaging and the encouraging of retailers to develop their own individual packaging with the help of manufacturer incentives.

Dealers generally claim that modified, usually enlarged, cassette packaging would allow them to unlock their bins, openly displaying the product without fear of pilferage. Other benefits of such packaging would include better graphic design, more information about the act and the possibility of better display.

There is consensus throughout the industry that open merchandising of cassette product, or bringing the product from behind manned or locked counters (a particular concern among the racks), would improve sales. Some dealers have reported that unlocked, openly merchandised cassette bins have yielded 30-50% sales jumps on such items.

As an alternative to standardized cassette packaging, some retailers would like to support an initiative (“the Magic of Digital”) that counts to those dealers who openly display and merchandise tape product. Thus far, this program is only firm in as much as it has advanced such an incentive program.

Though differing in approach, most labels agree that there should be a standard tape package that fits everyone’s fixtures and merchandising needs.

During late 1980, three record companies — Atlantic, CBS and Chrysalis — submitted a test of a 6” x 6” package developed by Shorewood Packaging, which garnered mixed reactions from retailers and offered little real information on how successful the package was.

More Formats

At the same time, Capitol Records sponsored a test of an Album Graphics, Inc. (AGI) developed 6” x 6” package. While surveyed at retail revealed that dealers had a more favorable consumer response to the 4” x 9” retail sales said the viability of both configurations would not be determined because the holiday season prevented adequate testing. One major drawback, according to the AGI spokesman, was that record store personnel were too busy to educate the consumer about the new package.

“Calling the tape promotion campaign and discouraging,” Ed Dwyer, West Coast vice-president, said.

MHE INTRODUCES MODULAR DISPLAY RACKS — Media Home Entertainment, the independent pre-recorded video software supplier, has entered the video accessory field with a line of new modular display units for retail videotape outlets. Each unit can hold up to 96 cassettes, locked between transparent trays that can be spun around to permit easy of inspection.

Digital Audio Disc Systems Present Exciting Possibilities For Retailers

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12”-sized LP cover. Last week, Marmaduke said he intended to seek industry-wide support for such standardization during the close of the “Magic of Digital” segment.

“We’re trying to get manufacturers to make it as easy as possible to market this significant new product,” said Marmaduke. “Essentially, our main concern is trying to avoid the type of situation where we would have several types of packaging for allaurd and digital discs, as we have had different package sizes for VHS and Beta videotapes.

We don’t need a fourth configuration (for packaging).”

Marmaduke indicated that he doesn’t foresee any problem with building consumer awareness of the differences between digital and analog discs “once the record buyer is able to compare and contrast” the two. However, he stressed that in-store marketing “has much to do with the jacket and positioning of the product.”

May Take Time

“Is it going to be like video, to a great extent?” he asked. “Once people experience it, awareness and demand will spread. It marks the Targets, the Wallmarts, which aren’t going to jump right into it. But I think it would facilitate matters if product could fit racks over racks now.”

Marmaduke pointed out that retailers learned, through experiments with oversized audio cassette packaging, that “new concepts weren’t necessarily better” and, by planning CD merchandising now, retailers can avoid those pitfalls.”

To this extent, Marmaduke proposes that an interdisciplinary “digital coordinating board” be set up, composed of members of NARM, the Recording Industry Assn. of America (RIAA), the Society of Professional Audio Recording Studios (SPARS) and the Electronics Industries Assn’s Consumer Electronics Group (EIA/CEG).

“Meaningful Exchange”

“Every one of these trade association’s boards has a representative whose interest lies in the area of digital, so I think we can have a meaningful exchange of ideas on the subject that could be beneficial to all of us and our respective industries,” stated Marmaduke.

Marmaduke feels that the digital audio disc as a mass market item “may somewhere down the road,” he firmly expects record retail chains to assume a position of leadership in merchandising and sales.

“We do have the traffic and exposure necessary to attract new customers. If you’re the first, I believe that it will, we have to take the lead. After all, we’re supermarket society.”

Black Music Consumer Focus Panel

Specialized Marketing

Wellington told Cash Box that his portion of the panel will focus on ways to develop specialized marketing campaigns aimed at the black consumer without alienating other consumers. He said that there are certain black music acts that can attract a particular group of black and white consumers that otherwise overlap in artistic interests.

Some of the acts he described as bridge acts are Brother John and Ali Jarreau and Lionel Richie. Wellington suggested that it was easier to program national radio airplay aimed at both black consumers around such artists because the act will also attract the mainstream consumer audience.

The Kentucky Fried Chicken commercial, which features Roberts Flack, was also used as an example by Wellington. He noted that the commercial, which was developed for a black consumer audience, “Kentucky Fried Chicken They Don’t Change” crossed over to the mainstream campaign.

“It started out as a black commercial theme, but was later used in all Kentucky Fried Chicken commercials,” he said. The Roberts Flack commercial, which was developed to focus on the black consumer audience, also proved to be attractive to mainstream audiences, according to research.

He also stressed the importance of avoiding stereotypical marketing concepts when developing advertising for music acts. As an example, Wellington cited how a “weave” interview that could otherwise turn off various segments of the black consumer base, while stereotypical implications were also avoided.

Thus, the stratification of the black consumer market will be another area discussed at the seminar. He said, “Many folks in marketing are being challenged now to earn their money. People are looking more closely to find ways to more directly reach those they are trying to sell to.”

Health Of Mass Merchandise Chains Bodes Well For Racks

Harold Okioni, the incoming president of NARM, is well versed on the concerns of the nation’s rack jobbers. Not only is he chairman of NARM’s rack jobber advisory board, but also he is president of Lieberman Enterprises, one of the industry’s leading rack operations. The following excerpts are adapted from an interview that took place recently at Lieberman headquarters in Minneapolis.

On reaching the older, “occasional” record buyer who traditionally shops at racked outlets:

“We regularly run “events” in the chains that we service, and those events could be like the exercise promotion we ran in January. Exercise records are music, and during January the exercise records sold as many units as our Top 10 albums. That may be a sad commentary on the state of the record business, but we sold a lot of exercise records. In March, we’re going to run a country event. And throughout the year we’ll probably run six such promotions.

On the health of mass merchandisers:

The stories that the racks service are among the strongest segment of the retailing business. If you look at the reports for the first couple of months of (1982) you’ll see that the people who reported increases in sales are the mass merchants — the K reps, the Targets, the Wallmarts. These are the retailers that are doing better business, and those are the ones that we want to see.”

On new merchandising opportunities for racks:

On the one hand, I see the whole category of personal playback equipment — like Sony’s Walkman and all of its imitators — as being a tremendously important area for the music industry. The huge market we’ve seen in cassette sales has a very great extent been fueled by this equipment. I think that equipment is just starting to take off and already they are selling

(continued on page 37)
DIGITAL DOUBLE TEAM — Glen Glenn

Sound president Joseph D. Kelly (I) and

Record Plant president Ray Eldridge (II) outside Studio M on the Paramount Pictures lot, which Glen Glenn and the Record Plant are jointly turning into a state-of-the-art direct-to-motion picture sound studio.

selling the video (shot at San Francisco’s Palace of Fine Arts more than two years ago), directly on television, was somehow like making a second shelf life of an earlier product. Meanwhile, MCTV seems like the perfect partner for its major investor, since MCTV represents the latest technological afterglow of getting video music to the consumer. It’s just one extension of the distribution of video product. Since the ads started running in late February, about 20 times a week. Lynch noted, “We’ve been getting several hundred calls on a consistent basis. The audience is expanding. We’re hoping to launch this product in June now, according to Lynch, opening up Astro Video in San Francisco, a 16 mm film and 5-inch video lab with 40 duplicating machines, and Astralvision Products, which will market “everything from video games to feature films and original vid programs.”

Among the projects the company is hoping to embark on: a synchronous, computer-animated 3D video utilizing the music of Alan Parsons (“we’re negotiating with Arista, his label, and Intermusic Music, right now to do a forthcoming concert performance featuring two name country acts at Mariott’s Great America south of San Francisco. Other projects under way now include an entry in the world of video games and plans being set to acquire rights to a number of James Brown’s future Shocks TV shows, shot in the mid-70s at Atlanta’s WTBV studios, for conversion to the Black Entertainment Network. Forthcoming from Astralvision will be a Lionel Hampton Jazz Classic date shot in 1971 and featuring such revered jazz names as Melf Tomme, Johnny leaderboard and Roy Eldridge, among others. “We’re pouring the concrete for the foundation,” summed up Lynch of the company’s activity.

VIDEO BRIEFS — RCA honored 99-year-old musician/composer Eubie Blake, one of the major architects of ragtime, with a RCA SelectaVision VideoDisc player at the first stereo videodisc of the Brooklyn Museum’s Eubie! last week. RCA chairman Thornton Bradshaw made the presentation. Eubie! has enjoyed a smash run on the Great White Way, with more than 2.5 million thespses Try the production. The RCA CD player was the only one on the stand for every member of the cast (yes, the remarkable Gregory Hines is on the disc). It will be on the market in May ... Vestrax Video’s Richard Pryor Live in Concert recently picked up Video Review magazine’s Best Comedy Award during its tremendously successful run at the Big Apple. It’s already a top-charting cassette and should do even better in light of the present box office success of Richard Pryor Live On The Sunset Strip ... 20th Century Fox: Video of Eubie Blake, Chestnut Street Ethel Waters, Open Mic Marilyn Monroe, Queen Of The Silver Screen as part of the company’s push on seven of her classic films. The cassette, we’re told, includes some of her most popular duets, including her own spectacularly beautiful rendition of “Making His Blues Jeans Talk.”

SECOND CITY INSANITY — Cassette: KC V 339

The Rubiks Cubic: Solved Cassette: KC V 357

(*not available until July)

The Maudry "Wizard of Oz"" — Cassette: KC V 339

The Rubiks Cubic: Solved Cassette: KC V 357

(*not available until July)

JANE FONDA’S WORKOUT — Disc — RCA SelectaVision(N/A)N/A Cassette — KVC 042 $59.95

The French Lieutenant’s Woman Cassette — 20th Century-Fox 4968 $79.95

Stripes Cassette — CPHE VH 10600 $39.95

The Batty World Of Animals Cassette — CPHE VH 13010 $49.95

Family Life Cassette — CPHE CFC 3040 $59.95

A Simple Story Cassette — CPHE VQF 8800 $59.95

The Dark Cassette — HMH M 173 $54.95

Day Of The Animals Cassette — HMH M 172 $54.95

The Force Beyond Cassette — MHE M175 $54.95

Kill And Kill Again Cassette — HMH M 174 $54.95

MONTY PYTHON MEET Beyond The Fragile Cassette — Wizard N/A $59.95

Monty Python Beyond The Fragile Cassette — Wizard N/A $59.95

Dirty Hands Cassette — Wizard N/A $59.95

Kamikazee Cassette — Wizard N/A $59.95

Mercurial Cassette — Wizard N/A $59.95

Slave And The Cannibal God Cassette — Wizard N/A $59.95

MOUTHFUL OF BLUE JEANS — Dennis Lottocirri (r) and Ray Sawyer of Dr. Hook listen when "Baby Makes Her Blue Jeans Talk" was the subject of a video shoot in Westwood, Calif. recently.
Hawkins Family Pacases GMWA's Gospel Music Excellence Awards Program

LOS ANGELES — The Hawkins Family — including bassist/powerhouse vocalist Verlcia Trammaine — paced all winners in the inaugural Gospel Music Excellence Awards, which were presented during the 15th Annual national board meeting of the Gospel Music Workshop of America, held recently in Indianapolis.

According to Al Hobbs, one of the Benson Artists Featured

NASHVILLE — A new series of five-minute radio programs entitled Artist Profiles are currently being aired on approximately 35-40 radio stations, according to the Benson Company, and over 100 are expected to be involved by the end of June.

Stations already broadcasting the series include WORC/Chicago, WAEC/Atlanta, WLKJ/New York, WQOC/Birmingham and WLNN/Louisville. The Artist Profile series consists of five different five-minute features per week, with a new artist, and is broadcast daily. Selected artists change weekly. A short interview and song from a new or recent album by the artist makes up the five-minute program, and a 30-second spot for local advertising sales is also incorporated into the feature.

Artists selected for the Artist Profile series represent a variety of musical styles and are profiled in terms of their spiritual insight and direction, as well as their music. The series, which was created by Ron Rumley of Mark V Prods., is scheduled to expand later to include monthly hour-long specials on selected artists, in addition to the five-minute slots.

Health Of Mass Merchandise Chains Bodes Well For Racks

their own. On the steady escalation of both wholesale and list prices for records.

At wholesale, the price increase would be absolutely devastating. Many of the mass merchandisers have a policy that they will sell at a percentage under what is considered fair market. What if the song is a smash, we're bumping up against this policy. And rather than the overall price image value that they've worked very hard to establish, these retailers might say, well, we're just going to get out of the record business, and that is not going to be good for many of the smaller independent labels. So many of them have told us that if they can't discount they won't handle the product. Basically, because of this issue. So a wholesale price increase simply is not acceptable to the mass merchandiser. On the other hand, use of new packaging for cassette tapes:

In the stores that have opened up their cases their tape sales have gone up by a factor of anywhere from double to four times, which is essentially absolutely in the mass merchandising environment to have tapes openly display tapes. The mass merchandisers have cut down on their store labor hours. On the off-season business days there are very few store employees in the store, and you're not going to buy a tape and have to look around to see if you can find them, the average shopper has a very low boiling point and will just say it's not worth it.

We believe very strongly in the WEA incent program for open tape displays. We think that the step in the right direction and encourage other manufacturers to come to the party. I'm quite disappointed at the lack of momentum in this area. The expenses that we go through to provide better displays is a very real cost and we think it should be shared somewhat by the manufacturers. On how efforts to counter the effects of home-taping:

A levy on blank tape or video will not stop home taping, it would not have any impact on home taping. I'm sure home taping is responsible for a decline in the record business, but I'm not sure it is the main culprit. WCI is going to release the results of its 1981 recorded music survey. We're going to have to wait until then to get the bad news on how devastating it's been. But it makes wholesale a whole group of people out there who do not participate in home taping. And there's a whole group of people who fool around with those tapes quite a bit; but if they buy the LPs or the cassettes they are interested in, make their own advertisements and keep the LP. So I think there's a large groundswell of opinion out there that we could probably capitalize on with their LPs as the fruit for their tapes.

The Mathias amendment has the "first use" applied to them. People from setting up stores merely to rent records. That (record rental stores) has the potential for devastating the business which has already taken a tremendous toll in Japan, and if they allow it to happen here you're going to see the industry just disappear.

On ways to further capitalize on rack jobs' unique position in the music industry:

"Well, there are some instances, for instance, of hometaping: it's a way to get around the price issue. It's not a big issue, but it's a very big issue. You can see what the customers out there want and try to push some product through, do a little bit more job of directing their marketing towards what is the state of the economy and lifestyles of the buyers out there.

Peter Pan Starts Push On 'Aerobic Shape Up' NEW YORK — Peter Pan Records is back on "Aerobic Shape Up," its most recent release from Joanie Greggains, with a national tour in which she will visit major markets for television, press interviews and in-store appearances. The company is also putting together national television and print advertising, covering the point-of-purchase displays, window banners, in-store demos, rizer cards and posters.

"We're also working the posters that have pictures of the LP on it, along with the copies of the LP. They will go wherever the record goes."
NEW YORK — Radio talk shows aimed at helping listeners solve their personal problems are becoming fashionable at major market outlets. While most of them attempt to help people deal with general psychological issues, some stations have designed them to help overcome their sexual difficulties.

While radio shows have begun to snowball in the past six months, powerhouse talk outlet KABC/Los Angeles pioneered the concept in the late 1970s. "Over the last ten years, our society has become heavily concerned about ourselves and understanding ourselves both physically and psychologically," says Ken Green, KABC vice president and general manager. "So about seven years ago, we got the idea for running a psychology show.

"We had the Bill Balance show running successfully for a number of years, and he started running into sexual problems," Green continued. "So he asked to move the show. After a while, we started getting a lot of mail asking for more Toni Grant, and we thought she could carry it on her own.

Dr. Grant's show originated in 1978 and was run between midnight and 3 a.m. Sunday afternoons. It was then moved to the 10 p.m. to 12 midnight slot every weekend night for four years. Earlier this year, it was moved to the 10 p.m. to 12 midnight slot Monday to Friday.

"She's a unique talent and will be the hub of the new ABC Talkradio network," Green said. "She's considered the premier radio psychologist because she is able to perceive problems more intensely than any other individual. Her show is a living soap opera and has been their audience levels and better ratings." KABC has consistently held the top spot in the L.A. market Arbit ratings since 1974.

Another Show

Another ABC outlet running a psychological talk show is WABC/New York, whose Dr. Judith Kuriansky hosts Psychiatric, a two-hour show that airs Sundays from 10 p.m. and midnight. WABC had broadcast Dr. Kuriansky's show since last October, but before it decided to change its format from talk to music, it reported to Jay Clarke, WABC operations director. There has been a tremendous psychological interest in the show.

"People today who grew up in the babble of the boom are now getting into their 40s, and their enticements are different from what we have been. Our research shows that we can get a far greater share of the market with shows like Psychological Talk." Both KABC's Grant and WABC's Kuriansky are clinical psychologists who counsel patients on a telephone and other psychological problems.

Although Dr. Kuriansky is a licensed sex therapist, sexual problems reportedly do not dominate these two shows. "Dr. Grant may go for a whole week and not get involved with it," said Green. "He's not a sex therapist and neither am I.

In contrast, two NBC-owned major market stations run sexual therapy shows. The marriage of the NBC network and WCBS has produced a telephone program which airs each Sunday between 10 p.m. and midnight over A/C-formatted WCBS-FM. Similarly, WNYL uses the show to fulfill its public service broadcasting obligations.

Features Guests

Noting KABC's success with Dr. Grant, Robert Fish, vice president and general manager of WNYL, said, "We were a sales hospital, and she kept talking about the need for sex education. She asked us if she could do a show, so we put her on the air. Her program was midnight Sunday nights." NYMRAD is a local conference where radio stations ascertain their community needs.

Since 1976, Sexually Sospki has expanded from 15 minutes to a half hour and last year, became the two-hour show it is now. Dr. Westheimer takes screened listener calls and, depending on the problem, either gives advice or refers them to hospitals or other agencies better equipped to handle their problems.

A lot of literature on sex education is not assimilated, and there is a risk of pregnancy ratio and a lack of knowledge combined with a constant need to improve shows. "fulfills both the need for ratings decided to start running Dr. Ruth's show," said Egan. "It is a community alright, at least in terms of being good, and Dr. Westheimer is a really good program and that's why it took a year to catch on.

Following WNYL's lead, another A/C-formatted station, KYU/9 San Francisco three weeks ago began broadcasting Talk About Sex during the same time slot. The idea was to build on part. Its approach, however, differs somewhat. "Dr. Ruth is a mechanic," said Mike Paiva, KYU program director. "She'll give advice on the phone, but the only advice we give is the correct agency to go too.

Talk About Sex is hosted by Don Chamberlain, who hosted California Girls on KNEW/San Francisco in the mid-1970s and considered Dr. Westheimer his mentor. "They were the first to do it, and they were the first to get into it. They appeal to a slimmer audience," he said.

Also in San Francisco, a new show, "All I have is a sounding board," was added. Dr. Novak's show is the most successful of the lineup.

"Talk About Sex" is broadcast on KABC, WNYL, KYU, KYKE, and KYL. KYU, KYKE, and KYL are all owned by the same company, and KYU and KYKE are part of a larger group.

"All I have is a sounding board," said Novak. "I have no idea what I'm going to talk about, but I have a lot of people who listen to me."

In New York, the most successful show is "Talk About Sex." The show is broadcast on WABC, WNYL, and KYU. WABC is the only station in New York to broadcast a show that is specifically for children. The show is broadcast on WABC from 10 p.m. to midnight on weekdays and weekends.

The show is hosted by Dr. Ruth Westheimer, who is a well-known psychologist and writer. She has written several books on sex education and has been featured on television and radio programs. She is also a professor at the New York University Department of Psychology.

The show is broadcast on weekdays from 10 p.m. to midnight and on weekends from 10 a.m. to 2 p.m. The show is broadcast on WABC and is also available on WNYL and KYU.

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<tr>
<td>#3 MOST ACTIVATED</td>
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<tr>
<td>11. LOVEBOY - GET LUCKY/COLUMBIA</td>
<td>12. PRISM - SMALL CHANGE/CAPITOL</td>
<td>13. SCORPIONS - BLACKOUT/MERCURY/POLYGRAM</td>
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<td>#4 MOST ACTIVATED</td>
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<td>#5 MOST ACTIVATED</td>
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<tr>
<td>55. THE HUMAN LEAGUE - DARE/VIRGIN/A&amp;M</td>
<td>56. JOAN JETT &amp; THE BLACKHEARTS - I LOVE ROCK 'N ROLL/BANDWALK</td>
<td>57. THE SECRET POLICEMAN'S OTHER BALL - VARIOUS ISLAND</td>
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**CASH BOX ROCK ALBUM RADIO REPORT**

**#1 MOST ACTIVATED**

**1. BOSS HOGS - JON PAUL & THE PAINTED LADIES**

**2. THE J. GEILS BAND - FREEZE-FRAME/EMI AMERICA**

**3. JOAN JETT & THE BLACKHEARTS - I LOVE ROCK 'N ROLL/BANDWALK**

**#2 MOST ACTIVATED**

**4. THE POLICE - GHOST IN THE MACHINE/AM**

**5. BLIND DATE - LASH OUT/BANDWALK**

**6. THE SECRET POLICEMAN'S OTHER BALL - VARIOUS ISLAND**

**#3 MOST ACTIVATED**

**7. LOVEBOY - GET LUCKY/COLUMBIA**

**8. PRISM - SMALL CHANGE/CAPITOL**

**9. SCORPIONS - BLACKOUT/MERCURY/POLYGRAM**

**#4 MOST ACTIVATED**

**10. THE HUMAN LEAGUE - DARE/VIRGIN/A&M**

**11. RICKY KINNIBURG - ROCKETEER/CAPITOL**

**12. BOSS HOGS - JON PAUL & THE PAINTED LADIES**

**#5 MOST ACTIVATED**

**13. IRON MAIDEN - NUMBER OF THE BEAST/HARVEST/CAPITOL**

**14. FRANKE & THE KNOCKOUTS - I AM THE MILLENIUM/RCA**

**15. ASIA - GEFFEN**

**16. THE CHARLIE DANIELS BAND - WINDOWS/EPIC**

**17. DUKE JUPITER - 1 COAST TO COAST/CBS**

**18. JAY FERGUSON - WHITE NOISE/CAPITOL**

**19. GENESIS - ABACAB/ATLANTIC**

**20. THE GO-GO'S - BEAUTY AND THE BEAT/1.R.S./A&M**

**21. SAMMY HAGAR - STANDING HAMPTON/GEFFEN**

**22. THE HUMAN LEAGUE - DARE/VIRGIN/A&M**

**# 5 MOST ACTIVATED**

**1. BOSS HOGS - JON PAUL & THE PAINTED LADIES**

**2. THE J. GEILS BAND - FREEZE-FRAME/EMI AMERICA**

**3. JOAN JETT & THE BLACKHEARTS - I LOVE ROCK 'N ROLL/BANDWALK**

**# 4 MOST ACTIVATED**

**4. THE POLICE - GHOST IN THE MACHINE/AM**

**5. BLIND DATE - LASH OUT/BANDWALK**

**# 3 MOST ACTIVATED**

**6. LOVEBOY - GET LUCKY/COLUMBIA**

**7. PRISM - SMALL CHANGE/CAPITOL**

**8. SCORPIONS - BLACKOUT/MERCURY/POLYGRAM**

**# 2 MOST ACTIVATED**

**9. THE POLICE - GHOST IN THE MACHINE/AM**

**10. BLIND DATE - LASH OUT/BANDWALK**

**# 1 MOST ACTIVATED**

**11. LOVEBOY - GET LUCKY/COLUMBIA**

**12. PRISM - SMALL CHANGE/CAPITOL**

**13. SCORPIONS - BLACKOUT/MERCURY/POLYGRAM**

**# 5 MOST ACTIVATED**

**14. IRON MAIDEN - NUMBER OF THE BEAST/HARVEST/CAPITOL**

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**19. JAY FERGUSON - WHITE NOISE/CAPITOL**

**20. GENESIS - ABACAB/ATLANTIC**

**# 4 MOST ACTIVATED**

**21. THE GO-GO'S - BEAUTY AND THE BEAT/1.R.S./A&M**

**22. SAMMY HAGAR - STANDING HAMPTON/GEFFEN**

**# 3 MOST ACTIVATED**

**23. THE HUMAN LEAGUE - DARE/VIRGIN/A&M**

**# 2 MOST ACTIVATED**

**24. IRON MAIDEN - NUMBER OF THE BEAST/HARVEST/CAPITOL**

**25. FRANKE & THE KNOCKOUTS - I AM THE MILLENIUM/RCA**

**# 1 MOST ACTIVATED**

**26. ASIA - GEFFEN**

**27. THE CHARLIE DANIELS BAND - WINDOWS/EPIC**

**28. DUKE JUPITER - 1 COAST TO COAST/CBS**

**29. JAY FERGUSON - WHITE NOISE/CAPITOL**

**30. GENESIS - ABACAB/ATLANTIC**

**# 5 MOST ACTIVATED**

**31. THE GO-GO'S - BEAUTY AND THE BEAT/1.R.S./A&M**

**32. SAMMY HAGAR - STANDING HAMPTON/GEFFEN**

**33. THE HUMAN LEAGUE - DARE/VIRGIN/A&M**

**# 4 MOST ACTIVATED**

**34. IRON MAIDEN - NUMBER OF THE BEAST/HARVEST/CAPITOL**

**35. FRANKE & THE KNOCKOUTS - I AM THE MILLENIUM/RCA**

**# 3 MOST ACTIVATED**

**36. ASIA - GEFFEN**

**37. THE CHARLIE DANIELS BAND - WINDOWS/EPIC**

**38. DUKE JUPITER - 1 COAST TO COAST/CBS**

**39. JAY FERGUSON - WHITE NOISE/CAPITOL**

**40. GENESIS - ABACAB/ATLANTIC**

**# 2 MOST ACTIVATED**

**41. THE GO-GO'S - BEAUTY AND THE BEAT/1.R.S./A&M**

**42. SAMMY HAGAR - STANDING HAMPTON/GEFFEN**

**43. THE HUMAN LEAGUE - DARE/VIRGIN/A&M**

**# 1 MOST ACTIVATED**

**44. IRON MAIDEN - NUMBER OF THE BEAST/HARVEST/CAPITOL**

**45. FRANKE & THE KNOCKOUTS - I AM THE MILLENIUM/RCA**

**46. ASIA - GEFFEN**

**47. THE CHARLIE DANIELS BAND - WINDOWS/EPIC**

**48. DUKE JUPITER - 1 COAST TO COAST/CBS**

**49. JAY FERGUSON - WHITE NOISE/CAPITOL**

**50. GENESIS - ABACAB/ATLANTIC**
Second Quarter Country LP Releases Feature Top Stars

by Tom Roland

NASHVILLE— Plenty of new country product should make it to the retail level during the second quarter of 1982, as the major labels in Nashville anticipate a heavy release schedule over that includes product from the likes of Hank Williams, Jr., Conway Twitty, Ronnie Milsap, the Statler Brothers, Juice Newton, Don Williams, Sara bara Mandrell, Mickey Gilley, Rosanne Cash and Merle Haggard & Willie Nelson.

Reaction to the current trends in sales varied among label representatives from the optimism expressed by MCA's Choo Doherty and Stan Byrd of Warner Bros. to a more guarded attitude expressed by RCA vice-president of marketing Joe Galante. Said Galante: "I think the entire business environment is not lending itself to a positive attitude on the consumers' side, so we're cautiously optimistic. I don't look for any lines at the record stores to buy our product right away."

The largest flow of product scheduled includes a dozen titles from the CBS-affiliated labels, according to Roy Wunsch, vice president of marketing for CBS Nashville. Projects expected include albums by Moe Bandy, Rosanne Cash, Larry Gatlin, Mickey Gilley, Charly McClain, Ronnie McDowell and Tammy Wynette.

The RCA expected are two surprising duet albums: a project by Merle Haggard and Willie Nelson and a bluegrass-influenced collaboration between Jerry Scroggins and Tom T. Hall. Wunsch felt the latter project "may be the ticket for the second quarter of this year as far as something busting out."

Columbia and Epic will have offerings in a trio of albums from developing artists, releasing the debut by Calamity Jane, as well as the latest from Billy Joe Shaver and Billy Swan.

RCA will release nine "12" packages during the second quarter, although some of its biggest sellers for the quarter may come from product that was released in the latter part of March, that being the current LPs by Dolly Parton and Charley Pride. Second quarter releases for the label include Ronnie Milsap, Leon Everette, Sylvia, Steve Cropper, Jerry Reed, Ray Stevens and the Osborne Brothers. Retailers and distributors can expect the collective effort of Gary Stewart and Dean Dillon, plus an RCA country anthology.

Elektra/Asylum will add eight additional titles under its marketing campaign, "You Don't Have To Be A Cowboy To Love Country Music," to the second period offerings, according to Ewell Russell, general manager of the label's Nashville division. The latest schedule includes product from Hank Williams, Jr., the Bellamy Brothers, Eddy Raven, Tompall and the Glaser Brothers and Mel Tillis.

Cannery Show To Benefit NARAS

NASHVILLE — A Southern Writers Group USA showcase has been set for the Cannery Monday, April 5, with proceeds from the five dollars admission charge to benefit the Nashville chapter or NARAS. Some of the performers scheduled to appear include Dickey Lee, Freddy Weller, Steve Giss, Kent Robbins, Aaron Willburn, Hunter Moore and Tammie Cason.

NARAS WELCOMES EXIT/IN — The Nashville chapter of NARAS recently hosted a benefit with David Frizzell and Shelly West performing two shows. The event also marked the long-awaited grand re-opening of the Exit/In. Pictured after the performance (l-r): Nashville: Frizzell; Frank Jones, director of operations, Warner Bros; Nashville; West; Joe Mosches, president, NARAS Nashville; and Jack Brumley, manager for Frizzell and West.

CBS Debuts Historic Artists Label

NASHVILLE — CBS Records/Nashville will debut a new label, the Columbia Historic Edition, in late March to present special reissue offerings of material by country music pioneers.

At the outset, a six-album collection compiled from the CBS Archives and New Company Offers Unique Lounge Service

NASHVILLE — The Entertainment Connection, a Topeka-based company, has created an innovative service placing live entertainers in the hotel/motel lounge circuit, guaranteeing work for developing artists and assisting hospitality managers the proper form of entertainment within budget limitations.

Lee R. Barnett and Dr. Jim Haines have organized the service with the aid of manager Ken Kragan of Kragan & Co., who organized an advisory committee for the project and Robert Brock and Sam Pollock of the Brock Hotel Corp. Citing the diminishing interest of the general public in the lounge circuit, Barnett and Haines offer a service which will analyze the particular entertainment needs of contractors to determine what brand of music is most suitable for the event or the venue's prospective clientele. The Entertainment Connection will then consistently provide the club's entertainers while handling all performer paychecks, benefits and vacation time, functioning as an intermediary between the lounge and the artist.

The service should free lounge management to concentrate its efforts in areas other than booking, and the procurement of appropriate quality performers should also increase the outlet's bar sales.

In addition, the firm expects to help develop many of the acts it represents. As an initial step, the company is compiling video tapes featuring well-known personalities who offer tips on performing techniques and business ethics to the budding artists.

Williams Memorial Set For June 6

NASHVILLE — The ninth annual Hank Williams Memorial Celebration has been set for Sunday, June 6, at the Hank Williams Memorial Park in the Mt. Olive West, Ala., 60 miles south of Montgomery.

In previous years, the Hank Williams Memorial, a non-profit organization seeking to preserve the heritage and legacy surrounding the fabled performer, will offer the event which features both national and local talent.

Artists wishing to appear should contact Ron Taylor at (205) 469-5075. Other inquiries should be directed to Edna Liller at Route 1, Box 33, Brantley, Ala. 36080 or by phone (205) 527-3119.

CBS/Nashville's Country Music Foundation for Michael Brooks and Bob Pinion, will be released featuring Gene Autry, the Sons of the Pioneers, Bob Wills, Spade Cooley, Lefty Frizzell and Lester Flatt and Earl Scruggs.

Not only will CBS attempt to market the series through traditional retail outlets, but the label will also engage in a mail-order campaign through its distribution center in Terre Haute, Ind. The mail-order push will be waged through five magazines: True West, a western history publication; Goldmine and Mountain Music; and Country Rhythms, a country consumer-oriented magazine; and Mother Earth News. All advertising will be geared so that the effectiveness within each magazine can be monitored.

"One of the reasons why I feel that there's an opportunity for this series is that there is interest in vintage music," said Jim Carlson, Columbia product manager at CBS/Nashville, "as evidenced by the entry of Time-Life and the Smithsonian Institution. And it's not just happening in country. Epic Records has recently launched two double-pocket rockabilly sets, as well as the Okie series that includes jazz, blues, soul, western swing and R&B.

"Columbia has always been a leader in whatever music was currently happening in the marketplace," added Roy Wunsch, the president of marketing for CBS/Nashville, "but we are also a company that feels an obligation to the musical heritage we have founded.

Each of the first six releases will include at least one cut that was previously unreleased, with the Sons of the Pioneers, collection containing six unreleased selections.

RCA Spring Program Spotlights 16 Albums

NASHVILLE — RCA Records' Nashville division has created a spring marketing program entitled "Country Music: The Great American Story," offering customer promote on 16 country albums from March through April 23.

Releases covered in the program include the latest projects from Razy Bailey, Alabama, Eddy Arnold, Waylen Jennings, Louise Mandrell and RC Bannon, Dolly Parton, Charley Pride, Jerry Reed, Ray Nelson and Dean Dillon. Other albums included in the program at MCA's "There's No Gettin' Over Me" and "Greatest Hits" albums, plus further greatest hits compilations by Jerry Reed, Pride, Jim Reeves and Patsy Cline.

"The Great American Story" features pre-packed point of purchase aids, including two different theme posters and 1x1s and 2x2s of each artist.

OAKS WORK FOR CHILDREN — The Oak Ridge Boys recently completed a series of 30- and 60-second public service announcements as part of the group's Stars For Children campaign for the prevention of child abuse. The song featured in the segments, "Be A Star For The Children," was penned by Jimbob Hinson and Michael Foster. Picture are (l-r): Rich Redmond and Dewey Bockoski of the group; Kathy McClintock, associate producer; William Lee Golden of the group; and Paul Jackson, associate producer.

Cash Box/April 3, 1982
Dear NARM Members

Thank you for the genuine support I’ve received from you in the past year –

GIVE THE GIFT OF MUSIC

Epic RECORDS/NASHVILLE
COUNTRY

COUNTRY COLUMN

IT'S A VIDEO WORLD — The Nashville Music Assn. (NMA) hosted its first Nashville Film/Video Showcase at Kingwood Film Studios on St. Patrick's Day. More than 200 industry execs witnessed the demonstration of Nashville's video production, sampling the final products of a dozen video houses in the Music City area.

Thanks to the efforts of the NMA's Film/Video division, those in the Music City business should be more than satisfied that Nashville can produce visual waves with quality equivalent to anything done on either coast. Film firms featured include Celebration Prods., Inc.; Julian Cole Prods.; Film House, Inc.; Fireside Prods.; Korine/Dunlap Prods.; Dyan Goslin Prods.; Scene Three, Inc.; SMS Prods.; Spiller/Johnson; Thom 2 Prods., Inc.; Video South, Inc.; and Xanadu. According to Dale Franklin-Cornelius, who heads the NMA, the organization hopes to make a similar presentation to the local business community.

Other upcoming NMA events include a fundraiser on May 31 at the Cannery with Pam Tillis, the Piggys and John Scott Sherrill. The NMA is also working in conjunction with WKDF-FM. The WKDF “Street Hits” album, containing 10 cuts by unsigned local artists, goes on sale at the station's half-price fair April 4 (proceeds benefit the NMA) and co-sponsored “One For The Sun” concert should be presented in late-May.

JUSTIN TIME FOR HIGH NOTE COUNTRY WEAR — Roy Clark and Hank Williams, Jr., are the latest entries into the country world of fashion. Clark was spotted at Roy Clark's Western Store at the Knoxville World's Fair May 1, offering such predictable ditties as belts and buckles, Justin Boots, and Hee Haw covers. Beethoven, meanwhile, will debut Hank's Montana Exchange, a facility connected with the Hank's Place nightspot in Paris, Tenn., in June. While his latest album, “The Pressure Is On," is still selling well — nearing gold status according to Elektra/Asylum — his “High Note” follow-up can be expected in mid-April. With a Southern tour set to begin April Fool's Day, he should be demonstrating just how well a country boy can survive when he sets off for Alaska in May on a bear hunting expedition.

REEDINGWITH A GOLDEN THUMB — RCA's Jerry Reed is certainly getting a media blitz to support his forthcoming album, "The Man With The Golden Thumb." While in New York recently, Reed was covered by such stalwart music publications as Golf Digest and Inside Sports. On the serious side, Reed met with writers from each of the New York-based country magazines. In addition, he taped Country Close-up, a one-hour radio program hosted by Glen Campbell that can be heard in more than 200 markets. He also taped a Dean Martin NBC-TV special in California and made the March 24 edition of Good Morning America.

COUNTRY BUSINESS

CONLEE NAMED AMBASSADOR — John Conlee was named as the ambassador of tourism for his home state of Kentucky on St. Patrick's Day by Governor John Y. Brown. Brown and his wife, Phyllis George, TV personality, celebrated their third wedding anniversary. Pictured at Lexington's Kentucky Horse park are (l-r): George, Conlee and Brown.

CMA IN SUPPORT OF ANTI-TAPING BILLS — The Country Music Assn. (CMA) is asking members to write their congressman and members of the Senate and House Judiciary Committees urging them to support bills currently before each committee. The bills are H.R. 5705 (The Mathias Amendment) and H.R. 5706, which would put an end to piracy on blank audio and video tapes and equipment. To aid in the cause, which effects songwriters, publishers, artists and labels in particular, contact the CMA.

ALABAMA BULLISH ON A BEAR MARKET — Alabama was recently invited to the White House, where it provided the entertainment for a tribute to University of Alabama football coach Paul "Bear" Bryant, who was the winningest coach in college football history last season by registering his 350th career victory. The four-man band offered a special lyrical-altered version of "My Home's In Alabama," in honor of the Crimson Tide commandant. The group has also been bullish at the retail level. Each of the band's three albums is in the Top 15 on the Cash Box country album chart, with "Mountain Music" at No. 4, "Feels So Right" at No. 3, and "My Home's In Alabama" checking in at No. 5 bullet.

COUNTRY COMES HOME AGAIN — The second annual Country Comes Home, a two-hour special on the CBS television network, is slated for an April telecast. Among the featured performers are: Roy Acuff, Alabama, Chet Atkins, Boxcar Willie, Rosie Carter, Johnny Cash, Earl Klugh, Kris Kristofferson, Loretta Lynn, Taffy McElroy, John McEuen, Anne Murray, Jimmy C. Newman, the Oak Ridge Boys, Billy Swan, Hank Thomas, Mel Tillis and Don Williams.

WORLDWIDE PRIDE — Charley Pride left March 23 for a 19-day trek through New Zealand and Australia covering 15 cities overall Down Under. An unnamed marketing survey tabbed Pride as one of the Top 5 most-recognized entertainers around the globe. His state-of-the-art "Charley Sings Everybody’s Choice" will be released Stateside the last week of March, while Pride makes his appearances in Oz. His tour concludes with an April 14 date at the Blaisdell Arena in Honolulu.

TELEVISION TIDBITS — Jim Ed Brown was recently featured on Chattanoogas' PTA Magazine, where the public was given a taste of the artist on the road, at home and in front of the TV screen. Other newsmakers include Brenda Lee, who appeared on CBS' Johnny Cash and the American Cowboy special. The yet-to-be-aired program was taped in Kerrville, Texas March 24. "Upcoming Love Boat episodes will include such notable country personalities as Dottie West and Minnie Pearl," said George Jones, who hit the bacon-and-eggs circuit when he appeared on Good Morning America March 16.

NARAS, BELMONT SPONSOR SEMINAR — The Nashville chapter of NARAS and the music business division of Belmont College's School of Business will co-sponsor a seminar entitled "Recording Industry Economics: A Poor Man's Follies" April 1 from 1-5 p.m. at the campus' Massey Auditorium. The seminar features keynote speaker Harold Vogel, who serves as vice president an senior entertainment industry analyst at Merrill-Lynch, Pierce, Fenner and Smith in New York. In addition to Vogel, a panel of industry people will be present, including Jim Foglehong, president, M.C. Records/Nashville; Lynn Shultz, vice president, Capitol-EMI America/Liberty; and Dr. David Baskerville, author of the "Music Business Handbook and Career Guide."
Frizzell & West Are Having Bus Trouble.

With two albums on the charts and a single headed for the top, what else would you expect?

David and Shelly pulled away from the pack last May with the release of their first album, Carryin' On The Family Names (BSK 3555). And when they were honored as the Country Music Association's Duo Of The Year less than six months later—after "You're The Reason God Made Oklahoma" (WBS 49650) hit Number One—there simply wasn't time to worry about routine maintenance.

Then The David Frizzell And Shelly West Album (BSK 3643) was released, and the tour dates didn't stop. Their bus, unfortunately, did, just as the Academy of Country Music announced three Frizzell & West nominations—for Song Of The Year, Single Record Of The Year and as Duet Of The Year.

Right now, "Another Honky-Tonk Night On Broadway" (WBS 50007) is climbing the charts, but David and Shelly aren't celebrating—they just bought a new bus.

And don't laugh: it's paid for.

WARNER COUNTRY. THE NAME BRAND.

Rex Allen, Jr.        Karen Brooks        Rodney Crowell        Frizzell & West
John Anderson Bandana Jimmi Cannon        Gail Davies          Emmylou Harris
Rodney Crowell        Gail Davies          Guy Clark
Frizzell & West        Emmylou Harris       Con Hunley
Con Hunley            Gary Morris          Buck Owens
Gary Morris            Judy Taylor
Buck Owens            Wright Brothers

On Warner Bros. and Warner/Viva Records and Tapes.
MOST ADDED COUNTRY SINGLES
1. FINALLY — T.G. SHEPARD — WARNER/Curb — 48 ADDS
2. I DON'T KNOW WHERE TO START — EDIE RABBITT — ELEKTRA — 24 ADDS
3. WHEN YOU FIND HER, KEEP HER — THE WRIGHT BROTHERS — WARNER BROS. — 22 ADDS
4. RING ON HER FINGER, TIME ON HER HANDS — LEE GREENWOOD — MCA — 21 ADDS
5. BROTHERLY LOVE — GARY STEWART & DEAN DILLON — RCA — 20 ADDS
6. FORTY AND FANCY — RAY PRICE — DIMENSION — 17 ADDS
7. ANOTHER CHANCE — TAMMY WYNETTE — EPIC — 16 ADDS
8. LYING MYSELF TO SLEEP — NOEL — DEEP SOUTH — 15 ADDS
9. ONE BY ONE — KAREN — KOALA — 14 ADDS
10. REACH FOR THE LOVE — BUFFALO & BRANDY — KM — 15 ADDS

MOST ACTIVE COUNTRY SINGLES
1. JUST TO SATISFY YOU — WYLAN & WILLIE — RCA — 55 REPORTS
2. MOUNTAIN MUSIC — ALABAMA — RCA — 43 REPORTS
3. YOU'LL BE BACK (EVERY NIGHT IN MY DREAMS) — THE STATLER BROTHERS — 43 ADDS
4. TEARS OF THE LONELY — MICKEY GILLEY — EPIC — 42 REPORTS
5. ALWAYS ON MY MIND — WILLIE NELSON — COLUMBIA — 33 REPORTS
6. THE WINTER OF OUR LIVES — EAGLE — 33 REPORTS
7. KANSAS CITY LIGHTS — STEVE WARNER — RCA — 30 REPORTS
8. SPEAK SOFTLY (YOU'RE TALKING TO MY HEART) — GENE WATSON — MCA — 30 REPORTS
9. YOU'RE NOT EASY TO FORGET — DOTTIE WEST — LIBERTY — 29 REPORTS
10. DON'T LOOK BACK — GARY MORRIS — WARNER BROS. — 28 REPORTS

Stars Pace Second Quarter Releases
(continued from page 40)
clude an album by country legend Roy Acuff, the first solo effort by Dave Rowland of Conway Twitty's #1 Country Classics, Vol. 1, the first of two LPS documenting Conway Twitty's #1 chart successes. MCA has five definitive projects planned for April and May, with a few more, including a set from Texas Hall of Famer Jerry Clower, tentatively anticipated in January. April will see the release of Greenwood's debut, "Inside Out," John Conlee's fifth LP, "Bubba," and "Listen To The Radio" by Don Williams. The latter release, behind the title cut, which will be the first single, will be promoted through radio spots sent to stations on disc, advising listeners to "listen to the radio." The month of May will mark the release of the latest records by two MCA females, Terri Gibbs and Barbara Mandrell.

PolyGram Releases
Polymag has four albums scheduled for the three-month period, including the Statler Brothers, the Kendalls, Tom Jones and Reba McEntire. Additionally, according to Joe Poldor, vice president in charge of the label's Nashville office, retailers can expect singles from Tom T. Hall and Jerry Lee Lewis, culled from the company's vaults, and a debut single from Sylo.

The胶囊/E&M/Liberty group has three definite releases scheduled from Juice Newton, Mel McDaniel and Bobby Smith. According to Ramona Cain, assistant coun- sel to the label's vice president, Gary Strickland's remaining offerings from Anne Murray and Kenny Rogers are also possibilities.

The Warner Bros. "Deep In the Heart of Country" campaign will concentrate mostly on pre-released material, as the only album scheduled during the period is one by newcomer Karen Brooks. Retail solicitations should also start on late first quarter releases by Gary Morris and Rex Allen, Jr.

EXPANSION IN SIGHT FOR JAMBOREE U.S.A. — Edward R. Boyd, president of Columbia Pictures Communications Group, has announced the development of a separate James Bond U.S.A. Inc. division due to the growth of international demand for music products involving Bond. In addition to our expansion into television syndication, we plan to utilize our expertise in live concerts around the country. We are presently contracting with several groups to produce Jamboree In The Hills shows in various areas. The Jambooree U.S.A. Inc. division will continue to produce the television and syndication for existing shows, as well as the live Saturday night show, as well as Jamboree In The Hills, the summer festival. In addition, Wheeling's Capitol Music Hall, the 50-year-old, 2,500-seat theater, will not only continue to house the Saturday night Jamboree U.S.A. show, other live performances including Broadway productions and rock and other popular music concerts will be held at the facilities. Mike Hopkins, general manager of Jamboree U.S.A., Inc., will be in charge of all the Capitol Music Hall programs, as well as assisting Boyd with the syndication and road shows.

PERSONALITY PROFILE — While attending college in 1965 at Texas Tech in Lubbock, Jim Strickland was introduced to the music business. While a member of the program director and new director for Top 40 station KBIG. Interested, at that point in news, more music for Jim Strickland left for country-oriented KVHT/Austin in 1970 to handle the morning drive-newscast. It was a short time, however, in 1971 Strickland returned to his director's chair in Lubbock, KVHT for KZKS/Bakersfield, will take over the swing shift for the 100,000-watt country giant. Strickland will take over the duties as sports director. He comes to KVHT from the sports department at KOCO-TV (channel 5) in Oklahoma City.

In THE OUTDOOR — Bill Templeton was recently named to the position of music director at KEED/Eugene. Templeton most recently served for six years as program/music direc- tor for KMIP/Portland and KASH/Eugene. Bill Templeton has also worked in the industry for several years.

The WPXK-AM switches to "MUSIC OF YOUR LIFE" — Effective 6 a.m., March 17, WPXK-AM/Washington D.C. abandoned country and began programming "Music of Your Life," the big band format. The former country station switched to the "because the demand exists for this format," according to program director Dennis Reed. The format will include hit music from artists such as Frank Sinatra, Nat "King" Cole, Tony Bennett, Perry Como, The Mills Brothers, Rosemary Clooney, Glen Miller, etc. If you're over 30, this is your music, says vice president of sales, William Sherard. WPXK-AM, however, will continue to program a country format.

ANY JOBS OUT THERE? — Seven-year radio veteran D.J. Jones is presently in the market for a new position. Jones was a former country-sponsored staff member. Jones most recently was the midday personality on former CBS/Rutland, WUSD/Atlanta, Georgia. Jones will be a good fit for any market with a country format.

COUNTRY MIKE

COUNTRY'S PICKS

Jerry Adams KFDI/Wichita
Tim Perkins KCAN/El Reno
Rick Stevens KWKH/Shreveport
Dan Wells WDSD/Ypsilanti
Pam Green WHN/New York
Steve Wilmes WIRE/Indianapolis
Emil Hadaway WKFM/Flint
Bill Jones WKSJ/Mobile

I Don't Know Where To Start — Eddie Rabbitt
I Don't Know Where To Start — T.G. Sheppard
The General Lee — Johnny Cash
Take Time To Know Her — David Allan Coe
T.G. Sheppard — Warner/Curb
Johnny Cash — Scott Bros.
T.G. Sheppard — Warner/Curb
T.G. Sheppard — Warner/Curb
T.G. Sheppard — Warner/Curb
T.G. Sheppard — Warner/Curb
T.G. Sheppard — Warner/Curb

SOUTH AMERICA

The following American bands have played throughout South America:

The Doobie Brothers
Chicago
The Eagles
The Moody Blues
LED Zeppelin
The Who
The Beach Boys
The Grateful Dead
The Rolling Stones
Eric Clapton
Jethro Tull
ulk
The J Geils Band
 creed
The Marshall Tucker Band
Lynyrd Skynyrd
The Allman Brothers Band
The band has been praised for their talent and great songs. They have gone on to create more music and continue to tour around the world.
## Top 75 Albums

<table>
<thead>
<tr>
<th>#</th>
<th>Album Title</th>
<th>Artist(s)</th>
<th>Release Date</th>
<th>Label(s)</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Is Where You Find It</td>
<td>The Whispers</td>
<td>1980-07-21</td>
<td>Minit</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Yes It's You Lady</td>
<td>的帮助</td>
<td>1979-10-30</td>
<td>Motown</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Skyline</td>
<td>Al Green</td>
<td>1973-09-05</td>
<td>STAX</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>Tom Tom Club</td>
<td>Tom Tom Club</td>
<td>1979-08-21</td>
<td>Mercury</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>Something Special</td>
<td>The Three Degrees</td>
<td>1973-08-21</td>
<td>Philadelphia International</td>
<td>52</td>
</tr>
<tr>
<td>6</td>
<td>Your Wish Is My Command</td>
<td>The Four Tops</td>
<td>1969-03-10</td>
<td>Motown</td>
<td>15</td>
</tr>
<tr>
<td>7</td>
<td>Friends</td>
<td>Shalamar</td>
<td>1984-10-04</td>
<td>PolyGram</td>
<td>46</td>
</tr>
<tr>
<td>8</td>
<td>A Little Love</td>
<td>Aura</td>
<td>1991-01-01</td>
<td>RCA</td>
<td>97</td>
</tr>
<tr>
<td>9</td>
<td>The Duke Collection</td>
<td>I.A.M.</td>
<td>1982-11-22</td>
<td>Atlantic</td>
<td>11</td>
</tr>
<tr>
<td>10</td>
<td>Mr. Look So Good</td>
<td>Ronnie DeVoe</td>
<td>1983-08-12</td>
<td>BSO</td>
<td>10</td>
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<tr>
<td>11</td>
<td>Controversy</td>
<td>The Isley Brothers</td>
<td>1975-04-10</td>
<td>T-Neck/CBS</td>
<td>12</td>
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<tr>
<td>12</td>
<td>Why Do Folks Fall In Love</td>
<td>Gina Ross</td>
<td>1984-11-09</td>
<td>RCA</td>
<td>10</td>
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<tr>
<td>13</td>
<td>Dream On</td>
<td>George Duke</td>
<td>1979-06-30</td>
<td>Pe</td>
<td>15</td>
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<tr>
<td>14</td>
<td>I Am Loved</td>
<td>Peabo Bryson</td>
<td>1985-01-19</td>
<td>Capitol</td>
<td>14</td>
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<tr>
<td>15</td>
<td>Brilliance</td>
<td>Siedah Garrett</td>
<td>1984-08-22</td>
<td>PolyGram</td>
<td>28</td>
</tr>
<tr>
<td>16</td>
<td>Live &amp; Outrageous</td>
<td>Willie Jackson</td>
<td>1983-07-15</td>
<td>SP</td>
<td>19</td>
</tr>
<tr>
<td>17</td>
<td>Never Too Much</td>
<td>Luther Vandross</td>
<td>1979-01-19</td>
<td>PolyGram</td>
<td>16</td>
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<tr>
<td>18</td>
<td>Nightflying</td>
<td>Bar-Kay</td>
<td>1979-01-21</td>
<td>PolyGram</td>
<td>21</td>
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<tr>
<td>19</td>
<td>The Sisters</td>
<td>Roger Geode</td>
<td>1979-01-01</td>
<td>Atlantic</td>
<td>32</td>
</tr>
<tr>
<td>20</td>
<td>You've Got The Power</td>
<td>THIRD WORLD</td>
<td>1979-01-21</td>
<td>Columbia</td>
<td>35</td>
</tr>
<tr>
<td>21</td>
<td>The George Benson Collection</td>
<td>Warner Bros</td>
<td>1983-11-22</td>
<td>Warner Bros</td>
<td>10</td>
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<tr>
<td>22</td>
<td>19th Wonder</td>
<td>The Sugar Hill Gang</td>
<td>1981-03-10</td>
<td>Sugar Hill</td>
<td>15</td>
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<tr>
<td>23</td>
<td>Outlaw</td>
<td>Warner Bros</td>
<td>1969-09-01</td>
<td>RCA</td>
<td>21</td>
</tr>
<tr>
<td>24</td>
<td>Me And You</td>
<td>Ben E. King</td>
<td>1973-05-28</td>
<td>Fox/RCA</td>
<td>27</td>
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<tr>
<td>25</td>
<td>Taste The Music</td>
<td>Kleeer</td>
<td>1972-08-10</td>
<td>Atlantic</td>
<td>26</td>
</tr>
<tr>
<td>26</td>
<td>The Time</td>
<td>B. W. &amp; The G.I.'s</td>
<td>1979-10-01</td>
<td>PolyGram</td>
<td>21</td>
</tr>
<tr>
<td>27</td>
<td>Down Home</td>
<td>22 Hill</td>
<td>1980-09-01</td>
<td>Malaco/Malaco</td>
<td>29</td>
</tr>
<tr>
<td>28</td>
<td>Raise!</td>
<td>Earth, Wind &amp; Fire</td>
<td>1977-09-01</td>
<td>Columbia</td>
<td>17</td>
</tr>
<tr>
<td>29</td>
<td>Breakin' Away</td>
<td>Aruba</td>
<td>1980-09-01</td>
<td>RCA</td>
<td>37</td>
</tr>
<tr>
<td>30</td>
<td>Pure &amp; Natural</td>
<td>Capitol</td>
<td>1972-01-19</td>
<td>Capitol</td>
<td>23</td>
</tr>
<tr>
<td>31</td>
<td>Everything</td>
<td>The Gap Band</td>
<td>1980-09-01</td>
<td>PolyGram</td>
<td>33</td>
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<tr>
<td>32</td>
<td>Saturday Night Special</td>
<td>The Four Tops</td>
<td>1979-01-19</td>
<td>Motown</td>
<td>32</td>
</tr>
<tr>
<td>33</td>
<td>It's Time For Love</td>
<td>Teddy Pendergrass</td>
<td>1977-09-01</td>
<td>Phyllis</td>
<td>36</td>
</tr>
<tr>
<td>34</td>
<td>Who's Foolin' Who</td>
<td>One Way</td>
<td>1972-09-01</td>
<td>Minit</td>
<td>42</td>
</tr>
<tr>
<td>35</td>
<td>Come Morning</td>
<td>Grover Washington, Jr.</td>
<td>1980-09-01</td>
<td>Warner Bros</td>
<td>23</td>
</tr>
<tr>
<td>36</td>
<td>Put Your Arms Around Me</td>
<td>Angela Bofill</td>
<td>1978-09-01</td>
<td>Arista</td>
<td>39</td>
</tr>
</tbody>
</table>

### Baltimore 'Brilliance' – A&M recently hosted a listening party in Baltimore for Atlantic Starr's "Brilliance" LP. Pictured at the party are (l-r): Gwen Franklin, A&M, Motown, Record and Tape Collector; Bill Blankenship, Douglass Records; Robin Blaine and A&M's Art Barr, Sound Waves; Lynn Green, RCA merchandiser; Lee Michaels. WEEB: Alphie Wans, WWUM; unidentified guest; Nicole Lockett, guest; Randy Dennis, WEEB; Tim Watts, Sandy at a party, Markos, Memorial of the group and Zonation; and A&M's Tape Collector; Marzy Thomas, WWUM, Al Marks, A&M, Coris Anderson, WWUM, Mike Singleton, WEAA, and Carl Locthe, Recordmakers. Holding the LP in front are WWUM guests Donavan and Larry.
Watts The Word — The last year has seen a real turnaround for saxophonist Ernie Watts. A first class studio musician, Watts built his reputation performing on albums by such diverse artists as Barbra Streisand, the Crusaders, Earth, Wind & Fire, Boz Scaggs, Frank Zappa, Rickie Lee Jones and Quincy Jones. A permanent member of the Tonight Show orchestra, Watts soon built up a following of the most widely recognized saxophonists in America. Shortly after, he called a last call from Yak Jagger, asking him to replace Lee Allen as the saxophonist on the Rolling Stones tour. Playing night after night to stadium-size crowds, Watts soon built up a reputation as one of the most widely recognized saxophonists in America. Following off dates between his band, he did a solo album for Quincy Jones’ new Qwest label. The album, “Charity’s Of Fire,” has been steadily riding the jazz charts since its release, cementing Watts’ rep as a soloist and performer. Watts has also completed the recording of a new album, to be released later this year. The album, “The Live Show,” will be released next year.

On Jazz

CROSSING — Oregon-based crossover jazz artist Dan Siegel recently entered an exclusive recording agreement with Elektra/Asylum Records, which recently released his self-titled debut for the label. Priced following the signing are: (i) Kenny Butter, 1971, 200th anniversary of the birth of A&R Siegel; and Allen Kovac of TDA Management, which handles Siegel.

Sonic GREER — Drummer Sonny Greer passed away last week at the age of 86. Greer, frequently credited with being the man who brought Duke Ellington to New York, worked as a sideman, recording musician, drummer, Greer’s use of multiple percussion set-ups, including tam-tams, cymbals and bells, was a major part of the Ellington sound, especially during the composer’s “Jungle One” and “Cootie” arrangements.

Labels Reluctant To Test New Packages For Cassette Tapes

(continued from page 35)

president for AOL, said, “We spent $50,000.00 in development of the 4x9” flat wrap, and it didn’t seem to bring the industry any closer to agreeing on a single configuration.”

When Ben Fox, vice president at Shurewood, said the 6x6” package test also didn’t receive the proper distribution from retailers.

“We spent about $100,000.00 in development of the package and to get it properly tested,” Gilnett said. “But I see no movement by the industry to move closer to an industry standard.”

Convinced that as a manufacturer it’s in their interest to provide retailers with a cassette package that fits their existing fixtures, Dennis White, vice president of marketing for the label, said, “The ball is now in the retailers court.

“We are not planning any other testing of cassette packages at this time,” White added. “It’s up to the accounts to determine which package they want to use. I can’t force the issue by introducing a different package for each retailer. That’s just not logical.”

More Tests Needed

But, according to Joe Cohen, executive vice president of the National Assn. of Recording Merchandisers (NARM), more testing has to be done. His group recommends that, in addition to the test monitoring and qualitative review of test results, should be undertaken. The manufacturers have to take a chance on new packages,” he said. “Better controls on the way the tests are conducted would ensure that the industry could avoid the risk of the package not testing properly.

Stating vice president sales at Chrysalis, she added he agreed to sell two better cassette packages at this time. While continued, “It’s up to the accounts to determine which package they want to use. I can’t force the issue by introducing a different package for each retailer. That’s just not logical.”

With the labels not committing themselves to products at present to any cassette packaging, several companies, particularly the major labels, have maintained that incentive programs like WEA’s at least encourage dealers to test ways to open merchandise tape packages.

According to Harold Okinow, president at the Minneapolis-based Lieberman’s and chairman of NARM’s rack jobbers committee, “The WEA program is the best thing going because it would seem as though the industry will not be able to agree on one effective tape package.”

The WEA tape marketing incentive program requires participating dealers to purchase the following levels of product: WEA tape product, in-cassette display aids, and WEA tape products. To qualify, a dealer must openly display tapes so that they can be handled by the consumer, who can then select titles for purchase and take them to the sales counter without help of sales staff. The cassette tapes, according to WEA, can be displayed in attractive in-cassette displays and packaging designed to cut pilferage.

Many of the racks, which have been using a variety of enhanced packaging techniques — (continued on page 52)

(continued on page 52)

Pendergrass Stable Following Surgery

by Jeffrey Ressner

LOS ANGELES — Philadelphia International Records artist Teddy Pendergrass underwent a three-hour operation March 30 at a hospital in Philadelphia, resulting from an auto accident that left him horizontally paralysed from the chest down earlier this month. According to hospital publicists, the R&B performer has undergone a “tolerated surgery well” and, at press time, was listed in “stable condition.”

Pendergrass, who was handled by both neuro- and orthopaedic surgeons at the Thomas Jefferson University Hospital Regional Spinal Cord Injury Center in Philadelphia, Pendergrass was taken to the hospital to undergo an intensive care unit to awaken from the anesthesia and remain under close observation for the next 24 hours.

At a half-hour press conference held after the surgery was completed, Frank Sweeney, M.D., a hospital administrator who described the operation in detail. Dr. Sweeney: “Mr. Pendergrass’ vertebrae column was stabilized from the 4th to the 12th vertebrae, from the bottom of the neck to the bottom of the neck. The fractured were extensive and care was taken so to prevent any injury to the spinal cord. Dr. Sweeney further stated that the stabilization procedure used a piece of bone, which was taken from his pelvis, enabling him to hold his neck erect and prevent the loss of any neurological function.

Currently, the soul crooner is paralysed and immobilized from the shoulders and elbows. Despite the physical trauma, however, Pendergrass was resolute in the belief that he would make a complete recovery, while awaiting the delicate operation, to the extent of singing in his hospital room. (continued on page 52)
INTERNATIONAL NEWS

Argentina

BUENOS AIRES — Heico Cuomo, president of Heico Cuacas, a branch of PolyGram in Argentina, is going to retire in short time due to illness. His duties will be fulfilled by Roberto Lopez, as general manager of the branch.

Mr. Cuaco joined CBS a few weeks ago as assistant to Cuaco and comes from a long career in the record business in Argentina, Chile and Mexico. His move in CBS has been the resignation of A&R manager Francisco Marafort.

Edersa Di Bella has been appointed sales manager of BGM Records, a company owned by Oscar Kirosky, which has been active for some time in the budget-priced field. BGM owns a huge amount of masters recorded on a flat fee basis by many well-known and successful artists of their stages of their careers, which allows the label to offer lower than usual prices, since no royalties are involved. Now the company will work markets a stronger profile in several parts of the country and has released a single cassette with tunes dedicated to soccer club students and artists which this year has been starring the "B" class games, after losing his "A" class status last season. The comeback has attracted thousands of fans to the fields and will probably sell cassettes.

Ruben Aponte, head of Intercord, is returning to Europe and will be using the next few months to secure new catalogs for his company. As we have reported before, he recently signed a deal with the RIIA labels, and several indie productions that will be marketed during this season. Now he has been conducting negotiations toward the PBS and France and is helped by his extremely successful handling of the K-Tel line in this market during the past years.

Mario Kaminsky of Micronet has reported to Cash Box that his project to start the operation of the "cassette club" in Argentina, in le with Editorial Perinola publishers of several magazines, and a curating of the artistic roster, which will be limited to the strongest names of the moment.

Adolfo Pino of RCA has returned from a trip to Spain and the States as part of his duties of foreign publisher. As it is known, the regional offices, headed by Pino, were moved some time ago from Rio de Janeiro to Buenos Aires.

Brazil

RIO DE JANEIRO — On the subject of成功, the parade of the Division Onensamba schools (12 in all), took a mere 18 hours to complete, which must be some sort of record for what is after all a continuous song festival. Can anyone name any other event that can run it close? The winner this year was Imperio Serrano with the song "Bum, Bum Platicumbum Prugrunudum," its first win in 10 years. runner-up was Portela.

Every year, the parade was watched by a large number of music business celebrities from Brazil and abroad. Olivia Newton-John, John Travolta, and two of The Police were joined by Neil Sedaka, Regino, Jair Birkin, and on the Brazilian side by Roberto Carlos, Fala de Belem, Alcione, Roberto Carlos and Jorge Ben.

CBS has announced that Simon's latest album "Timeless," containing songs from EMI, has gone platinum (250,000 copies), and will now be released in the U.S. The decision was taken after the success which was achieved at the CBS convention in Puerto Rico.

One of Brazil's top singers Ellis Regina, died tragically under mysterious circumstances earlier in the year. Ellis was one of Brazil's most revered artists and with her style and class could quite possibly have cracked markets outside of Brazil.

Christopher pickard

japan

Tokyo — Total sales of Warner/Pioneer, in the 12th fiscal term (Nov. 21, 1980 to Nov. 20, 1981) reached 12.7 billion yen ($55.0 million), a 15% decrease from the prior fiscal year's total. But due to the lower figures, record sales brought in 10.9 billion yen ($43.3 million), down 14% from the previous year. Sales of domestic albums were 2.4 billion yen ($10.2 million), representing a 23% drop from the previous period. Artist and product that sustained the company sales for the period included Stars On John, Lennon, Rod Stewart, Queen, Christopher Cross, New Yorkers, Pongy, Grover Washlim, Jr., Donna Summer. Japanese music that was successful during the fiscal term consisted of "Siel Emiliano" by Tatsuro Yamashita, "Chage & Asuka," "Dokurakai Mouchoudi," and "You" by Eikichii Yazawa, and "Elkisa" and "Seiseiruten" by Masashi Sada.

Musemata, Inc., a new company established here by Discomate Record Co., Ltd. Toshiro Hoshino, managing director of Discomate, has been appointed president of the new firm. The purpose of the new company will be to control and manage Studio Discomate, which manufacturers original music for any advertisement and merchandising. Capital investment for the company is 10 million yen ($43,500), 50% of which is paid for by the company. The company is located at 114 of Pare Royal Akasaka, No. 1, 2-17-54, Akasaka, Minato-ku, Tokyo, Japan 107.

Akira Toyozumi who is chief of the business division of the Japan Phonograph Record Assn. (JPPA), was recently appointed official secretary of the JPPA, effective Feb. 10.

Kozo 0tsuka

INTERNATIONAL BESTSELLERS

Argentina

1. Enrique de Palacios — Zum Zum — Intercord
2. Quero Gucho Sobre Mi — Gap Band — PolyGram
3. Ana, Yo No Soy Tu Principe Azul — Silvestre — Music Hall
4. Quero, Quero Con Tu Corazon — Nico Velasquez — Intercord
5. Menta Y Limo — Roque Narvaja — Disco+Intercord
6. Sagra Corazon — Venero Barradas — Discos+Intercord
7. Te Quiero — Louis Pereas — Music Hall
8. Enamorado — Pardo B precaution — Discos + Intercord
9. Ensayo General — Aldo Monge — Micronet
10. Amor No Me Ignores — Camilo Sexto — Ariola/Micronet

Brazil

1. Top Ten Hits — various artists — CBS/ATC
2. The History of Pop — various artists — CBS/ATC
3. Hooked On Classics — Philharmonic Intercord — Intercord
4. Maria Elena Walsh — Maria Elena Walsh — K-tel/ATC
5. Elektric Love — various artists — CBS/ATC
6. Mix One — Malvado — Music Hall
7. Música Atormentada — various artists — CBS/ATC
8. Un Amante De Canto — Roque Narvaja — Discos+Intercord
9. Greatest Hits — various artists — CBS/ATC
10. Star Show Golden — various artists — Intercord

Japan

1. Bunka de Oshita — Masato Nakamura — Nippon Columbia
2. Wedding Bell — Sugar — For Life
3. Chako No Kaigan Monogatari — Southern All Stars — Victor
4. Aki Sweet — Seiko Takenaka — CBS/Sony
5. Ikenn Rouge Magic — Seiko Ishio, Ryuki Sakamoto — Victor
6. Irotsukui On Nandde Isekuryou — The Tigers — Polygram
7. Fela Of The Tamarins — Fela Kuti & Lagos All Stars — Polygram
8. Yuno No Tochu — Takuo Kikugi — Polygram
9. Susumu Yamaoka — Polygram
10. KobitoNito No Cafetera — Yoshiie Kishinawa — Nippon Phonogram
Record Industry Coalition To Support Bills For Home Taping Exemption

(CRT) The Edwards Bill is the House version containing the same points.

The first move by the coalition in support of the bill took place March 26, and then to follow the bill through its committee review and move to the House floor.

The coalition also said that members of the coalition's board would be encouraged to volunteer their time and resources to the bill. It was also noted that the bill would continue to be reviewed by members of the House and Senate committees.

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Diversity Marks New LP Releases

EXECUTIVE'S CONVENTION TO ZERO IN ON PROBLEMS FACED BY INDUSTRY

Lewow Jobs Katz — Katz Family Records has announced the appointment of Louis Lewow to vice president of national promotion and A&R. Prior to joining Katz Family Records he was associate director of national promotion for Epic/Portrayal in New York City.

Woodward Leaves PolyGram — PolyGram Record Operations International has announced that Brian Woodward has been replaced as senior vice president of the company’s London office. He had most recently been in charge of PolyGram’s U.S. record operations as executive vice president of Casablanca Record and Filmworks Inc. Prior to that assignment Woodward had occupied a key marketing position for PolyGram covering a number of European and South American countries.

Feinleige Named At Portrait — Portrait Records has announced the appointment of Bob Feinleige as national A&R, promotion, Portrait Records. Since 1978 he has served as director of international acquisition, EMI/OPA.

Decent Names di Cesare — Debbie di Cesare has been named director of operations at Decent Records, the new CBS-distributed label, di Cesare, formerly manager of artist development at Epic Records/Associated (Portrayal/CBS) since 1981.

Changes At Capitol — Capitol Records Inc. has announced the promotion of Linda Becker to director, artist publisher accounting. Prior to this she was manager, publisher accounting. Race leg of EMI’s London-based regional credit manager. Eugene Rossalis has been named manufacturing superintendent at Jacksonville. In September 1982 he was at the Roselle, New Jersey plant, as controller office manager, and in April he transferred to the Jacksonville plant as production service manager.

Foster Appointed At E/P/A — Gloria Foster has been appointed manager, administration, black promotion, E/P/A. She has been in various positions at CBS Records including manager, copyright department and manager, A&R administration.

Lester To Mega — Mega Records has appointed Heidi Lester as manager, artist relations. She will be based at Mega’s Berwin Entertainment Complex in Hollywood.

NARMS Convention To Zero In On Problems Faced By Industry


Final Sessions

The final business session, set for March 29, will include a video software workshop chaired by Russ Bach of WEA Corp. and Retail Management sessions chaired by Cal Simpson of Bad Records/Simpson’s Wholesale. Bach’s workshop will investigate the “role of the record and pre-recorded tape merchandiser” in the video market.

Goldman Named WCI Senior VP

NACM’s newly appointed senior vice president, music publishing divisions of WCI, Goldman will report directly to the office of the president and will also work closely with David H. Horowitz, co-chief operating officer and senior vice president, who is in charge of the recorded music operations of WCI.

The new WCI executive has an extensive background in the recording industry, including seven years spent with CBS Records in a variety of roles with direct responsibility for the domestic recording division including A&R administration and music publishing.

In 1974 he left the CBS post of manager, A&R, at CBS Records as its inception as executive vice president and general manager a job involving him in all areas of the company.

With Arista, Goldman was directly responsible for U.S. sales and distribution, music publishing and foreign operations while coordinating financial operation of the company.

Following Arista’s acquisition of the label in 1976, Goldman continues his additional responsibility of vice president, U.S. and Canadian operations for the Arista International Group.

Schipper Named To VP Post At Arista Records

NEW YORK — Wim Schipper has been named senior vice president, operations, Arista Records. In his new position, Schipper will supervise Arista’s international operations and will coordinate all music publishing, sales, finance, business affairs and administrative activities.

Schipper will also retain his posts as vice president and board member of the Arista International Group. He has also been president of Arista’s Benelux companies. In making the announcement, Clive Davis, president of Arista, said: “Wim comes to his new responsibilities with a record of exceptional achievements and wide recognition in the role of key figure in Arista’s international growth. It is with great pleasure that I welcome him to Arista and America.”

J.B. Fields bows

NEW YORK — Judi Barlowe Fields recently opened her own management company, J.B. Fields Entertainment, at 33 East 21st Street, Medley and Danny Wells. The company’s address is 9777 Wilshire Blvd., Beverly Hills, Calif. Suite 606. The telephone number is (213) 274-8437.

Roland Young

Young Named Creative Services VP At Chrysalis

LOS ANGELES — Roland Young was recently appointed vp of creative services for Chrysalis Records. In his new post, Young will oversee all corporate and artist graphic direction at the label.

He will also be involved in planning album artwork and trade and consumer advertising layout, in addition to coordinating audio facets as they pertain to the overall project.

Before accepting his new position, Young was self-employed at Roland Young Design. Prior to that, he was director of graphics at A&M from 1970-80.

Commenting on the appointment, Chrysalis president Sal Licata said, “With Chrysalis Records constantly exploring new creative avenues, we are extremely excited to have Roland join the company. His contemporary insight and creativity will be an incredible asset to our company, as well as our artists.”

Diversity Marks New LP Releases

(continued from page 14)

release of the Regina Gun with LP and Cassette, "Stuff Like True Democracy." In the R&B arena, an extensive list of releases is due, including such Solar sets as Carrie Lucas’ "Still in Love," Collage’s debut "Do You Like Our Music?" and a new Midnight Star LP. Other top R&B releases from E/A include "Ring Police" (see page 56), "Price of Love," "Thoughts," "Side Effect." "All Aboard," and a new Leon Ware album.

In the jazz vein are new E/Musician sets from Billy Cobham, Bobbi McCrae, Fred McCrae, Ben Tucker, Billy Cobham, Bobby McCrae, The Bud Powell Trio, Max Roach and Clifford Brown and Joe Alleyne. The remaining new sets of note include Lewis’s "Close Up," an album of hits by Warren Zevon’s "The Envy," Jess Colin Young’s "The Perfect Flight," "Earl Van Leyen with Teenie Masters," George Strial, Patyi Click & Jim Reeves and a Brenda Lee greatest hits package.

Motown — Joining Wonder and James Brown alternatives, "Smiling Carolyn" (making her debut label), David Rutner, Switch, the Stone Canyon Band and Jess Anderson.

PolyGram — The Four Tops are due to deliver their second PolyGram LP in June, while surprise R&B newcomer Junior will have his debut album out in April. Vangelis, who was previously represented in the Top Five with "Chariots Of Fire" will have a new set out in May. Also expect new progressive sets from Zapp, Johnny Van Zant, Tom Jones, and Fatback.

RCA — Trooper’s "Money Talks" is being touted by the label as a big second album. They are confident that they can catch in their wake the Ritchie Family ’s "I’ll Do My Best," Rare Earth’s "Tight And Hot," a four-song EP from Bow Wow, "J.R." a slice of new music from "The Definitive Collection" and RCA’s top country acts is also set, in addition to a number of new Red Seal classical titles.

The label also plans to ship approximately midprice LPs, including a number of albums in the "Real Deal" category (see separate story).

Warner Bros. — "This Band Is Called The Talking Heads," a live set, is presently shipping, while due from the label April 14 are "For The Love Of" from Atkin, Linda Ronstadt, John, Robert Palmer and Alessi. Due April 28 is new product from Ambrosia, William Bell, "Golden Gate," "Soul Flower," and "Bax." M. Also slated for the same date is release of the Marshall Tucker Band "...During Dark Times." May 12, new albums are scheduled to arrive from Leo Sayer, 10 cc, Ry Cooder, Tom Verlaine, The Pat Metheny Group, Kid Creole and the Coconuts and a new vault set from The Dave Clark Four.

Graham, May 26 will see release from Karen Brooks, Nicollete Larson, Kraftwerk, Gary U.S. Bonds, Audience and a new label set from Deodato, David Frizzell and Fleetwood Mac.

(For a complete listing of country album release, see separate story on page 40).
Call-in Programming On The Rise At Major Market Radio Stations

(continued from page 38)

manage at news/talk outlet WINS-New York, decided last December to run his own psychological talk show, hosted by Dr. Harry Sobel, every weekday between 12 noon and 2 p.m. Unlike the other shows, Dr. Sobel’s usually includes guests. ’Hell have you experts on psychology, who will mentor some of the teenage kids,’ said Fish. ’Sometimes someone will just up and call to talk about their problems, but he has a guest on 80% of the time.

While Sobel may have homosexuality experts speak on his show, Fish is hesitant to be a part of a show that gets really popular across the country, we might consider it,” he said. ’But Boston is different from New York and Los Angeles because of the influence of the Roman Catholic church.’

First time because he added Dr. Sobel’s show in the middle of the Fall of 1987. Arub book, it is still too early to gauge its effect on his station’s shares.

Pop ToClassically Featured In Second Quarter Midlane Releases

(continued from page 34)

Decca Years’; Red Nichols & His Pennies, ’1926-31 Narragansett Brownies’, Tommy Roe, ’Greatest Hits’.

Polygram


RCA


Real Deal — $6.98: Lionel; ’Words & Music’; Paul McCartney’s ’On the Rise’.

Colorful Merchandising Aids For Home Vid Games

(continued from page 30)

many (Mattel’s hardware), built-in instruction roll for 10 games, one demo cartridge and 50 consumer brochures. Both displays require hook-up to a TV. Additional support comes from media and dealer co-op advertising.

7” by Calling its family available itself of the untold possibilities inherent in electronic hard- and software. There appears to exist a definite need for some type of the workplace to handle all concepts, in the new business, including music, games, movies and other forms of recreational animations. United, these modes of communication may usher in a whole new era of education and episcopalianism just as not to mention untold new sales for forward-thinking record merchandisers.

Home Video Games

(continued from page 29)

The video game business is still in its infancy, according to a number of those in the industry, and it’s only now beginning to draw attention. In the last six months, the industry has grown from a novelty to a major business, including games, movies, music and other forms of recreational animations. United, these modes of communication may usher in a whole new era of education and episcopalianism just as not to mention untold new sales for forward-thinking record merchandisers.
AROUND THE ROUTE
by Camille Compasio
A number of major Bally distributors from various areas of the country flew into town to spend some time at the factory's Bensenville facility for a first-hand test of the new “Rapid Fire” machine, which resulted in quick spreading Rapid Fire “fever,” according to Tom Nieman, marketing vice president of Bally Pinball Division. Their unanimous approval and subsequent pre-selling in the field was indeed like old times, as Tom told us, “This is the first game in a long time that has generated this kind of pre-selling activity,” he said. The machine was officially unveiled at the March 26-28 AOE convention, following which it was scheduled for full production at the plant. The Rapid Fire pin offers space combat, fast action gun mechanism, pistol grip control, unique cabinet design, eye-level display panel and much more, to entice the player who’s looking for that something extra in a game. Needless to say, Bally is very enthusiastic about this piece. Also learned from Tom that Bally has another exciting pinball coming up for release very shortly.

The March 15 edition of the Chicago Sun-Times ran a nice photo of Midway’s “Pac-Man” along with some copy about the March 20 opening of the Midway Park in the city. (continued on page 62)

KEYNOTE ADDRESS — AMOA president Leoma Ballard is pictured giving the opening address at the 10th AMOA Notre Dame Seminar.

Informative Sessions Highlight AMOA Notre Dame Seminar

CHICAGO — The annual AMOA Notre Dame Seminar is among the association’s most popular functions and this year’s event, AMOA’s tenth, held March 5-6 at Notre Dame University, was no exception. Dr. John Malone, a university faculty member and a seminar participant for nine consecutive years, conducted a very informative session on What Every Operator Needs To Know About Financial Analysis.

In his presentation, Dr. Malone discussed the general economic environment and various influencing factors such as current government deficits that cause interest rates to remain high, a sluggish economic recovery with continued high interest rates and continued inflation and a continuation of high unemployment. He was quick to point out, however, that once interest rates are brought back into control our economy is “poised on the edge of the biggest boom this country has ever seen.”

To illustrate his remarks Dr. Malone presented a case history example showing the financial concepts an operator should know to (continued on page 62)
The game that puts space games in perspective.

Zaxxon technology and creativity present a 3-dimensional-like playfield which sets Zaxxon apart—and makes Zaxxon the first of a new generation of video games.

An authentic fighter control stick brings fantastic new realism to Zaxxon game play. Up, down, bank right, bank left—the player uses the control stick to maneuver his space ship just like a real fighter pilot.

From the daring attack on the enemy's floating fortress and the blazing battle against the enemy's fighter fleet to the final showdown with the deadly armored robot, Zaxxon challenges the skill and imagination of every player at every level of skill.

Imagine yourself the pilot, the pilot's control stick in your grasp. You attack the enemy fortress—climbing, diving, strafing to score points and extra fuel. The enemy fights back with a barrage of missiles and gunfire. Then you face a fleet of enemy fighters in a gripping dogfight of altitude strategy and flying skill. Survive this battle and the enemy's fortress defended with laser barriers, then you've earned the ultimate challenge: a blazing confrontation with the powerful robot, armed with a lethal homing missile.

Zaxxon is the one game that you must see to believe. You have to play it to feel its impact. When you do you'll
know what we mean when we say Zaxxon gives space games a fantastic new perspective.

For more information on the pace-setting Zaxxon and its new dimension for cash collections, call your nearest Sega/Gremlin distributor.
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(With Willie)
"Just To Satisfy You"

WAYLON
PERSONAL MANAGEMENT
Jerry Weintraub
MANAGEMENT THREE

RCA Records
Jacobs Resigns As Universal President

SANTA CLARA, Calif. — Paul C. Jacobs announced his resignation as president and chief operating officer of Universal U.S.A., Inc., effective March 15. Jacobs had been with the company since January 1988, and had served as president since July of the same year.

Kazu Okada, chairman of the board and chief executive officer, will assume the duties of president and chief operating officer. Yoshihiko Okuno has joined Universal as vice president. Jacobs stressed that his departure from Universal was an amicable one that will allow him to pursue personal interests and other opportunities within the industry. He also stated that he would do advisory and consulting work for Universal in the future.

AMOA Automates Office Records For Greater Efficiency

CHICAGO — With the growth of AMOA’s membership from 1,700 in January to over 2,400 members in December of 1981, the association found it necessary to convert its membership records to a data processing system that would facilitate the procedure and more efficiently serve the needs of association members.

Kathy MacNally, AMOA membership secretary, has been transferring the membership records from 5 x 7 cards to the new Portec 2000 System purchased late in 1981. All dues billing, membership additions and changes, along with convention registration, mailing labels, and the membership directory, had been performed manually up until now. The data processing equipment eliminated a great deal of manual labor. Under the new system, each member will eventually receive an audit of information AMOA has on file in order to verify the accuracy of association records.

The conversion to data processing will also simplify and expedite any specialized mailings the association puts out. For instance, should AMOA wish to disburse pertinent information to specific operating firms, one-stops, and so forth in particular areas of the country, appropriate mailing labels can be selected and processed for mailing within a matter of minutes.

AMOA is enthusiastic about the streamlining of its membership records and feels certain the consolidation of all information into one source will result in better service to the membership and greater accuracy for the association.

Informative Sessions Highlight The 10th AMOA Notre-Dame Seminar (continued on page 57)

The 10th AMOA Notre-Dame Seminar will analyze his or her own business. Accurate interpretation of a balance sheet to avoid confusion between labor income (the salary you pay yourself) and capital income (the return on your investment) was fully covered.

He went on to explain the term “bottom line,” which he said, is helpful in financial planning. Profit related to the balance sheet is the bottom line or, put another way, the bottom line represents the return to company shareholders, according to Dr. Malone. He also outlined the factors needed to do a financial analysis, showed operators how to make future purchasing decisions, and examined sales productivity and manpower efficiency as well as providing a clear idea of return on investment and just how much each service step is costing to help eliminate non-profitable locations.

During the second half of the opening day’s program, Dr. Malone expanded his presentation into the subject of Developing Effective Marketing Strategies In The Music And Games Industry. He discussed what he termed the “changing market” and the need for operators to adjust to the changes. Various sessions were made to help operators expand their market through advertising and public relations programs.

Motivating And Directing Your Employee was the theme of the final session with Dianne T. Peterson, who is also familiar to AMOA members for his past participation in the annual seminar. Dr. Peterson advised operators who in order to motivate their employees they must first motivate themselves and apply what he called “teaching in on success,” meaning to start each day with a set of goals to achieve.

These goals should pertain to personal development, boosting the morale of another person or resolving a tension issue (such as habitual tardiness on the part of a service man or staff member). He also stressed physical fitness as an important factor in contributing to creativity and relief stress.

AMOA has scheduled an Advance Management seminar at Notre-Dame on March 7-9. Information about this event is currently being decided. The Cost of Doing Business Survey will be highlighted.

Sega, Coleco Announce Distribution Pact

LOS ANGELES — David Rosen, chairman and chief executive officer of Sega Enterprises, Inc., and Arnold T. Dippold, president and chief executive officer of Coleco announced that an agreement has been reached for Sega’s Japanese subsidiary, Sega of Japan, Ltd. to become the exclusive distributor in Japan for the ColecoVision video game system and related products beginning January 1, 1983.

Sega and Coleco had reached an earlier agreement for Coleco to license certain of Sega’s most popular coin-operated video games exclusively for ColecoVision and related products. Sega and Coleco have agreed to prepare a list of Sega’s games for use in ColecoVision systems, and to adapt the ColecoVision system to accommodate specific Sega games. The Sega games will then be distributed to ColecoVision systems through Coleco’s distribution network.

Sega’s strong technological knowledge and 25 year history of creativity in arcade game design, together with Coleco’s well-defined merchandising skills and distribution capability should enable both companies to maximize the excitement of the “home video” game arena, Rosen and Dippold noted. “Sega’s strong and respected position in the Japanese market place should facilitate a successful introduction of the ColecoVision System in Japan in 1983.”

Industry News

Around the Route (continued from page 57)

14-year-old David J. Christiansen, a high school freshman from Maine Township, who scored 3,108,280 points in 4½ hours of play at the Howard Johnson Restaurant on Higgins Road. Is this the new champ?

The recently held Stern distribut meeting in Chicago just about every Stern game distributor from the U.S. as well as Canada, according to market director Tom Campbell — and the factory was most pleased with the turnout and the enthusiasm displayed when the new products were revealed. In addition to “Amidar,” which has been in delivery for about a month, the factory gave distris a preview of such new pieces as “Frenzy,” Stern’s video game that is currently being sample shipped. Initial feedback has been very favorable, according to Tom pointed out. A big hit, of course, was “Orbitor 1,” the unique, new pinball that has a molded playfield which gives it a three-dimensional effect. The ball was turned around in a manner that no other pinball has done previously, according to Tom. He said distris were very impressed with the unique artwork, the backglass, and the technology, the play features and the entire concept of the new piece. “We are very pleased by the support our distributors have shown over the past several months,” Tom noted, “and with their enthusiasm for the new products we showed at the meeting.”

Orbitor 1 will be in sample shipment around the first week of April.

Ron Malinowski, formerly traffic manager for Bally Corp., was recently promoted and transferred to the Aladdin’s Castle operation. Jim Tondelli, who was shipping manager, is now traffic manager at the Bally Pinball Division facility in Bensonville.

Art Warnel of Betson in Moonachie, N.J., noted that business is good and the better seller list is still topped by the video bingos. Midway’s “Ms. Pac-Man,” Williams’ “Stargate” and Grinnell’s “Turbo” are very much in demand. The new Stern “Frenzy” is on the showroom floor and attracting a lot of attention.

Said a quick hello to company president Bert Betti, who recently issued a general mailing spelling out the firm’s stand with regard to bogus games and copyright infringement. Bert made it very clear that Betson believes in strong support of domestic manufacturers and feels that copied games are detrimental not only to manufacturers but to operators and distributors as well. Betson stressed that it will not service or trade in any inferior games — and we respect them for taking a stand. As for activities at Betson Pacific, Peter Betti is making plans for the future, in about three months, to more spacious facilities at 2440 W. Pico in Los Angeles. Present business is “excellent” and “the best” and its “Donkey Kong” is a contributing factor. This game is selling just healthily. Ron Ola’s new “Fantasy” video game is garnering exceptional test reports and Peter is very enthusiastic about this new piece.
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