"Nobody Said It Was Easy"

Top 20 and still climbing.

“Hard Choice”...FMBQ Album Report

“Best In Music”. Album Network

“Flashmaker”. Record World

Watch for special 12” Sampler

of the hot AOR cut,

"Last Safe Place."

TOP 10 AOR ALBUM

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“You Know How Those Boys Are”
and “Nobody Said It Was Easy”

Produced by Leon Medico
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Management: The Carr Company

RCA Records and Tapes

PB-13059
EDITORIAL

The fight against home taping reached a new plateau recently with the announcement of the Coalition to Save America's Music. Organized jointly by the Recording Industry Assn. of America (RIAA) and the National Music Publishers' Assn. (NMPA), the coalition's general aims of obtaining some measure of royalties relief from both audio and video tape recording and the tightening of regulations governing the renting of copyrighted materials are admirable.

Consisting of a number of music- and video-oriented organizations, the coalition has garnered much popular support within an industry currently struggling to stay afloat in some quarters. Royalties relief from any source would be welcome indeed at this time.

And the so-called Mathias and Edwards Amendments in the Senate and House, respectively, seem able to deliver on that count. If passed, they would tax blank tapes and both video and audio recording hardware without outlawing the practice of home taping. Manufacturers and importers of the recording hardware and software would be the ones to foot the bills, so even the consumer actually doing the taping would escape unscathed. All well and good.

What is disturbing is the irrational flag waving that has accompanied this campaign. Hiding behind the flag gives the impression of a bunch of Chrysler types trying to harness patriotism to bolster an inadequate argument. What does it matter where the hardware and software are manufactured if the persons doing the taping (and thereby violating copyright laws) are American consumers who think that product costs too much?

The losses due to home taping are genuine, and the need for relief is clear. Clouding the issue with nationalistic hysteria only obscures that fact.

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ON THE COVER

When you’re a pro, it is not necessarily appropriate that broad sweeping changes signal growth in your career. When you’re ARC/Columbia recording artist Denice Williams, it is evident that subtlety and refinement are the stuff of growth, especially on her current co-produced album, “Necie.”

The enchantingly beautiful singer has come a long way from her Gary, Ind. beginnings, where she left a hospital job to scratch a creative itch. Williams landed in Hollywood and starred her career singing behind Stevie Wonder, whom she credits with having broadened her musical horizons.

She eventually started a solo career with an album produced by Earth, Wind and Fire mentor Maurice White, who guided the lady through the album “This Is Nice.” Three LPs later — “SongBird,” a duet with pop crooner Johnny Mathis (“That’s What Friends Are For”) and “When Love Comes Crying” — Williams co-produced and wrote songs for her “My Melody” LP with studio master Tom Bell helping at the hills.

TOP POP DEBUTS

SINGLES

EBONY AND IVORY — Paul McCartney — Columbia

ALBUMS

68 REEL MUSIC — The Beatles — Capitol

POP SINGLE

I LOVE ROCK ‘N’ ROLL
Joan Jett & The Blackhearts

B/C SINGLE

THAT GIRL
Stevie Wonder
Tamla/Motown

COUNTRY SINGLE

THE CLOWN
Conway Twitty
Elektra

JAZZ

THE DUDE
Quincy Jones
A&M

NUMBER ONE

TOP POP ALBUM

BEAUTY AND THE BEAT
The Go-Go’s
I.R.S./A&M

B/C ALBUM

LOVE IS WHERE YOU FIND IT
The Whispers
Solar/Elektra

COUNTRY ALBUM

BOBBIE SUE
Oak Ridge Boys
MCA

GOSPEL

WHEN ALL GOD’S CHILDREN GET TOGETHER
Rev. Keith Pringle
Savoy
Summer Calls For NARM To Establish Anti-Piracy Fund
by Michael Glynn

LOS ANGELES — Noting that "until now, the cost of maintaining effective programs against counterfeiting and piracy has fallen almost exclusively to manufacturers," RCA Records president Robert Summer issued a direct appeal to record merchandisers create a self-administered anti-piracy fund during his speech at the March 28 general business session of the National Assn. of Recording Merchandisers convention here.

The formula for the fund, as proposed by Summer and endorsed by the Recording Industry Assn. of America (RIAA) board, would see payment of $2 per month from each retail or rack location, a $5 tax for all NARM convention attendees and yearly fees for chain headquarter operations based upon amount of annual billing. The scale would be $100 for operations billing more than $10 million, $50 for operations billing $1-10 million, and $25 for those operations billing less than $1 million.

Alternate Plan
Additionally, Summer indicated that several key record company executives propose an alternate plan that links the funding to a 1/4 cent per unit sold to be remitted by distributors to a NARM-administered fund. Summer further (continued on page 12)

First Amendment Rights, New Technology Key NAB Topics
by Larry Rigs

NEW YORK — The ongoing fight to win First Amendment rights for radio broadcasters and the impact of such new technologies as AM Stereo, cable radio, home computers and satellites will be among the topics examined at the 60th annual National Assn. of Broadcasters (NAB) convention to be held at the Dallas Convention Center April 4-7. The association will focus on these issues partly because a favorably disposed Federal Communications Commission (FCC) has been in place for the last year, with many broadcasting deregulation bills currently pending in Congress (see separate story).

In addition, over 472 companies will use the 226,000 square foot exhibition hall to display their radio, television and engineering wares.

Thirty radio workshops on issues ranging from marketing strategies to minority programming to the impact of the Federal Budget on radio broadcasting and the first general session devoted exclusively to radio are also scheduled.

Attendance figures for radio broadcasters are expected to exceed last year's by about eight percent, according to Wayne Cornils, NAB radio vice president. "We've got close to a record number, and we've got an overall total of about 28,000 people," he said. "We're about eight percent ahead of last year's figures, and we're expecting a lot of on-site registration.

AM Stereo
"I also think that the fact that so much has happened in the broadcasting industry since last year accounts for the increased registration," Cornils continued. "With AM stereo going to the marketplace and the whole world of new technology combined with the recession, a lot of people want to keep up with what's going on.

Magavox, Motorola, Harris and Kahn, (continued on page 19)

PolyGram Records Announces Initial Pact With 20th

LOS ANGELES — PolyGram Records, Inc. will assume operations and management of 20th Century Fox Records as part of a new agreement between the two companies announced last week. Under terms of the pact, 20th's activities will be released initially on the 20th label, distributed by PolyGram.

The announcement came jointly from PolyGram president and chief operating officer Robert Pappas and 20th Century-Fox Records chairman of the board of 20th Century-Fox Records, who added that the first product due out under the agreement will come from Stephanie Mills.

The LP, due May 10, will be named "Tantalizing Hot," which is the follow-up to her first album, "Mambo." The new album will be Mills' fourth.

Commenting on the pact, Hensler said, "We're very excited to have 20th Century-Fox Records on board, and es-
BUSINESS NOTES

VSRA Renamed VRA, Joins NARDA

LOS ANGELES — The Video Software Retailers Assn. (VSRA), newly renamed the Video Retailers Assn. (VRA) to “avoid confusion” with the VSDA, became officially affiliated with the National Assn. of Retailers of America (NARDA) last week. According to NARDA executive vice president Jack Palestinian, “VRA will function in a ‘shared advisory’ capacity on behalf of the VRA,” although every VRA member will be given dual membership in NARDA as well.

NARDA’s president, Mickey Waterson stated that “the VRA is a separate organization which will have its own board of directors and officers, in addition to its own treasury.” Present VRA officers include Rocco LaCapria, AA Video Exchange of Brooklyn, N.Y.; John Leal, Laserland, Richmond, Va.; John St. George, Digital Video of Birmingham, Ala.; and Sid Rodmoski, Precision Video of Beverly, Ill. Michael Weiss of Chicago’s That’s Entertainment, formerly acting executive director of the VRA, will become consultant to the new group.

The group has also established a $150 annual membership fee, which entitles members to the services of both VRA and NARDA. Among the initial plans NARDA has suggested for the VRA, according to NARDA’s Steinfeld and Warther, is a tape rental cost of $0.25 a minute to be utilized as an additional low cost bank card program and a computerized electronic bulletin board, among other things.

Effective immediately, VRA offices will be located at the national headquarters of NARDA, 2 North Riverside Plaza, Suite 222, Chicago, Ill. 60606. The telephone number is (312) 454-0944.

RCA, WHV Announce Vid Disc Pact

LOS ANGELES — RCA and Warner Home Video have signed a series of video disc agreements that will initially provide RCA titles to 25 of WHV’s top titles. In addition to the “possibility” of access to future titles. In return, the pact grants Warner a number of options that will allow the prerecorded videocassette manufacturer to keep a foot in the door for possible future release of custom pressing, distribution or even, perhaps, future production of its own discs utilizing RCA technology.

Among some of the rights WHV will have, specifically, are the option to distribute “Certain public performance rights” to their existing WHV titles, and an option to receive an additional WHV “stake” to RCA custom pressing. At the moment, RCA is not involved in custom pressing but does not rule it out for some later date.

More specifically, the agreements also grant WHV the right to stake a future claim on RCA videodisc patent and technological expertise. This would allow Warner to build its own CED manufacturing plant, should it decide to do so. WHV president, programming and business affairs, Carl DeSantis said, “These are our first agreements in the videodisc business. We look forward to their success.”

‘82-’83 NARM Board Members Named

LOS ANGELES — The 1982 board of directors of the National Assn. of Recording Merchandisers (NARM) was announced last week during the association’s annual convention held near the Plaza Hotel. Among NARM’s officers, president of Lieberman Enterprises, was named president; Show Industries chief Lou Fogelman was named vice president; Calvin Simpson, Jr., owner of Simpson’s Wholesale, was named secretary; and Paul David, head of Stark Record and Tape Service/Camelot Music, was elected to the treasurer post.

In his acceptance speech, after praising the NARM “Gift of Music” campaign, Oknow introduced “The Grammy Award Merchandising Program,” a plan designed to increase consumer awareness and retail traffic. He said from the time Grammy nominations are announced in mid-January through and after the awards ceremony, point-of-purchase materials, advertising and promotions relating to the Grammys are an effective way of increasing record and tape sales.

Oknow pointed out, as an example, that 50 million viewers watched the 1982 Grammy Awards program. He compared potential record and tape sales from the program to the response on movie ticket sales tied to Academy Awards.

Bourke To Chair ASCAP Workshop

NASHVILLE – American Society of Composers, Authors and Publishers (ASCAP) writer/royalty writer and ASCAP’s executive vice president Jack Palestinian announced plans for an April 15 musical workshop, which will feature special guest speakers of songwriting, publishing, producing, performing and arranging. Panels will include Buzz Carson, Dave Conder, Wayland Holyfield, Archie Jordan, Johnny MacRae, Bob Morrison, Ed Penney, Don Primmer, Chick Rains, Troy Seals and Randy Talley.

The workshops, held 7-9 p.m. on four consecutive Thursdays, are free of charge and open to everyone, regardless of performing rights affiliation or non-affiliation.

Welk Forms Latin Music Publishing Firms

— With plans to more deeply penetrate the growing Latin American music market, the Mel Weik Music Group recently launched two new music companies, The Silva Latin Music Co. (ASCAP) and Plattta Publications (BMI). The announcement was jointly made by Dean Kay, executive vice president/general manager of the Weik Music Group, and Jose Manuel Silva, director of the Silva companies.

The companies will be located at the Weik Music Group’s West Coast office in Hollywood, with activities being directed by Silva and Weik’s Hollywood division manager, Gaylon J. Horton.

‘Chariots’, ‘Arthur’s Theme’ Take Top Music Oscars

LOS ANGELES — Vangelis’ original score to Chariots of Fire and “Arthur’s Theme (Best That You Can Do)” from the film Arthur won top music honors last week at the 54th Annual Academy Awards. The awards were given at the annual awards, presentation.

Vangelis’ win brought the film’s Oscar total to one for Best Picture. The film’s PolyGram soundtrack album is currently #1 bullet on the Cash Box Top 200 albums chart.

Burt Bacharach, Carole Bayer Sager, Peter Allen and Christopher Cross won Oscars for writing “Arthur’s Theme (Best That You Can Do),” which was a Top Five single late last year.

Neil Portnow
The new live Blue Öyster Cult album is out of this world.
All the Cult classics are here. From "(Don't Fear) The Reaper" to "Burnin' For You"... from "Joan Crawford" to "Godzilla"... from the spectacular live version of "Veteran Of The Psychic Wars" to the surprise guitar duel between Buck Dharma and Robbie Krieger of The Doors on "Roadhouse Blues." Even the price is from another world... an entire 80-minute BÖC concert on two records for the price of a single album.

**BLUE ÖYSTER CULT.**
"EXTRATERRESTRIAL LIVE." THE COSMIC BARGAIN. ON COLUMBIA RECORDS AND TAPES.
The Bongos

Can a power pop con new wave quartet from Hojoblin, New York, find happiness crisscrossing the country in a search of a grassroots following? PVC recording group The Bongos aim to find out.

“We’re playing in very small clubs sometimes,” said guitarist Richard Barone when he called Cash Box from Columbia, Mo., “It’s something of an experiment. If we were in New York, we’d just be sitting at home watching Mary Tyler Moore reruns or something, so we decided to go out on the road. It’s a little bit scary sometimes because a lot of people don’t know who we are. In some areas, the album is just getting out to stores now.”

That album, “Drums Along the Hudson,” is the band’s American debut and features 15 selections previously available only in Great Britain where the band has been signed to the Fetish label for the last two years. “It was a matter of mutual fascination,” said bassist Rob Norris of the band’s relationship with Fetish. “We met Rob (Pierce, director of Fetish) in a club in Hoboken, and we were intrigued with the idea of working with an independent record company, helping it develop and creating new material. We were lucky to have really good engineers on the album like Ken Thomas. He knew what we were trying to do, and because we just go on our instincts.”

Toto continues to eschew the harder pop sound, polled in the group to prominence with “Hold The Line” in favor of a more sophisticated blending of pop, R&B, and symphonic elements. From soft and tender to urgent and pleading, this is a varied palette of pleasing pop shades.

ROBERT PALL (RA 20042)

Some Guys Have All The Luck (3:07) (Kirshner Music/April Music Inc. — ASCAP) (J. Fortang) (Producer: R. Palmer) From the studio side of the upcoming “Maybe It’s Live,” this cover of a song recorded recently by the short-lived Johnny Average Band’s Nikki Wills paints yet another picture of the ever-changing Palmer. Here he plays a jumpy electronic pop.

CHARLIE PRIDE (RCA PB-13906)

I Don’t Think She’s Imaginative (3:36) (Royshaven Music Inc. — BMI) (K. Robinson) (Producer: N. Wilson)

This infectious, uptempo tune is perfectly suited to fit-Pride’s vocal prowess, and producer Norro Wilson has provided the singer with a pop production anchored by a faint Latino feel. This second cut from Pride’s latest album should spur instant add.

DON WILLIAMS (MCA MC 12753)

Listen To The Radio (3:09) (Southwest Words and Music — BMI) (F.O. Knipe) (Producers: F. J. Williams, G. Furdge)

This is standard Don Williams material melodically reminiscent of 1980s “Good Ole Boy,” the song retains the most mellow image in country music, and, with a title that lends itself to a bouffant-styled long hair, this Williams will be a natural with the airwaves.

JOHN ANDERSON (Warner Bros. ZTN 15176)


For those concerned with the introduction of pop influences into the country medium, John Anderson may be the traditionalist’s messiah. With an interesting concept of a Aging performer, “Falling Star” follows in the purist vein, replete with the standard one-five-bass line and predominant steel riffs.

Black Contemporary

ASHFORD & SIMPSON (Capitol ST 609)

Street Corner (3:40) (Nick-O-Val Music Co., Inc. — ASCAP) (N. Ashford, V. Simpson) (Producers: N. Ashford, V. Simpson)

The consistently gold-selling R&B duo’s Capitol debut is the centerpiece of the forthcoming “Street Opera,” a concept album based on black urban life. The two characters here are a hooker and a pusher and the material, in a style lowered under the beat, is one of identity loss.

BOBBY JONES & NEW LIFE (Myth 5-2815)


Though Bobby Jones is well-known for the message of his gospel television show, this single finds Jones perpetuating a different message, that of the late Dr. Martin Luther King Jr. “King’s Dream” is a song of “free at last” can still be spine-tingling.

New and Developing

JIMMY HALL (Epic 14-02857)

For Love (2:43) (Golden Glove Publishing/World Song Publishing, Inc.)/See This House Music/Lon/managed by Rare Blue Music — ASCAP) (B. Sayer, M. Omanian) (Producer: N. Putnam)

The former lead singer for Wet Willie comes up with one of the most satisfying pieces of pop/R&B in some time.

NEW & DEVELOPING

WHICH WAY TO MAIN STREET — Wendy Waldman — Epic ARE 27913 — Producer: Eddie Kramer — List: None — Bar Coded Accompanying herself on piano and guitar and supported by such able players as ex-Cretone Mark Goldenberg, Fred Crews and Ernie Frazier, songsstress Wendy Waldman weaves an album of vibrant imagery and defiant flair. Having inked compositions recorded by Randy Meisner, Patti Austin and Kim Carnes, Waldman deserves to step up from obscurity into the major leagues with this debut on Epic, which includes pop, soft ballads and street-tough rock anthems.

ONE OF THE GLORY BOYS — Peter Noone — articulated AR 37369 — Producer: Spencer Proffer — List: None — Bar Coded Best known for his persona as “Herman” of Herman’s Hermits during the British invasion in the mid-’60s, Noone was 8.98 with a new band called The Tremblers that rapidly faded into oblivion. Well, Noone has bounced back with this effort, and the mighty Tower of Power horn section and drummer Carmine Appice, and the result is a poppy disco that snaps with enthusiasm.

FEATURING PICKS

TOTO (Columbia 18-02811) Rosanna (3:59) (Hudmar Publishing Co., Inc. — ASCAP) (D. Paich) (Producers: To)

NEW FACES TO WATCH

DANA ROSS (MCA JR-13001)

Work That Body (3:29) (Song Of Manhattan Island Music Co./Olgma Music Inc. — BMI) (J. Barbera, D. Ross) (Producer: D. Ross) Olivia cooed “Let’s get physical,” but Ross assumes more of an instructor/cheerleader role in this more moral and body building dance exercise. Perhaps the funkiest outing on her current LP, it will undoubtedly inspire.

News & Reviews

BЛЬE & GOING — Deniece Williams — ARC Columbia FC 37952 — Producers: Tom Bell & Deniece Williams — List: None — Bar Coded Williams has come a long, long way since she first appeared on wax in 1976. Possessed to do backup singing with Stevie Wonder. On her newest album for ARC, Neicy serenades listeners with touching tunes abounding with love, longing and the miracles of God. A platet that should have no problem crossing over into a multitude of formats — Pop, R&B, Contemporary Christian. “Niecey” may perhaps be this young woman’s most accessible work to date.

LET THE SHE BE SUN (Sun Records 5-12204) — Producers: Beau Ray Fleming and Byron Byrd — List: 8.88 — Bar Coded Dance-oriented boogie reigns supreme on this recording with another blues-influenced gold record status musicians, by the multi-talented Byron M. Byrd, who plays sax, bass, synth, guitar, flute, strings, sings lead vocals and composed practically every song here. A natural for DOR, B/C and open disc jockeys, POP DSs will revel in the cosmoscophological infer in such offerings as “Slamm Dunk The Flunk” and “Super Duper Super Star.” To be sure, the music is reminiscent of the rolling Stones’ cover design, a montage of drawings and photos by NASA, William Blake, the U.S. Mint, Gustave Doré and the Aztec Indians.

JAZZ

KNOW ABOUT THE LIFE — Archie Shepp — Sackville 2026 — Producers: Bill Smith and John Norris — List: 9.91

Over the last several years, saxophonist Shepp has continued to evolve as a sensitive balladeer, seeking confirmation of his ideas in the saga of his historic musical roots. Once a firebrand, the new Shepp seems somewhat mellow. But a current listen to now, the questions are the same, if only phrased somewhat differently. The title track is an original blues inflected ballad, while the remaining three tracks are devoted to covering modern standards by Coltrane and other masters.

URBAN DREAMS — Pepper Adams — Palo Alto Jazz PA 8009 — Producers: Bob Porter — List: 8.38

A little quartet date under the able leadership of baritone saxophonist Pepper Adams. A soldier in the musical armies of Mingus and Thad Jones/Mel Lewis, Adams continues to prove himself to be quite a capable commander in his own right. His use of the individual, while the rhythm section of pianist Jimmy Rowles, bassist George Mraz and drummer Billy Hart prove flexible and clear-headed.

Country

IT’S A LONG WAY TO DAYTONA — Mel Tillis — Elektra EK-16001 — Producer: B. Strange

It’s noteworthy that Tillis, who was acclaimed in his early years for his writing ability, (penning such classics as “Detroit City”) wrote only the title cut on his latest effort. The material, however, is still well-suited to Tillis’s inherent style especially “Dream Of Me” and “Always You, Always Me.” The album also includes some spot vocal appearances by the Glassy as a crewe, Ricky Skaggs and daughter Pam Tillis.
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**Capitol To Bow XDR-Improved Cassette Format**

by Michael Glynn

LOS ANGELES — On April 4, Capitol Records will release its first recorded cassette employing XDR, a newly developed tape reproduction process offering parity with dynamic range as the result of improvements in master duplicating, plant record electronics, tape guiding strength and signal alignment. With XDR, the label will also utilize a Dolby B professional encoding process to further reduce background noise and virtually eliminate tape hiss.

The first XDR title, "All Four One" by The Motels, marks the beginning of the label's changeover to the new technology, which will see all Capitol Records Group releases, including those on the EMI America-Liberty and Angel labels, released in this mode as of May 10.

At a press conference here March 31, Capitol executive director Jack Kragen, studio recording engineers Ralph Cusolino and Joe Perry, and Capitol Tape Productions controller James Mitchell, explained the new process developed by the label. Research produced a new one inch-wide track duplicating process that replaces the traditional quality control director Paul West referred to, "a running" master system that provides a minimum 8DB improvement in dynamic range. The recordings are also free from hum and noise and makes tape imperfections less noticeable.

The transfer from master to duplicating in the tape reproduction process, as Capitol's West noted, avoids the "compromises" that "have to be made in frequence response level," among other things, in the lacquer disc cutting process for records. With XDR explained West, four side-by-side tracks are used on the duplicating tape. Instead of the Industry standard eight, he said "it reduces some problems in space with phase cohering and stereo integrity."

On the four-track format, West continued, "empty gaps are filled in" and medium and low level frequency response, in particular, is improved along with the signal to noise ratio. High frequency background noise is further reduced with Dolby B professional encoding.

Properly engineered, that is, when the tape and playback head are correctly aligned — has also been assured with an improved tape, dubbed "the master tape," and one tape system. West indicated that azimuth is "probably one of the biggest problems that haunts us as tape engineers." He added, "we have played back improperly aligned high frequency drop off and tape sounds muddy."

According to Capitol vice president of creative services Dan Davis, ZDR cassettes will initially include the recommendation that azimuth should be checked on.

**EXECUTIVES ON THE MOVE**

Totolan Kaus Conte Burrell

Changes at Stiff — Stiff America has appointed John Avell as director of financial affairs. He has served in a number of financial positions with Stiff for the past year. James Mack is currently being appointed as director national promotion. He served as music direct at WBCN prior to moving to San Francisco. Stephan Patrice joins Stiff after four years with Warner Brothers' dance division in New York. Rebecca D'Antonio recently been named to a sales and marketing position after five years with the Boston Strawberries chain. Melanie Popkin has been promoted to supervisor/merchandising operations and is responsible for Stiff's T-shirt enterprise.

Totolan appointed at EPPA — Richard Totolan has been appointed director national album promotion, Epic/Portrait/CBS associated labels. Since 1981 he has been associate director, national promotion, CBS associated labels.

Changes At Atlantic — Atlantic Records has restructured its national publicity department as follows: Bob Kaus, chief writer, has been promoted to associate director of national publicity. He joined Atlantic Records in 1976 as tour publicist and in 1977, he was named manager of Atlantic's west coast publicity. Prior to joining Atlantic, Burrell has been with Atlantic Records since 1971 and was most recently tour publicity specialist. Burrell joined the company in 1977 as secretary in the publicity department, a position she has held until this new appointment.

Starr Promoted — Chrysalis Records has announced the appointment of Valerie Starr to assistant to the president. She has been with Chrysalis for three years.

Schulman Appointed at Columbia — Michael T. Schulman has been appointed attorney in the records section of the CBS Law Department at Los Angeles, Prior to joining CBS he was associated with the law firm of Pacht, Ross, Warne, Bernhard & Sears.

**Newsmakers**

**PolyGram, 20th Atlantic Pact**

(continued from page 2)

specially thrilled with the prospect of working with an artist of this stature and style of Stephanie Mills. We know that Stephanie will fit in perfectly with our roster particularly with Atlantic's live acts and that she'll be able to grow with us just as we will her.

Horan added, "Similarly, we look forward to releasing other major artists on the 20th Century-Fox Records label, a label with a great past and perhaps even greater future."

Eisen said of the new deal, "We are delighted that a company of PolyGram's worldwide scope and accomplishments will enhance upon the successes we have had at 20th Century-Fox Records."

**甬how**

**Urban Rock Bows**

NEW YORK — Urban Rock Records has been formed here by producer Irwin Coslin. Its first release will be Coslin's self-titled debut album and the 12" "Catch Your Glow." They will be distributed by Music Marketing Systems, Urban Rock is located at 427 W. 51st St., New York, N.Y. 10019. The telephone number is (212) 246-7516.

**GEMCOM, MIDWEST PACT**

LOS ANGELES — Ft. Lauderdale-based Gemcom Inc. recently pacted with Midwest TVD Distributions Inc., based in Chicago.

The current two releases for Gemcom are Gateway Recordings, the Who's Who In Jazz label, Dyno Records and Personal Choice.

**NEWS & REVIEWS**

**Harriet Sternberg**

Sternberg Upped To VP, Creative, At Kragen & Co.

LOS ANGELES — Harriet Sternberg was recently named vice president of the creative services division, Kragen and Company, the personal management and television production firm. Most recently, Sternberg held the position of director of creative services for the company.


Commenting on the new vice president's appointment, Ken Kragen, president of the firm, said, "In the year that Harriet has worked at Kragen and Company, she has shown herself to be dedicated, hardworking and a plus to our staff. She richly deserves her new post, and everyone at Kragen and Company looks forward to her continuing contributions to our ongoing success.

**WEISS INSTALLATION AS AGAC President Set**

LOS ANGELES — George David Weiss will be installed as president of the American Guild of Authors, Composers and Authors (AGAC) at the organization's March 31 general meeting at the Beverly Wilshire Hotel in Beverly Hills. Copies of the AGAC Directory and Songwriter's Handbook, 1979, will be honored upon his retirement from the postion.

Weiss, a southwest board member 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 The Bridge," and "Oh, What It Seemed To Be." In addition, the "Argie," AGAC's highest award, will be presented for the year's best songs by songwriters Ray Evans and Jay Livingston, as well as publisher Sashi Chianita, chairman of the board for the National Music Publishers Association (NMPA).

**Kaplan Bows In L.A.**

LOS ANGELES — Lewis Kaplan Enterprises, a firm that will be involved in record production, TV, film and home video, was recently formed by the 33-year-old businessman. Assisting Kaplan, who is president of the new company, will be Nat Jeffrey, a veteran of record production and engineering, and Don Sylvester, who has a background in radio programming and television production.

The company is currently developing two new acts with two producers for record company placement. On the video front, the company is developing a music variety show for cable television.

**Toker Price Named — Romelle Price has been named national promotion coordinator for R&B, product for MCA Records. Prior to joining MCA, he was public affairs director for KODA.**

**PolyGram Promotes Marlow — Joan Marlow has been promoted to manager, creative services for PolyGram Records, Inc. Prior to the appointment she served as associate manager, creative services, west coast in Los Angeles for the company, and previously was working in a similar capacity for Casablanca Records.**

**Streicher To WB — Warner Bros. Records has announced the appointment of Richard Streicher to the company's legal and business affairs department. Prior to this appointment, he was an attorney with the firm of Mitchell, Silberberg & Knupp, where he is a specialist in the field of music law.**

**Friend Joins Crescent — Andy Friend has been named manager in charge of national sales and distribution for The Crescent Music Group. He joins Crescent from AllWest Record Distributors in Los Angeles, where he served as sales manager for three-and-a-half years.**

**Videodex Names Duell — Videodex, Inc. has announced the appointment of Kurt Duell to the company's board of directors. He is executive vice president and head of corporate banking for the Hessische Landesbank in Frankfurt, West Germany.**

**Greenberg to MTV — Mark Greenberg has been named national marketing director, MTV, Music Television. He was formerly director, marketing, southeastern region, WASEC which he joined in 1980.**

**Changes At WASEC — Rene G. Au is director, marketing, western region, Warner Bros. Records. He has been named regional manager for the West Coast region. Prior to joining WASEC, he was corporative planner for Twentieth Century-Fox Film Corp.**

**Screen Gems Names Freeman — Screen Gems has named Barry Freeman director of marketing for the newly formed division of EUE/Screen Gems, "Video Music." He has been with Atlantic Records, Capitol Records, and most recently Boadwalk Records.**

**Bell Appointed — Johnson Bell has been appointed the staff of International Celebrity Services as a booking agent. He was an agent with the Nashville-based Limeliters Agency prior to joining ICS.**

**Gemscom, Midwest Pact**

LOS ANGELES — Ft. Lauderdale-based Gemcom Inc. recently pacted with Midwest TVD Distributions Inc., based in Chicago.

The current two releases for Gemcom are Gateway Recordings, the Who's Who In Jazz label, Dyno Records and Personal Choice.

**Urban Rock Bows**

NEW YORK — Urban Rock Records has been formed here by producer Irwin Coslin. Its first release will be Coslin's self-titled debut album and the 12" "Catch Your Glow." They will be distributed by Music Marketing Systems, Urban Rock is located at 427 W. 51st St., New York, N.Y. 10019. The telephone number is (212) 246-7516.
First Use Of Anti-Counterfeit Labels In Cassette Seizure

by Jim Bessman

NEW YORK — More than 6,000 counterfeit cassette tapes were impounded after a U.S. deputy marshal served a writ of seizure at a warehouse occupied by Hot Cakes Music, Inc. (Hot Cakes) and Federated Record Co. Inc. (Federated) on the afternoon of March 29. The seizure was a rare application of the extraordinary remedy of ex parte seizure pursuant to the Copyright Law, and marked the first time that the use of Warner Communications, Inc. (WCI) anti-counterfeit technology has led to investigation and consequent litigation for alleged copyright infringement of sound recordings.

On March 26, WCI, together with Electra/Alystra/Nonesuch Records, Warner Bros. Records, Atlantic Records, A&M Records, Capitol Records, and CBS Inc., filed a civil complaint in U.S. District Court for the District of Massachusetts against Hot Cakes, Federated, and Michael Driscoll (also of Newtonville), principal and chief operator of both companies. The complaint alleged copyright infringement of sound recordings and album graphics and trademark infringement in the manufacture and distribution of counterfeit cassette tapes throughout the Northeastern U.S.

The cassettes, which are alleged to have been made in Canada, were first discovered in mid-February. In court affidavit, Francis S. Albrite, sales manager for Warner Bros. Records, stated that the company had purchased an album, "Hot Cakes," at a discount from the Essex branch of Bradlees, an American department store.

Some time ago, the WCI 'Asset Protection' team noticed that there was a large number of counterfeit cassette tapes being sold at Bradlees stores. The team suspected that the tapes were being distributed by Hot Cakes, a company with a reputation for producing high-quality recordings. The team decided to conduct an investigation to determine if Hot Cakes was indeed involved in the counterfeiting of cassette tapes.

The team conducted an undercover operation at the Essex branch of Bradlees, where they purchased the counterfeit cassette tapes and submitted them to WCI for analysis. WCI's anti-counterfeit technology was able to identify the tapes as being produced by a company in Canada, and the investigation was turned over to the authorities.

The resulting court case was the first in which WCI's anti-counterfeit technology was used to seize counterfeit cassette tapes. The case was a major victory for WCI and its customers, and it sent a clear message to counterfeiters that their activities would not go unnoticed.

In March, Giel ordered and received a catalog entitled Canadian Import Cassettes from Hot Cakes. Among the 35 titles listed was the Foroigner "4" cassette, originally ounsealed by WCI in 1982. The other titles were all major releases by such artists as the Rolling Stones, Journey, the Police, and Bruce Springsteen. At Giel's request, the FBI was asked to investigate the distribution of these cassette tapes to determine if any Canadian import cassette companies were involved.

Meanwhile, Giel had directed one of his investigators to survey the Boston area recording industry. The investigation revealed that the number of counterfeit cassette tapes being sold in the Boston area was much higher than previously thought. The investigators found that the counterfeit cassette tapes were being sold at record stores, department stores, and even at music festivals.

Giel was able to compare the results of the investigation to the records of sales at his own store and was able to determine that the number of counterfeit cassette tapes being sold in the Boston area was much higher than previously thought. The investigators found that the counterfeit cassette tapes were being sold at record stores, department stores, and even at music festivals.

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The investigation was a success, and Giel was able to use the information to negotiate with the record companies to obtain additional copies of the counterfeit cassette tapes. This allowed Giel to continue to sell the counterfeit cassette tapes to his customers, and it also allowed him to obtain additional copies of the counterfeit cassette tapes to sell to his customers.
Motions To Air
For Goody Retrial

NEW YORK — Preliminary motions leading up to a retrial of the Sam Goody counterfeiting case had been turned over to Judge Thomas Platt April 9 in Brooklyn Federal Court. A decision by the U.S. Appeals Court on the jurisdiction to vacate Platt’s dismissal of a guilty verdict against Goody and its vice president, Edward M. Spilman (story, March 27) has effectively removed any blocks to a retrial.

On April 2, Stolton was found guilty on one count of Interstate Transportation of Stolen Property (ITSP) and three counts of Copyright Infringement. The corporation was found guilty on eight ITSP count and one infringement count. But on July 27, Judge Platt, who presided over the case, set aside the convictions and ordered a new trial, alleging misconduct on the part of the prosecution. The prosecution, led by U.S. District Attorney Edward Korman, then sought to have the guilty verdict reinstated through an appeal to the U.S. Court of Appeals. Platt, however, ruled that the prosecution is expected to mount an appeal of Platt’s retiral order to the U.S. Supreme Court.

Meanwhile, pretrial motions are expected to include a renewed request by the defense that three individual Goody executives and Sam Goody be dropped due to unfair publicity, and a request by the prosecution that the case be reassigned to another judge.

RIAA Reports Units, Value Down In ’88

seven-inch and 12-inch records and were down 7% to 14 million units from 157 million in 1980. Retail list value showed a slight decrease to $246 million from $250 million, and did wholesale value, which slipped to $116 million from $122 million. The RIAA posted a declining market in 12-inch disco/dance music as one reason for the decreasing figures.

Total eight-track cartidges suffered a sharp decline for the third straight year, dropping 42% to 50 million units from 85 million in 1980. Retail list value was down to $313 million from $527 million while wholesale volume decreased by 36% to $242 million.

The RIAA figures also show a significant three-year configuration shift from eighttracks to cassettes. Cassette sales were made up more than 70% of prerecorded tape shipments, up from 54% in 1980 and 44% in 1979. When eight-tracks were still the dominant format and held 56% of the market. The big decline in eight-tracks helped cause a 5% drop in combined tape shipments of cassettes and eight-track units to 174 million from 184 million in 1980. Retail list value for the two formats, however, went up from $187 million to $240 million while the volume rose 4% to more than $370 million in 1981.

Anthem cassettes also dramatically increased their share of album units for the fifth year, and in 1981 took 28% of the market, up from 25% in 1980. Retail list value of cassettes fell to 11% from 17%, while LP sales slipped slightly to 61% from 63%. Prerecorded tapes represent 39% of album shipments, up from 37% in 1980.

RCA Bows EP Series

NEW YORK — RCA Records will enter the EP market this week with “The Last Of The Mohicans” by Bow Wow Wow. The four-song 12" EP is the label’s contemporary music division for its new and developing artists, will list for $5.98.

(continued from page 24)
### NEW VIDEO SOFTWARE RELEASES

This listing of new videocassette and videodisc software releases is designed to keep home video retailers and dealers abreast of the latest product available and can be used as an ordering aid. Product is cataloged into cassette and disc groups, followed by manufacturer, catalog number and price. Some product names may not have been assigned either a catalog number or price at press time.

| TIME BANDITS | Cassette — Paramount 2310 | $79.95 |
| HUD | Cassette — Paramount 6630 | $66.95 |
| BANG THE DRUM SLOWLY | Cassette — Paramount 23732 | $66.95 |
| THE TEN COMMANDMENTS | Cassette — Paramount 5254 | $84.95 |
| SAMSON AND DELILAH | Cassette — Paramount 6726 | $62.95 |
| SIMON AND GARFUNKEL: THE CONCERT IN CENTRAL PARK | Cassette — MGM/CBS CV6 00133 | $59.95 |
| THE PRISONER OF ZENDA | Cassette — MGM/CBS MV6 00131 | $59.95 |

### RAGING BULL: ROCKY | Jake LaMotta (I), the Raging Bull, and Rocky Graziano; two of boxing's best known champs, get behind VideoAmerica's "Collectibles" series of fight titles at Elmer's Restaurant in N.Y.C. 

### PATERNITY | $142.95 |

### BODY HEAT | $66.95

### TEXAS CHAINSAW MASSACRE | $142.95

### CANNONBALL RUN | $132.95

### STIR CRAZY | $17.95

### LUST AUGUST | $17.95

### PRISONER OF WAR | Warner Home Video DR-72021

### APOCALYPSE NOW | $126.95

### MANIFESTO OF VIOLENCE | $19.95

### 14TH DAY | $124.95

### FIRST MONDAY IN OCTOBER | $21.95

### ALTERNED STATES | $24.95

### RAGGEDY ANN | $14.95

### AIRPLANE | $29.95

### HISTORY OF THE WORLD, PART I | $24.95

### HISTORY OF THE WORLD, PART II | $24.95

### GOLDFINGER PLATINUM FOR HALL & OATES | Videocasts from both Warner Amex's MTV cable music station and the Entertainment Tonight syndicated TV show taped the presentation of both gold and platinum awards to Daryl Hall and John Oates by RCA Records executives for the albums "Private Eyes" and "Voices." "Pictured backstage following a recent concert appearance in Cleveland, president of creative services, Champion Entertainment, Dave Lucas, local promotion representative, Cleveland Branch, RCA, and Brian Doyle, tour manager, Champion Entertainment.

### NARM Video Seminar Offers Realistic Profit Appraisal by Michael Glyn

LOS ANGELES — For the record retailer just getting into home video or considering it at the present time, the financial rewards, in forms of immediate profits, are not as great yet as many imagine. It is very much a retail market and a highly competitive one.

The risks, however, can be limited through a combination of judicious title selection, astute inventory management and a firm commitment to developing a place in the market through well-planned advertising and promotion.

This was the conclusion of a four-member panel of chain representatives and distributors on the role of the record merchant in "The Video Software Marketplace" during the March 29 session of the recently concluded NARM convention.

"Commitment" was the byword of the workshop, as each of the panelists stressed that in order for the industry as a whole to grow, retailers must dedicate themselves. Not only must their own business but also developing it and thus carving a niche in the marketplace. Artie Dist. president Goldstein advised retailers that they must also "expect reasonable profit development," adding that the distributor should "move you as well as move yourself..."

Opinions differed somewhat on the minimum start-up costs for home video. Soundtracks president Noel Gimbel figured at least $30,000 was needed, adding "and that's with a small inventory..." Crazy Eddie's vice president Burt Goldstein noted that at the bare minimum, $15,000 was necessary for even the smallest operation.

Once the retailer makes the investment, he or she must carefully plan most of their advertising and promotion since, according to Licance Pizza purchasing director Larry Foster, there has been "very little co-op (advertising) we've seen." Foster recommended "regular institutional advertising," pointing to his own personal experience that "print has worked very well for us.

Foster did add, however, that "plenty of point-of-purchase displays" are being made available from video suppliers ("sometimes more than in the music industry") and stated that "cross-tagging" of product has an impact on sales. "The customer responds to price and excitement of promotions," he said.

Artie's Gold told the audience that the retailer has "a right to expect" such services as "quick delivery" and the "ability to return product that is slow-moving" from the distributor's backlist. "Winning Video's Gim in buying." Whether the dealer is running a rack, leased or owned & operated video department, said Foster, "the most important aspect is that once a customer arrives at your store, he must be treated as a guest and the circumstances require a very specific response to meet specific criteria, then you have to make the appropriate commitment based on market fact."

Whatever the operation, though, Gold stated that retailers "should be able to turn five times a year.

Panelists agreed that free standing record outlets fared better with home video than mall locations, with "convenience" given as the key factor.

### Video Rentals

Rentals was naturally a hot topic, with Crazy Eddie's Goldstein being the most vocal panelist on the subject. He noted that in New York City, he'd seen rentals "as low as 20 cents an hour" and "$1 a day in the suburbs." And added that $6-10 per week for rentals was "probably the highest in New York." He stressed that "higher rental rates will have to be adopted by retail "ticket takers" and 'studies must provide reasonable rental programs."

Licance Pizza's Foster advised retailers that they would have to add in terms of advertising, extra personnel to rentals.

In regards to the various lease/rental programs, retailer panelists said they were "just beginning" to join them. Licance Pizza's Foster said the chain had signed up with 20th Century-Fox and Warner Home Video plans ("even if we're not happy with leasing from someone"), while Crazy Ed Goldstein said that although he hadn't joined any plans yet, he anticipated doing so in the near future.

Artie's Gold felt that rentals was "less of an urban phenomenon," adding that it is "worth taking a look at regional differences before deciding what programs to get into." For example, the Goldstein panel placed the most emphasis on sales of videocassettes as opposed to rental. He stated that "no art is out" that "with the largest part of commitment to (home video) is the one that has a sales business."

As a graphic example of the limited
McCartney 45 Exploses; Little Change Seen In Top 10 LPs

by Mark Albert and Ken Kirkwood

TOP STORY OF THE WEEK is the new Paul McCartney-Stevie Wonder single collaboration "Ebony And Ivory." An instant smash out of the box, 76% of Cash Box reporting stations added it the first week. The single is beginning to pick up Black Contemporary radio airplay as well. "Ebony And Ivory" debuted on the Cash Box Top 100 Singles chart at #30 bullet, one of the highest debuting singles in the past couple of years. Expect the new McCartney album, "Tug Of War," later this month.

TOP TEN HIGHLIGHTS — The top six albums remain the same with the Go-Go's still leading the pack. The soundtrack to Chariots Of Fire, holding at #4 bullet, will pick up considerably since capturing the Oscar for Best Original Score. The single of the same name is also very strong, jumping to #4 bullet from #7 on the Top 100 Singles chart. Rick Springfield continues his rocket ascent, bulleted into the Top 10 at #7 after only three weeks. Excellent retail action in all regions with Top 20 rack sales as well indicates number one possibilities. Simon & Garfunkel, at #8 bullet, up from #9, continued with strong retail in all regions, particularly the east and midwest. Rack sales are beginning to kick in. The single, "Wake Up Little Susie," is capturing Top 40 airplay and is a sure-fire jukebox winner as well.

TOP 100 HIGHLIGHTS — Alabama moves up two notches into the Top 15 at #14 bullet thanks to exceptional rack sales — Top 10 reports nationwide. Retail action is solid in the south and midwest, but slow on both coasts. Asia takes a dynamic 19 point jump into the Top 20 at #17 bullet. Good retail across the board led by sales activity in the east and west. Look for "Heat Of The Moment" to be the first single released from the LP. Moving up to #24 bullet, Willie Nelson had good sales movement throughout the south, midwest and west. Rack sales are beginning to take hold. Aldo Nova took a nice jump to #29 bullet, up from #40. Sales continue to be strong in the midwest, east and west. The "Fantasy" single from the album is at #66 bullet on the Cash Box Top 100 Singles chart and is receiving major FM airplay. The Scorpions are enjoying its greatest success to date, jumping to #37 bullet, up from #54. Good sales are out of the west and midwest with the east beginning to pick up. The Human League, at #43 bullet, is selling in most regions with strongest action reported on both coasts. Buckner & Garcia bulleted to #45, up from #69, based primarily on exceptional rack activity. "The Secret Policeman's Other Ball — The Music," #53 bullet, had good retail in the east, midwest and west. The Charlie Daniels Band jumped more than 20 points to #57 bullet with heavy sales out of the midwest, south and east. Look for rack sales to kick in next week. One of the hotter Black Contemporary albums, "Brilliance" by Atlantic Starr, had heavy sales in the east and south and bulleted at #60. The "Circle" singles is crossing over to pop as well at #84 bullet. Another hot B/C act, Xavier, cranked the Top 100 at #86 bullet, up from #106. Selling in the east and south.

101 TO 200 HIGHLIGHTS — John Denver, #104 bullet, is closing in on the Top 100 with good sales out of the midwest and at the racks. The Jam, at #108 bullet, is selling well in the west and east, particularly New York, New Haven, Hartford and Boston. Walt Disney Productions' "Mousercise" takes a 20 point jump to #126 bullet based on strong rack action exclusively. Dr. Hook, at #150 bullet, is selling in the midwest and west. Adult Physical Fitness at #151 bullet continued a good sales pattern at the rack level. J.D. Cale picked up sales action in the west and is at #164 bullet.

DEBUTS — The Beatles are back on the charts with this week's highest debut at #68 bullet. Good first week sales out of all regions, especially the west and south. The "Movie Medley" single jumped to #32 bullet, up from #43 in only three weeks and was the biggest single breakthrough. Cameo hits the Top 100 at #82 bullet with excellent sales in the south and midwest markets like Chicago, Milwaukee, Indianapolis, Kansas City, Los Angeles, Denver, Portland, Seattle, New Orleans, Baltimore/Washington and New York. Iron Maiden, #134 bullet, had retail reports in the west and midwest. Greg Kihn had strong west coast sales and debuted at #142 bullet. "The Kids From Fame," #166 bullet, had sales activity primarily in the midwest. "Krokus," #182 bullet, is also showing up primarily in the midwest. "Visage," #171 bullet, is breaking out of the west. Other debuts include ABC Band at #177, Haircut 100 at #181, Missing Persons at #183, France Joli at #188, Charlene at #189 and Lou Ann Barton at #193.

RECORDS TO WATCH — New releases expected to hit the charts include Toto's "IV" on Columbia, "The Name Of This Band Is Talking Heads" on Sire, Deniece Williams' "Niecey" on ARC/CBS, "Heartbreak Express" by Dolly Parton on RCA, Pavarotti's "Luciano" on London and "Live On The Sunset Strip" by Richard Pryor on Warner Bros.

NATIONAL BREAKOUTS
1 SCORPIONS
2 BEATLES
3 ALDO NOVA
4 HUMAN LEAGUE
5 WILLY NELSON
6 SAMMY HAGAR
7 BONNIE RAITT
8 SECRET POLICEMAN'S OTHER BALL
9 CAMEO
10 TOM TOM CLUB
11 SKYY
12 CHARLIE DANIELS BAND
13 ATLANTIC STARR
14 WHISPERS
15 SHALAMAR

Regional Album Analysis

NORTHEAST
1 HUMAN LEAGUE
2 SECRET POLICEMAN'S OTHER BALL
3 SHALAMAR
4 WHISPERS
5 ALDO NOVA
6 JEFF BARR
7 SCORPIONS
8 THIRD WORLD
9 BONNIE RAITT
10 WAITRESS

SOUTHEAST
1 WILLIE NELSON
2 BEATLES
3 AL JARREAU
4 TOM TOM CLUB
5 SKYY
6 CAMEO
7 KOOL & THE GANG
8 HUMAN LEAGUE
9 BONNIE RAITT
10 SHALAMAR

MIDWEST
1 SCORPIONS
2 ALDO NOVA
3 CHARLIE DANIELS BAND
4 SECRET POLICEMAN'S OTHER BALL
5 SAMMY HAGAR
6 WILLIE NELSON
7 TOMMY TUTONE
8 BEATLES
9 THE DREGS
10 GREG KIHN BAND

NORTH CENTRAL
1 RICK SPRINGFIELD
2 BUCKNER & GARCIA
3 ALABAMA
4 CHARIOTS OF FIRE
5 JOAN JETT
6 MOUSECISE
7 WILLIE NELSON
8 SIMON & GARFUNKEL
9 JOHN DENVER
10 FAME

DENVER/PHOENIX
1 SCORPIONS
2 ALDO NOVA
3 SAMMY HAGAR
4 THE DREGS
5 BEATLES
6 TOM TOM CLUB
7 SKYY
8 BONNIE RAITT
9 SECRET POLICEMAN'S OTHER BALL
10 CAMEO

SOUTH CENTRAL
1 SCORPIONS
2 ALDO NOVA
3 SAMMY HAGAR
4 WILLY NELSON
5 ATLANTIC STARR
6 SAMMY HAGAR
7 SKYY
8 HUMAN LEAGUE
9 SCORPIONS
10 CHARLIE DANIELS BAND
## Accessory Market Expanding Due To Walkman Tape Units

**by Jim Bessman**

**NEW YORK** — The continued success of personal tape players is the dominant factor in this season’s accessories market, particularly the Walkman type units which are giving rise to new tape lines and influencing marketing and advertising strategies.

It is estimated that since the introduction of the Walkman, cassette sales have increased by more than $200 million — a fact that did not go unnoticed at the recent Walkman trade show where Sony chairman Akio Morita received the association’s Presidential Award.

At the 25-store Harmony Hut chain, Clyde McElvene, general merchandising manager, praised blank tape lines while noting that Walkman-type units are selling exceptionally well.

Accessories sales have gained a percentage point in the total sales picture from last year’s 9.5% of revenues. The blank tape percentage breakdown is unavailable, but McElvene estimated that those sales account for at least half the accessory sales of last year.

Marshall Lawhon, assistant manager at San Francisco’s Tower outlet, reported that the sale of blank tape by case lot has increased. He added that tape manufacturers are beginning to advertise bulk prices and that his store has increased one tape promotion going on 90% of the time.

Leading the way are the Walkman-type units. McElvene now has an accessories line directed specifically at personal cassette players, and he said that lightweight headphones were “taking off extremely well.”

At Washington, D.C.’s Waxie Maxie, president Mark Silverman said that blank tape accounted for six percent of total accessories sales.

Accessories make up 10% of the overall business at Pickwick Distribution’s rack services division, according to Doug Report, president, who also noted that blank tape sales have increased 80% of that figure. Harvey also conservatively estimated that in-line tape sales increased 15% from last year and expects continued growth due to heavier marketing emphasis in that area.

While blank tape sales play the biggest role in the growing accessories market, the Walkman-type player units are also reaping a windfall from the more serious buyers who are looking to expand consumer awareness of the need to maintain their frequently high-priced musical investments via record collectors and related accessories.

And no one’s overlooking those little bagpussers with the big profit marginals.

In addition to blank audio tapes, Pickwick hopes for greater receipts from videotape sales and is tailoring individual promotion and display ideas to match the demands consisting of four-foot pegboard displays for each account. But at the 10-store Everybody’s Records chain, executive vice president Michael Reft reported good sales of videotape only during special sales, music video and holiday seasons, not in the software stores. Small, video accessories like chokers, splitters and head cleaners, which are all racked together, move regularly at a good margin.

Like others, Reft said that audio cassette carrying cases have become big movers. Pickwick’s Radio Doctors agreed on a new market for smaller, four-to-six-tape capacity cases for glove compartment, suntan lotion and visors and belts. “Regular-sized cases are still big, but with consumers showing greater selectivity in listening and driving smaller cars, there is an excellent market for the pocketable and stylish tape cases,” he observed.

Howard Kaplan, accessories buyer for Milwaukee’s Radio Doctors, agreed. “We’re steering away from the hard briefcase-style cassette case to newer line of smaller cases that are not too large and can fit into two to three cassettes. These are geared more to today’s lifestyle to those with Sony Walkmans and such cases are one of our big profit lines this year.”

At the 30-store Southern California Licorice Pizza chain, Mike Brown, general manager, said that in-line tape sales, most recently those produced by Memorex, are “putting a lot of dollars in our pockets”.

(continued on page 31)
countries, and the effect on the U.S. industry is devastating, he said.

"If the Singaporeans were sweep clean, about 10% of that $1 billion (lost annually to pirates) would flow to the U.S. record business." However, "those lost dollars never get back to America. Their absence means harder times for U.S. fewer new albums. Less marketing support for dealers," he said.

Coryn's sixth plague on the record industry is "turning back from creative risk, less ability to support," he added.

To the retailers, he added, "You're feeling it too. Cuts in ad dollars. Cuts in merchandising. Wholesale going up and up. If the format doesn't change, the sales drop means fewer new hit makers. stagnation."

At the height of his speech, Coryn said the NARM board of directors, Coalition to Save America's Music presented a solution to both the home taping and record rental problem.

The NARM-Distributor/Record Shop's Dual Amendment was formed to support the Mathias Amendment in the Senate and the Edwards Amendment in the House (both of which currently have loopholes) by a levy on audio rental recording hardware and software, in addition to a provision that audio-visual materials like records and videotapes cannot be rented without the copyright holder's permission.

Coryn said, "We are not asking that black tape be outlawed, only that it play its way. We are trying, through fair compensation, to prevent this threat to your main business: our albums, and our success.

The announcement that the NARM board of directors voted to support the audio visual rental recording Amendment, while welcomed by the coalition, also fell short of full support of Mathias Amendment. The Motion Picture & Video Software Dealers Assn. (VSDA), the NARM division that represents video dealers. The VSDA had announced prior to the convention that they opposed the Mathias and Edwards Amendments.

Nevertheless, in addition to NARM, the Solicitor General for the Audio Visual Recording Studios (PARS) also announced its support of the coalition, bringing the total of support to 13 companies.

While Coryn's address raised the hackles of the audience most visibly, the

``Handy Man for NARM" — Columbia recording artist James Taylor proved to be one of the major highlights at this year's National Assn. of Recording Merchandisers (NARM) convention held at the Century Plaza Hotel in Los Angeles from Thursday to Saturday. March 27, was immediately followed by a reception given by CBS Records at the hotel. Pictured at the reception are (l-r): Dick Asher, deputy president/chief operating officer of the NARM theaters; James Taylor, Executive Director Group; Jack Jones; NARM's vp of membership,独家; and LeBaron Taylor, vice president and general manager of divisional affairs, CBS Records.

TV Advertising Sells Music and Store Image, NARM Panel Reports

(continued from page 6)

Everybody's Record Co., and Sydne Silverman, president, United Record and Tape Industries.

"Audience of Millions"

Bills, in his opening remarks, called television a "mass market medium with an audience of millions" that has many advantages for record merchants. "With television, you're using an entertainment medium to sell entertainment," he said. "The people who watch television are those who buy records and tapes."

According to Bills, record and tape advertising is a natural for TV. "Television grabs and holds the viewers' attention with sight, sound, color and emotion. It has the unique ability to entertain and inform while it is selling," he said.

Another unique characteristic of TV advertising, he said, is that it sells the store's image as well as product. "Statistical analysis proves that while 54% of the consumer's interest comes from the items that are advertised for sale, 46% of the motivation comes from the image communicated via the telecast, according to Bills."

Following an audiovisual presentation highlighting the panelists' use of television in their overall media mix, the discussion turned to production techniques for TV spots.

One of Everybody's pointed out that one way to keep production costs down and still create an exciting commercial is to use raw concert footage supplied by the label. "By using raw footage of stars in concert, you can create an expensive looking spot but still keep the price down," he said. "We don't have to spend money in studio and production time."

The Sound Shop's Adams agreed that usage. "The consumer said his shop's had great success with spots where the album cover is superimposed over the live footage."

Despite the effectiveness of this technique, the panelists pointed out that they have to constantly prod the manufacturers in order to obtain raw footage.

The "donut" was cited as another popular production technique for budget conscious record merchants. The type of TV commercial uses a standard beginning and end with the middle left over for inserting a specific product message.

Referring to the first of All Saints spots that featured the same relaxing Santa motif, Harmony House's Adams said, "This technique allowed us to present ourselves as a full-line store in a flexible, cost-effective manner.

Education Needed

Educating the manufacturers about the value and effectiveness of advertising is the key to soliciting co-op dollars, according to the panelists, who noted that in most instances the dealer produces the spot in return for the label purchasing the time. "If you go after vendor dollars you must present a professional argument," said Silverman of United Record and Tape. "Go out and convince them how the money will produce advantages for the contestant, how it will put dollars into their pockets."

A video presentation featuring Everybody's president Tom Keenan provided a striking demonstration of how to approach labels for co-op support. In the video, which was shot inside an All Saints' store, Keenan forcefully documented the chain's past successes with TV advertising and stressed the impressive sales results of that aggressive promotion. He went on to explain the demographics of Everybody's market and the goals of the chain's TV program, noting that the network's advertising had been instrumental in helping Everybody's achieve its "best year in history despite a down in overall sales in the industry, as well as a decline in TV sales.

In closing, Bills offered this observation on the potential of TV advertising for records and tapes; "Think of music as a product; people want it, need it and use it. Television, more than any other medium, communicates the total energy of music to the consumer."

REO Speedwagon, Kenny Rogers Get Dual Honors At NARM 'Gift' Awards

LOS ANGELES — REO Speedwagon and Kenny Rogers were dual honorees at the closing ceremonies of the National Assn. of Recording Merchandisers (NARM) convention held here at the Century Plaza Hotel. The association to the top selling records in various categories, are based on sales tallied provided by NARM's retail membership.

REO Speedwagon's victories came in the Best Marketing and Best Selling Album by a group categories with "Worldwide"
P.(tilderty)". LP. Best Country Album by a Male Artist went to Rogers for his greatest hits package. Rogers also copped the Best Selling Album by a Male Artist award.

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P.(tilderty)". LP. Best Country Album by a Male Artist went to Rogers for his greatest hits package. Rogers also copped the Best Selling Album by a Male Artist award.

The Best Selling Album by a Female Artist went to Stevie Nicks for her "Bella Donna" LP, while Lionel Richie's "Endless Love" was awarded Best Selling Single. The Best Selling Movie Sound Track Album or Song was also awarded. Winning over a formidable field, Annie was chosen Best Selling Original Cast Album."

Rodney Dangerfield's "No Respect" won Best Selling Comedy Album while "Winelight" earned Grover Washington, Jr. Best Selling Jazz Album. Best Children's Album was "Urban Chimpunk," and "Pavarotti's Greatest Hits" won Best Selling Classical Album. "Don't Give Up" by Andy

Modification Of Existing Tape Fixtures, Better Packaging Boost Cassette Sales

BY MICHAEL MARTINEZ

LOS ANGELES — Stressing ways to achieve greater pre-recorded cassette sales through open merchandising, but without larger packages, Tower Records president Russ Solomon told a group of retailers that simple modification of existing packages and fixtures could deliver such goals.

Making his comments during a morning seminar at the convention held here last week by the National Assn. of Recording Merchandisers (NARM), Solomon said, "I realize there has been a great deal of talk about the 4"x4" or 4.5"x6.5" packages, but no one can agree on which size to use. And maybe they should not agree because we are in the business of different merchandising and space problems."

But Solomon maintained that 40-50% of all cassettes shipped are accounted for by tapes and that no retailer should be able to achieve such sales with his product locked up under glass cases designed to stop pilferage.

Aside from lauding the WEA two percent open merchandising incentive plan, Solomon, through a slide presentation, illustrated how Japanese manufacturers have created greater sales by modifying their cassette packages to allow easy display. Through the presentation, Solomon, who has a Tower one-stop in Japan, touted the Japanese manufacturers for using more attractive colors, larger lettering, more complete information and improved graphics, including the cover picture on the spine of the cassette, putting the bar coding in a non-prominent place, providing back cover graphics and advertising with the Hotel. The answer is to use large

Cash Box photo by Allen Sutton

SEMINAR CHAIRMAN — Lou Fogelman, SAMA's incoming president and NARM vice president, chaired the March 28 NARM session "Face the Music: Let's Reverse The Downward Trend." (continued on page 18)
Fiery Talk, Timely Seminars Highlight 24th Annual NARM

(continued from page 16)

keynote speech by Chrysalis International co-chairman Terry Ellis also came down hard on a variety of industry’s ills, especially piracy, computer monitors in the home entertainment arena.

Unless record companies and retailers take united action against record counterfeiting and home taping, the business as it presently exists is doomed to extinction, said Ellis in his often gloomy keynote address. “Our problems are not limited to piracy. ‘Piracy, counterfeiting, home taping — we can’t solve these problems without your help.’

New Challenges

But even more ominous than these familiar ills, according to Ellis, is the challenge from new and emerging home entertainment technologies that now compete with records and tapes. “I encourage you very much to look carefully at the effect of progress and change on selling round pieces of black vinyl in pretty packages across the counter to members of the public,” he said. “Millions have been spent on technology that now exists for sophisticated cable music. Today, it’s possible for each consumer to have a computer terminal hooked into his home with a complete library of music stored in it — music that can be transmitted by satellite to the very computer that charges his account and he is billed monthly.”

Video hardware and software and cable TV are the new “enemies” of the record industry, said Ellis, and video is not only competition for the consumer’s disposable income, but also the consumer’s time. “All the time people spend watching video, cable or using their time-shift recorders is time they are not listening to records — and the less time they listen the less reason to buy for us,” he said.

As for the music industry’s traditional nemesis — piracy and home taping — Ellis noted, “We at the record companies want people to enjoy music — but not without paying for it.” However, he went on to say that “today’s consumer is not very sensitive to this possible loss of revenue in exchange for radiocommercial exploitation of our records.”

In closing, Ellis posed the following question to the NARM members: “Is it in your best interest to have a sister organization (VSDA) which endorses home taping without compensation to the talent who created the music?

The following day, Robert Summer, president of RCA Records, and a dealer-funded war chest to combat the counterfeiting problem (see separate story, page 5). Pointing out that the labels had agreed to finance the NARM-generated “Give the Gift of Music” institutional ad campaign, Summer expressed the view that most dealers had as much as a vested interest in finding a solution to counterfeiting as manufacturers did.

In contrast to the strident addresses by label spokesmen, the retailer-generated workshops generally focused on more nuts-and-bolts approaches to generating more sales in keeping with the day’s theme. “Face The Music: Let’s Reverse The Downward Trend.” For example, in the workshop entitled “Yes, Virginia, There Are Promotion Alternatives To Radio Airplay,” there was an extremely upbeat attitude towards exploring these various possibilities.

Alternatives To Radio

James Bonk, executive president of Stark Record and Tape Service, stressed the importance of exploring alternatives to radio, and promotion to expose new product and generate retail traffic. He did not neglect the role of radio, however, noting that the company’s marketing survey conducted in January pointed out that 45% of the record buying public still rely on radio as their first exposure to music they eventually buy.

“Over the past 10 years, we’ve seen radio playlists shrink, making the term Top 40 anachronism,” said Bonk. “Some stations program fewer than 30 records, and some include less than 20 in regular rotation.”

But Bonk said that cross-promotion, in-store merchandising, in-store and airplay (via in-store marketing tools like advertising, print, radio and TV) are becoming increasingly important in getting new product store sales and promotions and generating store traffic.

Particularly lauded CBS for the cross-merchandising promotion with 7-Up (the “CBS/7-Up Match Up Contest”) and the campaign by MCA and the McDonald’s (“Music Menu Chart”). He also pointed out that retailers and rack jobbers could be more aggressive in developing regional cross-merchandising promotions with labels, such as Camelot’s regional promotion with RC Cola and “Let’s Get Physical,” a music promotion utilizing albums that provided a wealth of cross-merchandising possibilities.

He said such promotion helps to develop

NARM Presentation Focuses On Profile Of Black Music Consumer

by Michael Martinez

LOS ANGELES — The importance of black music in the marketplace, maintaining its sales through more aggressive merchandising, and developing a profile — both demographic and psychographic — of the black music consumer highlighted black music at a seminar at the recent National Assn. of Recording Merchandisers (NARM) convention held at the Century Plaza hotel here.

The presentation, titled “Black Music Is Green,” was in part an update of last year’s video presentation developed by the Black Music Merchandiser (BMM).

Opening the discussion was LeBaron Taylor, BMA president and CBS vice president, who told workshop participants that black music was still selling well despite the hard economic times the industry faced.

Taylor stressed that the fans of the music were loyal and that the appeal of black music was by no means limited to blacks — a theme that resurfaced during a later discussion conducted by Eddie Gilreath, chairman of the BMA’s “Black Music is Green” committee and Warner Bros. vice president.

“Holding Its Own”

Gilreath told the retailers that black music has been holding its own in the face of the downward trend of the industry and that its preservation was due in part to its growing universal appeal, something he said was evidenced by major Grammy winners this year coming from that genre of music.

But Taylor cautioned that black music might be losing the industry foothold it has gained over the years and urged retailers to more aggressively participate in preserving its growth by supporting new black acts the same as they have other trend setting artists.

(continued from page 18)

RCA’s Summer Issues Appeal For NARM Anti-Piracy Fund

(continued from page 5)

I ask you for just a moment to contemplate the state of this industry if the manufacturers, stretched by the burden of this ongoing program or frustrated by the refusal of distributors to recognize their obligation to participate in the funding of anti-piracy activities, abandoned their commitment,” said Summer. “The result, I promise you, would be total chaos.

Summer said, “I have realized that the problem of piracy would become even worse as the cassette continues to rise in popularity, since it is ‘the configuration most vulnerable to illegal forms of duplicating.’

Calling piracy “an issue of common concern” to both manufacturers and retailers, Summer said, “If we are unguarded in dealing with this national competitor, the un-authorized manufacturers of records and tapes … our business will be severely jeopardized, perhaps destroyed.”

Calling the fund proposal “an extension to the ‘Gift Of Music’ program,” Summer stated, “I shudder to think of the gift of a counterfeited record or tape.”

In conclusion, he said, “Let’s not be a victim … Let’s get the machine guns pointed in the right direction.”

NARM directors are currently “considering” the fund proposals, according to board member Alan Sutton (of Simpson’s Wholesale), who said there should be a decision on whether to support it or not by the next board meeting, which Simpson said would be “sometime this summer.”

As for his own personal opinion on the fund, Simpson said, “As retailers and merchandisers, I believe we have supported anticounterfeiting efforts through paying increased costs of goods. I was under the impression, as were most of the retailers I’ve talked to, that we’re already paying for it. It’s part of the manufacturers’ costs of doing business.”

Simpson added that small retailers he has talked with “don’t believe the problem (of counterfeiting and piracy) is really there.”

However, Simpson stated, “I do know how to eliminate it without establishing any fund. Just lower the cost of goods. People may not perceive $9 to be worth the price of pre-recorded music, but I firmly believe that they buy it for $5. People have been encouraged by the same thing that encouraged home taping … price, that’s all. That’s what the marketplace is telling us. I still maintain that the industry has not addressed the real issue.”

Simpson said he “will meet with Mr. Summer personally” to discuss his feelings.

At press time, none of the remaining NARM board members was available for comment.

SOLOMON ON TAPE — Tower Records president Russ Solomon’s NARM address was titled “Maximizing Cassette Sales Via Creative Merchandising.”

(Cash Box photo by Allen Sutton)
NARM ‘82 Fiery Talk, Timely Seminars Highlight 24th Annual NARM

sales among non-traditional record buyers and excite the regular buyer with promotions that bring them into the store.

Bonk was equally enthusiastic about the presentation of research results to retailers by cable television. He specifically cited the 24-hour, AOR-patterned MTV, which he said will be among the new acts as it rocks rock’s major draws.

During a promotional clip featuring MTV air time and other promotions, the group was shown using the network in the Philadelphia, Syracuse and Wichita markets revealed that 60% of those contacted credited MTV with their first exposure to music they eventually purchased. The promotional presentation also said the network was increasing its use of theme music.

While Bonk praised the labels for developing exciting campaigns that stimulate retail sales, he noted that it did not deserve the Portland-based Everybody’s chain, chided manufacturers on their handling of merchandising materials.

In the closer, Bonk said, “If we’re talking about a partnership, we’re talking about greater communication among artists, record companies, and merchandisers.” Keenan said during the session, “that nowhere do we have to listen, nowhere do we have to respond because music must be addressed more on than the improved creativity, quality, and distribution of merchandising aids.

He stressed that each needs vary sharply from region-to-region, even competitor-to-

competitor. Keenan said the problems are many, including receiving material that can’t be used for a campaign, material arriving late, material arriving in duplicate or in this situation, Keenan said that currently “We’re not talking to each other, we’re not hearing each other, and we’re not working together.”

“Listed this way, these are not problems, but lost opportunities,” he added.

Other dealer-generated workshops (costing for service) centered on the following: bar coding, merchandising video software, black music marketing, developing more attractive displays, and the use of television advertising by dealers.

Other highlights of the convention included:

- The naming of Spark Record and Tape Service/Gamelot Music as the NARM Mercurier of the Year. It was the third time the North Canton, Ohio-based marcher won the award, which is based on: 1) artist development, awareness of the artist, and number of units sold; 2) manufacturer/distributors on merchandising programs; 3) communication with all national accounts; 4) general merchandising/

highlighting in national TV shows; 6) overall creative merchandising; 7) proper training and support of personal representatives; 8) in-store and in-store tie-in; and 9) tour awareness and support.

For more information on the NARM “Gift of Music” Advertising Awards. In the radio category, the Musicianship Group of Minneapolis won its third honor for its music installation aids and its Hall & Oates/Rick Springfield effort. In the TV category, the rack job winner was United Record & Tape from Hialeah Gardens, Florida. The Richway tagged spot ads. In the retail category: for TV, Everybody’s Record Co. of Portland, Ore; for record stores, the Dr. Pepper’s “Everything’s On Sale” advertisements.

In the newspaper category, the rack job winner was for the artist’s Music and its “Tape, The Night Before Christmas” and “Sweet Treats For Christmas” aids for musicland.

NARM Vid Seminar Offers Realistic Profile Picture

Cash Box photo by Alvin Sutton

NARM Presentation Offers Profile Of Black Music Consumer

Cash Box photo by Alvin Sutton

anti-piracy appeal — RCA Records President Robert Summer urged the NARM board of directors to establish a self-administered fund to combat counter-

fadding.

REO, Rogers Top Winners At NARM ‘Gift’ Presentation

Cash Box photo by Alvin Sutton

(continued from page 17)

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First Amendment Rights
New Technology Key NAB Topics

"TM Productions wrote the script and choreographed the 30-minute multimedia presentation," added Cornils. "It will be a light but effective presentation.

The broadcast workshop will be dedicated to satellite programming and feature representatives from all industry viewpoints on the technology. We'll have one panel of the existing satellite radio networks like ABC, NBC and RKO. The second panel will be new media companies like Transam and the Satellite Music Network, and the third will be independent people who are not affiliated with any of the above, Cornils said. "We're going to have some people that are not tied to the system," Cornils said. "We're going to have some people that are not just a distribution system.

Other convention highlights include:

• A three-hour session on Hispanic radio. "It's rapidly exploding, but it's still a small segment of the market," said Cornils. "This is an area that we need to continue to plow into and open up all the possibilities for satellitecontemplating switching his programming to Spanish."

• A workshop on Cuban interference. "We'll have Wally Johnson from the Assn. of Broadcast Engineering Standards talk about the Region II treaty, and we'll have Mike Vouge, the engineering department talk about or recently released study on how Cuban interference affects over 200 stations," said Cornils. "One of those stations is WHO is Des Moines, Ronald Reagan's old radio station.

Congressmen To Hold NAB Confab Sessions

NEW YORK — While government-related issues are taking a back seat to technological innovations at this year's National Assn. of Broadcasters (NAB) convention, a handful of Congressmen concerned with radio industry issues will be on hand to keep lines of communication open between the media and lawmakers.

For example, an April 5 workshop entitled "The Budget and the American Dream" will focus on how the federal budget affects the radio industry. Confirmed panelists include Sen. Pete Domenici (R-N.M.), Senate Business Committee Chairman; Sen. Bob Dole (R-Kans.), Senate Finance Committee Chairman; Rep. James Jones (D-D.), House Budget Committee Chairman and Rep. Dan Rostenkowski (D-Ill.), House Ways and Means Committee Chairman.


Finally, "Open Line To Congress," which takes place Tuesday afternoon, features Sen. Howard Cannon (D-Nev.), author of S-1629, the comprehensive broadcast deregulation bill and Rep. Jeff Bingaman, (D-N.M.) bills that will eliminate the Fairness Doctrine, Equal Time Provisions and Reasonable Access codes of the Communications Act of 1934.

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CASH BOX PROUDLY PRESENTS ITS FOURTH ANNUAL

SPOTLIGHT ON BLACK MUSIC

ISSUE DATE: JUNE 5, 1982  ■  AD CLOSING: MAY 26, 1982

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Acuff-Rose Buys
Four Star Catalog
For $1.75 Million

NASHVILLE — Acuff-Rose Publications assumed ownership of the Four Star Music catalog for $1.75 million on Friday in the District Court of Nashville approved the purchase of the publisher company which contains some 20 "standards," Acuff-Rose offered the highest cash.

Included among the standards in the Four Star catalog include "Release Me," "In the Misty Moonlight," "Lonely Street," "Just Out of Reach Of My Two Empty Arms," and "Send Me The Pillow You Dream On," among others. Acquisition of the catalog was a natural for Acuff-Rose, since the firm's public relations director, Bob Jennings, was previously Nashville director of operations for the newly purchased publishing entity. "Bob came to Acuff-Rose from Four Star in early 1975," commented Wesley Rose, president of Acuff-Rose. "He had been instrumental in the growth and operation of Four Star during its formative years when it was owned by R.C. Castleman. Bob's ultimate and personal knowledge of the entire catalog qualifies him to guide and direct its future development.

"What really excites me," said Jennings, "is the knowledge of the great songs in Four Star's catalog. These songs are so democratic and are also potential standards." Four Star catalog includes 2,200 tunes that were previously recorded and 2,500 more that achieved top 20 hits.
TOP 75 ALBUMS

<table>
<thead>
<tr>
<th>Weeks</th>
<th>4/3 Chart</th>
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| 1 | BOBBIE SUE
| 2 | OAK RIDGE BOYS (MCA 5294) |
| 3 | AIN'T 6272 |
| 4 | MOUNTAIN MUSIC |
| 5 | ALABAMA (RCA AHL-1-4299) |
| 6 | BIG CITY |
| 7 | MERLE HAGGARD (Epic FE 37959) |
| 8 | FANCY FREE |
| 9 | ROLLIN' ROLLIN' (RCA AHL-5209) |
| 10 | FEELS SO RIGHT |
| 11 | ALABAMA (RCA AHL-1-3632) |
| 12 | STILL THE SAME OLD ME |
| 13 | GEORGE JONES (Epic FE-37995) |
| 14 | SOUTHERN COMFORT |
| 15 | CONWAY TWITTY (Eehtra E1-60005) |
| 16 | ALWAYS ON MY MIND |
| 17 | BILLIE NELSON (Columbia FC 72951) |
| 18 | FINALLY! |
| 19 | (Warner/Curb BSX 3600) |
| 20 | THE PRESSURE IS ON |
| 21 | L.W. LOCKE JR. (Bell/Herla Curb SE-536) |
| 22 | Team Of Hits |
| 23 | OAK RIDGE BOYS (MCA-5150) |
| 24 | SHARE YOUR LOVE |
| 25 | KENNY ROGERS (Liberty OOO-110) |
| 26 | FEELIN' RIGHT |
| 27 | RAZZY BAILEY (RCA AHL-1-4228) |
| 28 | MY HOME'S IN ALABAMA |
| 29 | ALABAMA (RCA AHL-1-3644) |
| 30 | WILLIE NELSON'S GREATEST HITS (AND SOME THAT WILL BE) |
| 31 | WILLIE NELSON (Capricorn NC5 2562) |
| 32 | WAITIN' FOR THE SUN TO SHINE |
| 33 | RICKY SKAGGS (Epic FE 31983) |
| 34 | JUICE |
| 35 | JUICE NEWTON (Capitol ST 12196) |
| 36 | STEP BY STEP |
| 37 | EDDIE RABBITT (Eehtra SE-532) |
| 38 | ME AND MY R.C. |
| 39 | LINDA MANDRELL AND R.C. BAVNION (RCA AHL-1-4069) |
| 40 | CIMARRON |
| 41 | EMMYLOU HARRIS (Warner Bros. BSX 3603) |
| 42 | BET YOUR HEART ON ME |
| 43 | (Full Moon/Asylum SE-541) |
| 44 | THE DAVID FRIZZELL AND SHELLY WEST ALBUM |
| 45 | (Warner Bros/You/BSX 3624) |
| 46 | I AM WHAT I AM |
| 47 | GEORGE JONES (Epic FE 36586) |
| 48 | KENNY ROGERS GREATEST HITS |
| 49 | KENNY ROGERS (Liberty OOO-1027) |
| 50 | HOLLAND, TENNESSEE |
| 51 | JIMMIE VALENTINE (Columbia FC 31438) |
| 52 | YOU DREAM |
| 53 | GEORGE STRAIT (MCA-9248) |
| 54 | THERE'S NO GETTIN' OVER ME |
| 55 | RONNIE MILSAP (RCA AHL-1-4060) |
| 56 | NOT GUILTY |
| 57 | LARRY GATLIN & THE GATLIN BROTHERS |
| 58 | (Columbia FC 31444) |
| 59 | GREATEST HITS |
| 60 | RAY REYES & PATTY CLINE |
| 61 | (RCA AHL-1-4127) |
| 62 | ESPECIALLY FOR YOU |
| 63 | DON WILLIAMS (MCA-5210) |
| 64 | SEVEN YEAR ACE |
| 65 | ROSANNE CASH |
| 66 | (Columbia JC-9969) |
| 67 | SURROUND ME WITH LOVE |
| 68 | CHARLY MCGILL (Epic FE-37106) |
| 69 | WHEN A MAN LOVES A WOMAN |
| 70 | JACK GRAYSON (Koala KGA 19751) |
| 71 | DON'T KNOW ME |
| 72 | THE DANA DELANES BAND |
| 73 | (Epic FE 37694) |

38 GREATEST HITS |
39 KEEP ON DANCIN' (COUNTRY STYLE SWING) |
40 GREATEST HITS |
41 GIVIN' HERSELF AWAY |
42 THE DUKE'S OF HAZZARD |
43 LIVE |
44 SEASONS OF THE HEART |
45 GARY MORRIS |
46 GREATEST HITS |
47 YEARS AGO |
48 DREAMS |
49 ME |
50 FIRE & SMOKE |
51 I'AIN'T HONKY TONKIN' NO MORE |
52 I BELIEVE IN YOU |
53 MR. T |
54 CHARLEY SINGS |
55 HONEYSUCKLE ROSE |
56 LIVE |
57 AMAZING GRACE |
58 WITH LOVE |
59 SLEEPING WITH YOUR MEMORY |
60 URBAN CHIMPUNK |
61 FRAGILE—HANDLE WITH CARE |
62 LOVIN' HER WAS EASIER |
63 STARDUST |
64 WHERE DO YOU GO WHEN YOU DREAM |
65 KIERAN KANE |
66 ROWDY |
67 ONE TO ONE |
68 THE VERY BEST OF MEL TILLIS |
69 EDDIE RABBITT (Eehtra EE-2767) |
70 RODEO ROMEO |
71 TAKIN' IT EASY |
72 RODNEY CROWELL |
73 KING OF THE ROAD |
74 MIDNIGHT CRY |
75 ASK ANY WOMAN

COUNTRY RADIO AND CASH BOX:

The Only Trade To Devote
A Full Page Every Week To
Country Radio!

Cash Box/April 10, 1982
COUNTRY RADIO

STARSEARCH FINALS SET FOR APRIL — Country bands throughout the nation are vying for state championships and the right to compete in the finals of the Wrangler Country StarSearch, to be held in Nashville April 28. The state finals will continue on an almost nightly basis throughout April, with the winners receiving $1,000 in prize money and contracts to appear on the grand prize concert of $50,000 and recording/booking contract. To date, state winners from around the country include the Country Sunshine Band/Louisiana, the Eddie McDaniel Band/MISSIPPI, Knight/Alabama, David Ripple/West Virginia, the Delta Blues Band/Virginia, Jessie Daniels and Mary A. Barnes/Florida, Lisa Ann McDowell/South Carolina, Denise Davis Price/Tennessee, Jennifer Spencer/Kansas, Tella Summy/Arkansas, Boogie Grass Fever/Nebraska, Mike Prazor/Ohio, the Clay J. Storm Rock Band/South Dakota, Back Behind the Barn Boys/Minnesota, and the Country Line Band/Wisconsin. The national finals will be taped for TV airing on April 28 at the Grand Ole Opry House in Nashville.

PERSONALITY PROFILES: Steve Thomas, 28, in high school in Los Angeles, Steve Thomas gained his first on-the-air experience doing the weekend block formatted KMAX/Aradia, pulling in a $1.35 per hour. Thomas attended UCLA and graduated with a degree in mass communications while handling the weekends for KMAX and country-formatted KOKC/San Bernardino. In 1973, Thomas pulled up stakes and headed for Nashville, taking over the afternoons for KRAM, finally being named music director, then assistant program director. In 1975 Thomas moved to Provo, Utah, and assumed the programming duties for Top 40 station KEYJ. As a member of the key music staff, Thomas recruited and programmed five smaller Southern stations, Thomas decided to head back to California. He hooked up with Orange County’s FM mellow rockier, KORJ, a station that was experiencing serious difficulties, and was able to convince station owners that the format needed updating. The move turned around the station, and with the first 3-4 week’s the station had become the top-rated adult station in Orange County, according to Arb rankings. If there is one objective Thomas is adamant about retaining, it is keeping Los Angeles a truly “country” station, ensuring the life of country music as truly an American art form.

INTERNATIONAL FAN CLUB ORGANIZATION SETS SHOWCASE PLANS — The International Fan Club Organization (IFCO) has announced that the first national annual dinner/show and New Country Showcase will be Lee Arnold of WHN/New York and Gerry Harmon of KHKK/Houston. The festivities are scheduled for Wednesday evening, June 9, during Fan Fair week at the Tennessee State Fair Grounds in Nashville. Tickets are available through IFCO headquarters, Box 177, Wild Horse, Colo. 80528. Tickets are priced at $10 per dinner/show, and $8.50 for the show only.

UNITED STATES INITIATES NEWSLETTER — United Stations Radio Network director Dick Clark has announced the initiation of a monthly newsletter geared toward the broadcasting industry. According to Clark, “...we have taken special care to make it (the newsletter) of interest to you as a radio executive. We hope you will send us your comments so that we can better serve your concerns in the newsletter. Our industry is an ever progressing medium, and we need to stay on top of the developments and avenues open to us, and that is the aim of our monthly newsletter.” United Stations New York address is One Times Square Plaza, New York, N.Y. 10036, The telephone number is (212) 869-7444.

KIX TO GIVE AWAY HOME — According to KIX/Dallas program director John Walton, Janie Fricke was on hand Thursday evening, March 25, to give away a custom-built home by Pulte Homes Inc. to one of 20,000 people who entered KIX 106 FM’s Music Challenge. So nobody went away a loser, the station hosted a KIX Happy Hour at the Belle Starr as a kind of consolation prize, where other prizes were given away and draft beer was on the house.

WKH ‘KICKBACK’ CONTEST CULMINATES — WKH-FM/New York recently gave away a check for $100,000 to Mary Cullinane, the 108th caller in the “$100,000 Kickback” contest. Listeners who didn’t win a prize were entered into the Viva International Hotel. Over the course of the contest, the station attracted more than 42,000 entrants to join the WKH Country Klub. According to WKH general manager, Don Boyles, “The magnitude of the value and audience response set us apart as an ambitious and accepted member of the New York radio community.”

Country music

PROGRAMMERS PICKS

| Country Joe Flint | KOSP/Salt Lake City | When You Gave Your Love To Me — Ray Price — Dimension |
| Doug Branham | KUCB/Tucson | Listen To The Radio — Don Williams — MCA |
| Bill Templeton | KEED/Eugene | Wasn’t That Love — Susan Allison — MCA |
| Rita Jashtash | WBXJ/Edenton | Finally — T.G. Sheppard — Warner/Curb |
| Mark Thomas | WCI/Detroit | Ring On Her Finger, Time On Her Hands — Lee Greenwood — MCA |
| J.D. Cannon | WFM/Indianapolis | Every Time You Cross My Mind (You Break My Heart) — Razzy Bailey — RCA |
| Jack Seckel | WIXK/Keesona | Everyone Knows I’m Yours — Conner/Hannan Band — Alfa |
| Joe Patrick | WNOW/New Orleans | With Their Kind Of Money And Our Kind Of Love — Billy Swan — Epic |
| Jeff Davies | KXL/Little Rock | Would You Catch A Falling Star — Johnnie Wright — Warner Bros |
| Dan Cowen | KSSS/Colorado Springs | Ring On Her Finger, Time On Her Hands — Lee Greenwood — MCA |

COUNTRY RADIO

MOST/ADDED COUNTRY SINGLES

1. EVERY TIME YOU CROSS MY MIND (YOU BREAK MY HEART) — RAZZY BAILEY — RCA
2. I DON’T KNOW WHERE TO START — EDDIE RABBITT — ELEKTRA
3. WITH THEIR KIND OF MONEY AND OUR KIND OF LOVE — BILLY SWAN — EPIC
4. THE MAN WITH THE GOLDEN TUMP — JERRY REED — RCA
5. WHEN THE WORLD’S FALLING DOWN — JOHN DENVER — WARNER BROS
6. YOU DON’T KNOW I’M YOUNG — CONNER/HANNAN BAND — ALFA
7. FINALLY — T.G. SHEPPARD — WARNER/CURB
8. GREEK BARY: LOY — SAM THE SHAPPEE — RCA
9. THE GENERAL LEE — JOHNNY CASH — SCOTTI BROTHERS
10. TAKE TIME TO KNOW HER — DAVID ALLAN COE — COLUMBIA

MOST ACTIVE COUNTRY ACTS

1. JUST TO SATISFY YOU — WAYLON JENNINGS — RCA
2. YOU’LL BE BACK (EVEN NIGHT OF MY DREAMS) — THE STATLER BROTHERS
3. ALWAYS ON MY MIND — WILLIE NELSON — COLUMBIA
4. TEARS OF THE LONELY — MICHELLE GILLEY — EPIC
5. THE BELLAMY BROTHERS — ELEKTRA/CURB
6. GUN HUNTING — JOE STANFELD — EPIC
7. FINALLY — T.G. SHEPPARD — WARNER/CURB
8. KANSAS CITY LIGHTS — STEVE WARNER — RCA
9. TEACH ME YOUR NAME — MIKE MYERS — MCA
10. TAKE ME TO THE COUNTRY — MEL McDaniel — CAPITOL

Annual CMA Survey Finds Number Of Country Stations Up Nearly 20%

by Tom Roland

NASHVILLE — The number of stations programming country music on a full-time basis increased 19.5% in the past year, according to an annual survey conducted by the Country Music Assn. (CMA). Of the approximately 7,700 radio stations in the United States, 1,447 of them (44.5%) program country music during some part of the day, and 2,133 (27.8%) programs country music as an all-day format. These figures have increased full-time country programming from the prior year, which, combined with increases in 1980 and 1981, represents an increase of 50% since 1980 in the number of stations that are full-time country outlets. While both AM and FM frequencies have increased full-time country programming, the AM ratio continues to be high. In 1981, the number of full-time country outlets increased by a respectable 13.4%.

J.Walker-Meador, executive director of the CMA said, "This is encouraging for the country music industry, the tremendous growth of country music specifically radio — is extremely significant. CMA has been aware of this growth for some time and has decided that has even more impact on the industry. The growth has been most evident in the Southern states, which is most welcome."

The survey also found that “country music continues to be the most popular format on the air with our listeners.” Country music averaged 35% of the listenership, with pop music at 29% and rock music at 22%. These results are consistent with the June 1981 CMA survey, indicating that country music is a growth area for the industry.

Rumore also stated that the survey indicates that “country stations are not only growing, but also increasing in the depth of their market penetration.” Country music reached 31% of the population in the central region, 29% in the northeast, 28% in the midwest, and 21% in the southern region.

Rumore concluded that “the survey results confirm the continued growth and strength of the country music industry.” The CMA survey is conducted on a biannual basis, with the next survey scheduled for fall 1983.

WKDA Drops Country

NASHVILLE — After 12 years as a country- formatted station, WKDA/West Nashville adopted what station officials are calling a mix of “easy-rock album music” beginning March 29 to make the station “more compatible with the sales department.”

According to WKDA program and general manager of the station, the sales department had difficulty selling time on the station after acquiring ads from across town that had even stronger country music content.

The new format is aimed at those who like country music, but want to listen to a broader range of music. The sales department is now more interested in the station.

Rumore predicts that WKDA’s Arbitron ratings, which had been fluctuating in the mid-90s, and that the station’s new format will help.

He said that the number of country stations in the Nashville market and the recent purchase of WZQX-FM by the Oak Tree Broadcasting Co., which owns country station WJRB/Nashville, had no influence on the station’s decision.

Rumore also stated that the Satellite Music Network had not been a factor in the decision to change formats. The satellite network had a country signal, which WKDA had used since early last fall (Cash Box, Sept. 26, 1981), had proven effective and desirable.

WKDA’s new format will be the one the station will use in the most recent fall report, will be able to use the AM signal somewhat as a test market for new material, and the format on the FM side will vary starkly from that of Top 40 competitor WMKJ.
Country Acts Go To TV Marketing

(continued from page 20)

find her records, but never can because the country outlets, as far as their marketing techniques, lack a lot to be desired. As I told Liberty, by going through TV, we gave the public the opportunity of speaking.

"When we have done this here," he added, "is make Cristy Lane available. In the past, there were a lot of people who would have liked to have bought one of her records, but it was just not available. When the average person goes to the store to buy records, they might stop by a rack, and, if they look, they do not find a Cristy Lane. Not everybody goes to your specific country outlets, but they have country records. There aren't that many of them anymore. There are so many of the stores, too, that carry just the superstars and a small minority of singles, like maybe the Top 10. A lot of the artists that could really be very marketable and making sales are just not made available to the public, so there's no way in the world they can buy it."

Stoller is impressed with the integrity of television advertising. "It's probably the best, the cleanest, the most legit business there is," he touted. "There's no returns, no hype, and you don't ship 500,000 copies and certify the thing gold and get back 400,-000." It's good for me," forecasted Prophet, "because I own all my masters, so I'm leasing out of my own, and I get a decent percentage. Let's say, for example, Silver Shadow approaches Waylon Jennings. They've got to go through RCA, and RCA really makes the deal, and RCA makes the major amount of money—Waylon would get a percentage of that, but it's a new situation owning the masters, the percentages are much greater.

With the potential rewards from TV marketing campaigns are quite substantial, there is also a high degree of risk involved. In fact, Stoller said that it's common knowledge among labels and marketing firms alike that 80% of such projects fail. The risk involved has left major labels extremely cautious in using it, although they are still interested in the television approach.

"There are certain projects that will be released over the course of a year with any record company that may not have a strong gasp to rack or retail acceptance," noted Roy Wunsch, vice president or marketing for the CBS Nashville branch. "As an example, the Columbia Historic Edition may be one of those items (Cash Box, April 3). We are right now researching the prospects of distributing this direct-marketing item with. There is not a particular television spot in production, and we're costing out this particular vehicle as a direct mail item. There's a lot of interest in it, and you don't just arbitrarily just jump in and go after it, because there are nuances to the way that television direct mail spots work."

"We're examining it very closely; we do Weed, Dean Promoted At Word

NASHVILLE — Allen Weed and Rob Dean have been named to top positions in the marketing and advertising divisions, respectively, at Word Records. Weed, who was named director of marketing and advertising, will be responsible for the sales of budget control, advertising and regional promotion. Dean, who was named director of advertising & promotion, will handle all co-advertising for the record and music division, distributing all merchandising materials to Christian bookstores and providing support for the distribution sales staff. He will also be responsible for album-of-the-month promotion, store tracking and assembling salesmen product presentation books, tapes and order forms.

Dean, previously a merchandising assistant, has been with Word for five years. Weed formerly worked as youth director of COUNTRY

GOSPEL

SPIRITUAL

inspirational

Top 15 Albums

1. UNFAILING LOVE (Word, CMS6067) 5 17
2. AMAZING GRACE (B.J. Thomas, Myrrh MSB6675) 5 33
3. I SAW THE LORD (OAKLAS HOLM (Greenstreet R.3723) 4 17
4. DON FRANCISCO (New Pop New 33106) 5 25
5. JONI'S SONG (Joni Eareckson (Word WSB8956) 6 23
6. PRIORITY (Greenstreet DST 4017) 8 59
7. THE VERY BEST OF THE IMPERIALS (Telarc, MSB 4025) 3 13
8. ANY GRANT IN CONCERT VOL. II (Word, MSB6677) 7 13
9. COLLECTIONS KERL GREEN (Sparrow SPA 1055) 9 15
10. BLESS THE LORD WHO REIGNS IN BEAUTY (Ringland, Word MSB6678) 10 3
11. HEARTS ON FIRE (West Coast BAND (Light 59742) 12 2
12. HOML, SHEPPARD, JOHNSON (Word, CMS6063) 11 7
13. BEST OF B.J. THOMAS (B.J. Thomas/Word MSB6635) 13 9
14. MY FATHER'S EYES (Word, CMS6065) 14 69
15. ANY GRANT IN CONCERT (Word, MSB6688) 15 43

Woodmont Independent Presbyterian Church. He also worked for a number of years on the senior staff of Campus Crusade for Christ International.

Commenting on the appointment of Dean, John Johnson, Word Group vice president of marketing, said, "We feel very strongly about Allen. His background in research, his MBA from Vanderbilt and his spiritual sensitivity, drawn from his experiences with Campus Crusade, have created the perfect individual to coordinate our marketing programs.”

Commenting on Dean's appointment Roland Lundy, senior vice president/director of sales, said, "Rob Dean has shown the ability to work with dealers and initiate ideas. He has helped dealers and discovered innovative ways to sell records." In other personnel actions at Word, John Moore was transferred to the West Coast, where he will serve as regional sales manager in Los Angeles. Replacing Moore as the Midwest Regional Sales Manager in Chicago will be Steve Sutton, replacing Sutton as a Midwest salesmen will be Foy Owen, and taking Owen's place as a salesman in Montgomery, Ala. will be Charlie Ferguson, a new employee.
### TOP 75 ALBUMS

<table>
<thead>
<tr>
<th>Week(s)</th>
<th>4/3 Chart</th>
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#### BLACK CONTEMPORARY

<table>
<thead>
<tr>
<th>Track Title</th>
<th>Artist</th>
<th>Chart Position</th>
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<tbody>
<tr>
<td>1 KEEP IT LIVE</td>
<td>The Band</td>
<td>43 4</td>
</tr>
<tr>
<td>2 THE TIME</td>
<td>Smokey Robinson</td>
<td>27 33</td>
</tr>
<tr>
<td>3 CARLAND'S JAM</td>
<td>The Neville Brothers</td>
<td>45 4</td>
</tr>
<tr>
<td>4 IN A CITY GROOVE</td>
<td>The Isley Brothers</td>
<td>51 2</td>
</tr>
<tr>
<td>5 LOVE CONQUERS ALL</td>
<td>The Isley Brothers</td>
<td>49 2</td>
</tr>
<tr>
<td>6 MR. LOOK SO GOOD</td>
<td>The Isley Brothers</td>
<td>7 6</td>
</tr>
<tr>
<td>7uppet's</td>
<td>Soul : The Gathering</td>
<td>2 8</td>
</tr>
<tr>
<td>8 THE DEUCE</td>
<td>UB 40</td>
<td>13 2</td>
</tr>
<tr>
<td>9 JYOU'VE RAISED MY SPIRIT</td>
<td>Earth, Wind &amp; Fire</td>
<td>5 16</td>
</tr>
<tr>
<td>10 Jordan's Heart</td>
<td>Badfinger</td>
<td>5 16</td>
</tr>
<tr>
<td>11 BRILLIANCE</td>
<td>Shy'm</td>
<td>16 3</td>
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<tr>
<td>12 THE POET</td>
<td>Bobby Womack</td>
<td>9 22</td>
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<tr>
<td>13 DREAM ON</td>
<td>George Duke</td>
<td>16 4</td>
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<tr>
<td>14 LITTLE LOVE</td>
<td>Gloria Estefan &amp; Miami Sound Machine</td>
<td>9 6</td>
</tr>
<tr>
<td>15 I AM LOVE</td>
<td>Simon &amp; Garfunkel</td>
<td>20 10</td>
</tr>
<tr>
<td>16 LIVE &amp; OUTRAGEOUS</td>
<td>Millie Jackson</td>
<td>20 17</td>
</tr>
<tr>
<td>17 WHY DO FOOLS FALL IN LOVE</td>
<td>The Isley Brothers</td>
<td>20 19</td>
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<tr>
<td>18 YOU'VE GOT THE POWER</td>
<td>The Isley Brothers</td>
<td>23 14</td>
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<tr>
<td>19 NIGHT CRUSING</td>
<td>Bar-Kays</td>
<td>22 19</td>
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<td>20 OUTLAW</td>
<td>Way</td>
<td>24 5</td>
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<tr>
<td>21 NEVER TOO MUCH</td>
<td>Luther Vandross</td>
<td>20 30</td>
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<tr>
<td>22 THE GEORGE BENSON COLLECTION</td>
<td>Steve Winwood</td>
<td>22 27</td>
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<tr>
<td>23 8TH WONDER</td>
<td>The Isley Brothers</td>
<td>23 13</td>
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<tr>
<td>24 ME AND YOU THE PHILIPPS</td>
<td>Ike &amp; Tina Turner</td>
<td>23 8</td>
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<tr>
<td>25 DON' T WORRY BE HAPPY</td>
<td>The Isley Brothers</td>
<td>28 9</td>
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<tr>
<td>26 TASTE THE MUSIC COLLECTIVE</td>
<td>The Isley Brothers</td>
<td>26 9</td>
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<tr>
<td>27 THE SISTERS SISTERS SISTERS</td>
<td>The Isley Brothers</td>
<td>24 32</td>
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<tr>
<td>28 BREAKIN' AWAY</td>
<td>The Isley Brothers</td>
<td>30 34</td>
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<tr>
<td>29 WHO'S FOOLIN' WHO</td>
<td>The Isley Brothers</td>
<td>35 4</td>
</tr>
<tr>
<td>30 SATURDAY NIGHT</td>
<td>Stevie Wonder</td>
<td>33 10</td>
</tr>
<tr>
<td>31 PURE &amp; NATURAL</td>
<td>The Isley Brothers</td>
<td>33 17</td>
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<tr>
<td>32 IT'S TIME FOR LOVE</td>
<td>King</td>
<td>34 28</td>
</tr>
<tr>
<td>33 POINT OF DECEPTION</td>
<td>The Isley Brothers</td>
<td>38 3</td>
</tr>
<tr>
<td>34 O'KING</td>
<td>O'Soul</td>
<td>42 3</td>
</tr>
<tr>
<td>35 COMING HOME</td>
<td>The Isley Brothers</td>
<td>36 10</td>
</tr>
<tr>
<td>36 RAISED</td>
<td>The Isley Brothers</td>
<td>29 22</td>
</tr>
<tr>
<td>37 SOMETHING ABOUT YOU</td>
<td>The Isley Brothers</td>
<td>37 21</td>
</tr>
</tbody>
</table>

#### JUST THEIR IMAGINATION

**MCA recording group Imagination recently visited urban contemporary stations** on the West Coast with its LP "Body Talk." The album topped at KU's studios (8-9: Lee John, Errol Kennedy and Ashley Ingram of the group. **Pictured standing** are (l-r): Johnny Allen, WKTU air personality; Michael Ellis, KITU MD; Al Bandura and Paco, WKTU air personalities; Carlos DeJesus, WKTU PD; and Cynthia Badie, New York R&B promotion manager, MCA.

#### THE RHYTHM SECTION

**NARM AWARDS** — Lionel Richie's song "Endless Love" won top song honors during the best sellers awards ceremony held at the recent National Assn. of Recording Merchandisers (NARM) convention. The NARM awards are based on product sales tallies provided by retail members of the association. Richie's song beat out some formidable competition in "Bette Davis Eyes," "Elvira," "Physical" and "Celebration." **Raze** by Earth, Wind and Fire won best selling group LP, while Diana Ross "Why Do Fools Fall In Love" and Rick James "Street Songs" were chosen for best female and male sellers in the black music categories. Grover Washington, Jr.'s "Wineight" LP won top jazz honors during the fete, which took place on the closing night of the four-day combat at Los Angeles' Century Plaza Hotel.

**NMA UPDATE** — The Nashville Music Assn. (NMA) recently announced that Atlanta attorney David Franklin, who represents artists such as Peabo Bryson and Roberta Flack, had been named honorary chairman of the NMA's Summer/Soul 82 black talent search to be held in the southern music capital this summer. Honorary co-chairpersons will be Karen Howard, co-owner of Nashville radio outlets WVOL and WQG; James Bullard, director of black programming for Word Records; and George Ware, executive director of the Black Music Assn.

**AIRWAVES** — Four hundred and sixty free tickets, 100 Richard Pryor T-shirts and posters were given away by KDA/KOak and for a screening of the comedian's latest performance film, Live on the Sunset Strip. A solo performance took place at the Stone House. In San Francisco. An edited version of the film skills, which are based on Pryor's performances at the Palladium in Hollywood, is now available on Warner Bros. Records.

**ALL THAT JAZZ** — A new double album featuring live performances of the eminent Miles Davis is due in April. Produced by Davis' longtime knob man, Teo Macero, the LP will be titled "We Want Miles." The performances were taken from shows at Kix in Boston, at New York's Avery Fisher Hall and from sets in Tokyo... Sound and Space featuring the Art Ensemble of Chicago's Roscoe Mitchell will be doing a limited tour in the fall of 1982.

**HOT CROSSOVER VINYL** — Stevie Wonder is pulling off a major feat right now. His Motown single "That Girl" recently topped the Cash Box Top 100 singles chart after being the No. 1 hit of 10 weeks. "The Guy," Jackson's next single, hit the Top 40 in the first week of its release. The single was performed with ex-Beatle Paul McCartney, whose single, "Ebonics and Ivory," debuted this week at #30 bullet on the pop singles chart. St. Louis, Kansas City, Philadelphia and New haven are the toprated C&C markets for the single thus far, which stands a strong chance to cross to the B/C Top 100 in the next two weeks. In the further Wonder coup, Radio Records recently released another in its "Stars On 45" series, this time paying tribute to Wonder with edited versions of his music from "Fingerlings" to "Master Blaster." The record is currently bulleting at #65... Following his five Grammy wins, Quincy Jones' "The Dude" LP has experienced a major resurgence on the chart. The most impressive recapturing place took place on the Cash Box Jazz chart where the studio wunderkind's LP is bulleting at #1 after a full year plus one week on the chart. The current single from that album, "One Hundred Ways," recently entered the Top 20 of the Cash Box Top 100 singles chart; at #20 bullet. It is the fourth single from Jones' album. The single also entered the Top 10 of the Cash Box Black Contemporary Singles chart at #10 bullet... Other crossover highlights include Diana Ross "Work That Body" single on RCA debuting on the Cash Box Pop Singles chart at #78 bullet; "If It Ain't One Thing It's Another" by Bandwalk's incoelastic Richard "Rhymes" Fields, which debuted at #87 bullet and Shalamar's Solar single "A Night To Remember," which debuted #88 bullet. On the Cash Box Top 200 Albums chart, Cameo's Chocolates City/Polysgram album, "Alligator Women," debuted at #82 bullet. SHORT CUTS — Alberta Hunter celebrated her 85th birthday last week. She recently released an album on Columbia Records titled, "The Glory of Alberta Hunter." RCA recently re-released Evelyn King to an exclusive, long-term recording agreement... It was recently announced that R.T.G. Action Management would provide exclusive worldwide representation for Diana Ross. Veteran R&B crooner Lattimore recently signed a long-term recording contract with Malaco Records, which is expected to release new product from the former TK Records artist by May of this year... Tina Turner, that unabashed R&B showcase lady, recently hosted a Comworld Prods. segment titled Women In Rock 'N Roll. The show was shot on location at Wolf & Rissmiller's Country Club in Reseda, Calif. The one-hour show is part of the Comworld series Rock 'N Roll: The First 25 Years. Produced in L.A., New York and Nashville, the Women segment will also include Gloria Gaynor, Janis Joplin, Amy Holland and Marry Wells.

**Cash Box/April 10, 1982**
V103 — ATLANTA — SCOTTY ANDREWS, PD — #1 — SECRET WEAPON

WWIN — BALTIMORE — CURTIS ANDERSON, PD — #1 — CHERI

WJGG — DALLAS — TONY MINNION, PD — #1 — TASTE OF HONEY

WDPW — CLEVELAND — ERICK GUNNING, PD — #1 — WACKY

WCIN — CINCINNATI — EVERTT CORN, PD — #1 — XAVIER

WQMG — DALLAS — LANKFORD STEPHENS, PD — #1 — R. FIELDS


WXIN — KNOXVILLE — BRYSON, 26 — #1 — HITS

WAKS — TAMPA — LEWIS LUCAS, PD — #1 — DON'T TEXT

WJGD — HOUSTON — ROSS HOLLAND, PD — #1 — JUANA

WXQZ — LOUISVILLE — NEAL YOUNG, PD — #1 — R. FIELDS

WHRM — MEMPHIS — ROBERT VINSON, MD
Canadian Radio Broadcaster Opposes Unnecessary Government ‘Interference’

by Kirk LaPointe

OTTAWA — Full marks must be given to all broadcasters who are involved. Audiotape World, the album debut from Legatt, released these past few weeks by Capitol in Canada. The recording, by veteran musicians Hugh and Company, was at the first report was made, sold out of the country this year. While the project was off-delayed, the result seems to be working. A high demand for this disc revealed that the consumer is well-advised in its favorable response to this clearly fast-rather but adventurous release. Good to see Frank Stubblefield on the production. His touch is noticeable... Quality Records looks like it has an out-of-the-box hit with Rosetta Stone’s “Hiding From Love,” penned by Canadian Bryan Adams... Much speculation was at last put to rest with the recent pact between Arista Records and PolyGram Canada for distribution. The second disc from Anvil, “Metal On Metal,” due in April on Attic, produced by Chris Tsangarides... Rick Marley opens her North American tour in Montreal April 14... Mike Oldfield opens his long-awaited North American tour in Ottawa... The momentum decision on pay TV finally was handed down March 18 by the Canadian Radio-Television and Telecommunications Commission at the request of a 

International Bestsellers

**TOP TEN 45s**
1. "What a Man Me" — Mj基层 — 基层
2. "We Can’t Stop Loving" — Mj基层 — 基层
3. "Young Turks" — Krishi — 基层
4. "Runnin’ Back" — Mj基层 — 基层
5. "Tainted Love" — Mj基层 — 基层
6. "Trouble" — Mj基层 — 基层
7. "Waiting For A Girl Like You" — Mj基层 — 基层
8. "Harden Me Heart" — Mj基层 — 基层
9. "Oh Julie!" — Mj基层 — 基层

**TOP TEN LPs**
1. "What About Me" — Mj基层 — 基层
2. "Love Songs" — Mj基层 — 基层
3. "Business As Usual" — Mj基层 — 基层
4. "All For Good" — Mj基层 — 基层
5. "Dare" — Mj基层 — 基层
6. "Straight Ahead" — Mj基层 — 基层
7. "Greatest Hits Vol 2" — Mj基层 — 基层

**Kites Music Report**

**ITALIAN BROADCASTING**

**Top 10**
1. "Storie Di Due" — Mj基层 — 基层
2. "Allo Pianeta" — Mj基层 — 基层
3. "Non Succedeva Piu" — Mj基层 — 基层
4. "Realmente" — Mj基层 — 基层
5. "Il Ballo Del Qua Qua" — Mj基层 — 基层
6. "Sheena" — Mj基层 — 基层
7. "5 O’Clock In The Morning" — Mj基层 — 基层
8. "Live In" — Mj基层 — 基层
9. "Lisa" — Mj基层 — 基层
10. "Non Stop Twist" — Mj基层 — 基层

**Australia**

**TOP TEN 45s**
1. "What a Man Me" — Mj基层 — 基层
2. "We Can’t Stop Loving" — Mj基层 — 基层
3. "Young Turks" — Krishi — 基层
4. "Runnin’ Back" — Mj基层 — 基层
5. "Tainted Love" — Mj基层 — 基层
6. "Trouble" — Mj基层 — 基层
7. "Waiting For A Girl Like You" — Mj基层 — 基层
8. "Harden Me Heart" — Mj基层 — 基层
9. "Oh Julie!" — Mj基层 — 基层

**TOP TEN LPs**
1. "What About Me" — Mj基层 — 基层
2. "Love Songs" — Mj基层 — 基层
3. "Business As Usual" — Mj基层 — 基层
4. "All For Good" — Mj基层 — 基层
5. "Dare" — Mj基层 — 基层
6. "Straight Ahead" — Mj基层 — 基层
7. "Greatest Hits Vol 2" — Mj基层 — 基层

**United Kingdom**

**TOP TEN 45s**
1. "What a Man Me" — Mj基层 — 基层
2. "We Can’t Stop Loving" — Mj基层 — 基层
3. "Young Turks" — Krishi — 基层
4. "Runnin’ Back" — Mj基层 — 基层
5. "Tainted Love" — Mj基层 — 基层
6. "Trouble" — Mj基层 — 基层
7. "Waiting For A Girl Like You" — Mj基层 — 基层
8. "Harden Me Heart" — Mj基层 — 基层
9. "Oh Julie!" — Mj基层 — 基层

**TOP TEN LPs**
1. "What About Me" — Mj基层 — 基层
2. "Love Songs" — Mj基层 — 基层
3. "Business As Usual" — Mj基层 — 基层
4. "All For Good" — Mj基层 — 基层
5. "Dare" — Mj基层 — 基层
6. "Straight Ahead" — Mj基层 — 基层
7. "Greatest Hits Vol 2" — Mj基层 — 基层

**TOP TEN**
1. "The Gift" — Mj基层 — 基层
2. "Love Songs" — Mj基层 — 基层
3. "Business As Usual" — Mj基层 — 基层
4. "All For Good" — Mj基层 — 基层
5. "Dare" — Mj基层 — 基层
6. "Straight Ahead" — Mj基层 — 基层
7. "Greatest Hits Vol 2" — Mj基层 — 基层

**Kites Music Report**

**Melody Maker**
Accessory Market Expanding Due To Success Of Walkman

(continued from page 3)

starting to appear alongside traditionally bigger makers like Sanyo. He added that with the current cigarette prices double that of just a few years ago, consumers don't want to spend six dollars in the car's ashtray. But they do want to snap up the new product "10 of their favorite tapes" to protect their investment against the heat inside.

Tape cleaning products are also picking up sales, especially for auto cassette players, said Jeff Shapira, special- products manager for the Alsop "three-in-one" head cleaner as a consistent mover.

Protection of consumer investment has also become a major selling point in the record cleaning accessories, which many dealers feel have been shortchanged in their promotion.

"My impression is that the record care market is either underpromoted or saturated," said Bob Marks, manager of the New Age Music Plus in San Diego, Calif. "There are a number of companies that are offering the best deal, besides regularly carrying the Discwasher boxed set. But outer and inner sleeves sales remain a mustsale, and Raff said that all record care products pick up during gift seasons and holiday buying periods.

Yet in San Francisco, Tower's Lawhon finds that consumers are becoming more aware of the need to take care of what they buy and are taking advantage of record care products sales.

"People are spending more money on their systems, so they want better quality sound," he explains.

"The whole industry could do a better job of educating consumers about these products like new needles, record cleaners, demagnetizers and tape recorder head cleaners," said Harmony Huts' Michael Green. "We are offering the best deal, and as retailers to show our customers how they can get long life and better perfor- mance, we are more concerned with that we can do for the company to go out the way they have, it's very important to change the needle, clean the record and put it back in the bag to ensure that each eight-to-nine dollar investment in music lasts a lifetime. A car wouldn't last two weeks if it were treated the way most people treat a record.

Licorice Pizza's Brown reported that many record care product manufacturers are starting to branch out into audio and video care. Discwasher, for example, recently came out with a new product called "The Perfect Path" for cleaning audio cassette tape heads. Alsop is crossing over from the reverse direction by coming out with record care products. And Audio Technica is following in the footsteps of Discwasher by introducing a bargain record cleaning kit.

Brown added that his chain is taking a more active role in promoting record and tape care products.

We try to have a 'record and tape care month' four times a year," he explained. "To promote selected items displayed near the register. We also develop signing to highlight product around the store and have in-store displays for items. We try to make it easy for customers to find these products.

Brown said that the goal is to make need- ies and other care products impulse items that people can find sitting out on the counter. These supplies provide the biggest profit margins and remain ex- ceptional performers in the store.

At Everybody's Records, Raff distinguishes between two classes of mis- cellaneous small accessories that require heavy display and salesmanship and those that sell themselves. The chain focuses on the latter category.

"We try to find lines of products that are not available anywhere else," said Raff. "They have to be things that people want or have novelty value. For example, small items like the Oregon weather is right. Frisbees are good. We have a new 'air guitar' shirt that has a silver button for plugging in a foam guitar that's selling like hotcakes for nine dollars apiece now, but that's a one-time only sale, like winged tape dispensers.

Raff said that he avoids permanent stock for such items and handles merchandising that requires little time in setting up a line.
<table>
<thead>
<tr>
<th>Week No.</th>
<th>Weeks On 4/3 Chart</th>
<th>Weeks On 4/3 Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>Beauty and the Beat</td>
<td>8.88</td>
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<td>2</td>
<td>Freeze-Frame</td>
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<td>3</td>
<td>I Love Rock 'n Roll</td>
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<td>4</td>
<td>Chariots of Fire</td>
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<td>5</td>
<td>Physical</td>
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<td>6</td>
<td>Escape</td>
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<td>7</td>
<td>Success Hasn't Spoiled Me Yet</td>
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<td>8</td>
<td>The Concert in Central Park</td>
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<td>9</td>
<td>Ghost in the Machine</td>
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<td>10</td>
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<td>11</td>
<td>Get Lucky</td>
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<td>12</td>
<td>Hooked on Classics</td>
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<td>13</td>
<td>Private Eyes</td>
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<td>14</td>
<td>Mountain Music</td>
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<td>15</td>
<td>The Dude</td>
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<td>16</td>
<td>Great White North</td>
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<td>17</td>
<td>Asia</td>
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<td>18</td>
<td>Quarterflash</td>
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<td>19</td>
<td>Bella Donna</td>
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<td>20</td>
<td>Shake It Up</td>
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<td>21</td>
<td>The Innocent Age</td>
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<td>22</td>
<td>Diary of a Madman</td>
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<td>23</td>
<td>Bobbie Sue</td>
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<td>24</td>
<td>Always on My Mind</td>
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<td>25</td>
<td>Tom Tom Club</td>
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<td>26</td>
<td>Tattoo You</td>
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<td>27</td>
<td>Skyline</td>
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<td>28</td>
<td>Something Special</td>
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<td>29</td>
<td>Aldo Nova</td>
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<td>30</td>
<td>Standing Hampton</td>
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<td>31</td>
<td>Love Is Where You Find It</td>
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<td>32</td>
<td>Working Class Dog</td>
<td>8.88</td>
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<td>33</td>
<td>Feels So Right</td>
<td>8.88</td>
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<td>34</td>
<td>Green Light</td>
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<td>35</td>
<td>Yes It's You Lady</td>
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<td>36</td>
<td>Abacab</td>
<td>8.88</td>
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<td>37</td>
<td>Blackout</td>
<td>8.88</td>
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<td>38</td>
<td>Memories</td>
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<tr>
<td>40</td>
<td>Tonight I'm Yours</td>
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<td>42</td>
<td>For Those About to Rock We Salute You</td>
<td>8.88</td>
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<td>43</td>
<td>The George Benson Collection</td>
<td>8.88</td>
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<td>45</td>
<td>Pac-Man Fever</td>
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<td>48</td>
<td>You Could Have With Me</td>
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<td>49</td>
<td>Friends</td>
<td>8.88</td>
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<td>50</td>
<td>Picture This</td>
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<td>51</td>
<td>Controversy</td>
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<td>52</td>
<td>Non-Stop Erotic Cabaret</td>
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<td>53</td>
<td>The Secret Policeman's Other Ball — The Music</td>
<td>8.88</td>
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<td>54</td>
<td>Wasn't Tomorrow Wonderful?</td>
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<td>55</td>
<td>Aerobic Dance Hits</td>
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<td>56</td>
<td>The Poet</td>
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<td>57</td>
<td>Windows</td>
<td>8.88</td>
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<tr>
<td>58</td>
<td>Breakin' Away</td>
<td>8.88</td>
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<td>59</td>
<td>Your Wish Is My Command</td>
<td>8.88</td>
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<td>60</td>
<td>Brilliancy</td>
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<td>61</td>
<td>Juice</td>
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<tr>
<td>62</td>
<td>Kathy Smith's Aerobic Fitness</td>
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<td>63</td>
<td>Beautiful Vision</td>
<td>8.88</td>
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<tr>
<td>64</td>
<td>Carson Hensley's Exercise &amp; Dance Program Volume 2</td>
<td>8.88</td>
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<tr>
<td>65</td>
<td>Fame</td>
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<tr>
<td>66</td>
<td>Mesopotamia</td>
<td>8.88</td>
</tr>
</tbody>
</table>

**CASH BOX Top 100 Albums**  
April 10, 1982

**67 Small Change**  
78.96 (Capitol ST-11648)  63 11

**68 Reel Music**  
The Beatles (Capitol SV-12199) — 1

**69 Don't Say No**  
Billy Squier (Capitol ST-1146)  57 48

**70 Black on Black**  
Waylon (RCA ARL-14487)  72 6

**71 Tutone 2**  
Tommy Tutone (Columbia ARC 37491)  81 10

**72 A Little Love**  
AuRRA (Salsoul/RCA SA 8551)  58 6

**73 Come Morning**  
Grover Washington, Jr. (Elektra 15-166)  73 18

**74 Industry Standard**  
The Dregs (Arista AL 568)  86 3

**75 Mechanix**  
UFO (Chrysalis CHR 1360)  77 7

**76 Carol Hensley's Exercise and Dance Program**  
(Vintage/Mirus VHI 7713)  67 60

**77 Never Too Much**  
Luther Vandross (Epic FE 37451)  53 30

**78 The Jazz Singer**  
Barbry (MCA-SKXV-12120)  83 69

**79 Aerobic Dancing**  
Featuring Dorian Dancer (Parade Peter Pan 106)  84 27

**80 Greatest Hits**  
Kenny Rogers (Liberty LOD-1075)  75 78

**81 I Am Love**  
Peabo Bryson (Capitol ST-12179)  68 20

**82 Alligator Woman**  
Cameo (Chocolate City/PolyGram CCLP 2021) — 1

**83 On the Way to the Sky**  
The Go-Go's (Columbia TC 37926)  74 20

**84 You've Got the Power**  
Third World (Columbia FC 37744)  95 4

**85 Jazzercise**  
Judy Sheppard Missset (MCA-3272)  66 19

**86 Mr. Look So Good**  
Richard (Triumph/FE 12603)  93 8

**87 The Last Safe Place**  
Le Roux (RCA ARL-1-4195)  89 11

**88 Point of Pleasure**  
Snick (EMI America/EMR-LT-51116)  45 2

**89 Time Exposure**  
Little River Band (Capitol ST-12512)  92 31

**90 English Settlement**  
XTC (Virgin/Epic ARE 38943)  94 4

**91 Outlaw**  
War (RCA ARL-1-4209)  98 5

**92 Nightcruising**  
Salsoul (PolyGram/RCA ST-4826)  87 22

**93 Scuba Divers**  
Dwight Twilley (EMI America ST-17056)  101 6

**94 Willie Nelson's Greatest Hits and Some That Will Be**  
Willie Nelson (Columbia KC 2-37642)  96 30

**95 Live & Outrageous**  
Millie Jackson (Spring/PolyGram SP-1-6730)  103 6

**96 Death Wish II**  
Original Soundtrack (Swerin/Atlantic SS 8611)  107 3

**97 Television Theme Songs**  
(Atlantic FC 8-9052)  102 6

**98 Mystical Adventures**  
Jean-Luc Ponty (Atlantic FC 8-9052)  80 9

**99 3**  
Gammar (Elektra E-14603A)  109 5

**100 The Time**  
(Warner Bros. BS 3998)  78 23
CLASSIFIEDS

CLASSIFIED AD RATE 35 CENTS PER WORD

Count every word including all words in first name. Numbers in ad where count on one word. Minimum ad accepted is $25.00.

ART. CARTER whose play potential

year ALBERT accepted a said 30th

ONLY. from career-boosting

and the has tape, club, and

good as labels

PETER Mainieri featuring

to excellently

P.O. ad

Hollywood 537-5939.

While
to

Angie's to get vendors closer to store

It was our mini-GES show; he added, comparing it to the Consumer Electronics shows. Eighty-five store managers and
general merchandise buyers saw demonstrations by 10 major brand tape and record dealers. According to Mr. Brown, who has reported that all of them called back with glowing comments.

"We have the opportunity to get out and be with the people they sell to."

Anti-Counterfeit Label

(continued from page 11)

Kaufman, as well as two Canadian

escaped to Canada and

(wanted by the at

More Suit Anticipated

Following documentation of the
defendant's alleged copyright and trademark infringement; Chief Judge John J. McNaught
guaranteed the extraordinary relief of an
evasion seizure under Section 503 of the
Copyright Act and a temporary restraining order. The RIAA said that more suits are anticipated
within the next week against retailers selling and distributing counterfeit product.

For The Record

Due to an error in the printing process, two bullets were inadvertently left off the country singles chart in the April 3 issue. Obama and the country style should have had bullets at #15 and #23, respectively.

CONVERSION CARTRIDGES — Pearls stereo records on Seeburg monaural phones 8 thru 201. No adjustments requir— just add 600p. Star Branding Dist., 7300 W. 66th St., Minneapolis, MN 55431.

NATIONAL DISTRIBUTION A PROMOTION for America's independent country labels. Lowest prices around. Send for facts, free. Catalog, 25c. All American Country, 2111 South 53rd E., Omaha, Nebr. 68111.

WE REPRESENT recording artists, record companies, etc. Established in the Midwest since 1932. Send for the next Wide General Broadcasting Service, P.O. Box 169, Elkhart, Ind. 46515. 219-294-7733.

Send for FREE record, catalog, or other materials mentioned in this issue.

MISCELLANEOUS

MOVIE MATERIAL (Posters, Stills, Lobby Cards, etc.) for sale at $5.00 to $25.00. Send for Catalog, 550 17th Ave. N., Minneapolis, Minn. 55401.

DYNOM POOL TABLES 48 x $1,000 each. 1/3 deposit. Balance I.O.D. to 22 Cor. Crownview Cig. 1334 S. 5th St. Minneapolis, Minn. 55404.

CHARLIE'S TICKER LONDON 12, 114 Sout Blvd. P.O. Box 364, Temple, TX 76501. (817) 471-2386. Coins, Cds., Stamps, Antiques, (promotional or other), Magazine Articles, In-store Displays for a very low cost! 525,000 names list available. Let's talk. I can make you a memorable world wide. Genuine retailer to P. Alpinis, 1107 Hayford Terrace, Hamden, New York.

Classified Ads Close WEDNESDAY

HUMOR

ATTENTION ANNOUNCERS: On our last comic series

uncover hidden stores for established business. Private handbooks, career-biography Monographs, individually customized and personalized.

Send for FREE PACK- PAPER PATER P.O. Box 402-C, Providence, R.I., 02906.

ACELOCKS KEYED ALIKE Send quick and the key you call be duplicated in radio personal

placement Programming — Sales — Manage-

ing. Ten, twenty, fifty, etc., your choice of

factual ideas — NATIONAL BROADCAST TALENT DIRECTORY — 3000 names, 300 pages, 11411 W. 84th St., Houston, 77074.

JOB HUNTING — NATIONAL BROADCAST TALENT DIRECTORY — radio and television personal placement. Programming — Sales — Manage-

ing. Ten, twenty, fifty, etc., your choice of

factual ideas — NATIONAL BROADCAST TALENT DIRECTORY — 3000 names, 300 pages, 11411 W. 84th St., Houston, 77074.

WACKY'S I am the operators in Atlanta.

you can save from $300.00 to $500.00 on all video screen packages. What will you save? Space code 364-297-5919. Morgantown, W. Va. 26508.

3 MIDWAY BULL'S EYE Balls: 1 Jokers. 2
different, 50.00. In St. Louis, 63130.

Send for free booklet at P.O. Box 30041, 40-43 Gothenburg, TEL. Sweden 31/42 12 00.

ACCESSORY MARKET EXPANDING Due to Success Of Walkman Tape Players

(continued from page 31)

system. "We want to make the store look different, and we think that will make our money on it. Otherwise we have to discount." He said buttons and sell very well, he continued, but the selection must be changed constantly.

"His © has a built-in ad-

vantage in selling miscellaneous ac-

cessories. "We have the best location in the country," said Lawhon, referring to his site at the world famous Fisherman's Wharf tourist attraction. "Tower's outlets in Japan and Mexico give the chain an international clientele, he added, and he believes that the selection of Tower keyrings and album openers at $1.50 and 75 cents respectively. Tower tape cases and bags, which both go for $4.99, often sell 10 to a customer for use as souvenirs gifts.

While not every dealer is as optimistic as Lawhon, all are expecting as much if not more return from their entire range of ac-

cessories in the future. Radio Doctor's Caplan is shooting to make accessories carry 20% of the business by November. And last month, Licorice Pizza held a competition for its accessories with the buyers at the Airport Park Hotel in Los

RCA Bows EP Series

(continued from page 12)

"The EP has definitely become a viable way of keeping interest in new and developing artists active," an RCA spokesman said. "We feel that our sales and promotion are decisions have been made yet as to which other artists will be included in the EP ser-

ries. He added that the company "will test utility in it for the future." In the past, RCA Records has used the EP format exclu-

sively for "The Last Of The Mohicans," produced by Kenny Laguna, contains one track each on RCA and MCA in the U.S., and three new selections.

ON JAZZ

is scheduled for release later this month on Columbia. The album is culled from the trum-

biter's '81 tour... The Great, featuring McCoy Tyner, Freddie Hubbard, Ron Carter and Elvin Jones will soon embark on a national tour. Look for an album on the Milestone label... Europa Records has bowed its New York office at 611 Broadway, Suite 1141, last December. Pierre Weiller can be reached at (212) 254-2027... Bob James and special guests Steps featuring Michael Brecker, Peter Erskine, Eddie Gomez, Don Grolnick and Mike Mainieri recently combined for a benefit concert at Carnegie Hall. Recipient of the night was the Citizens to Defend the Unbroken and V.R.W.R. ... Flutist Herbie Mann has bowed a new club, Herbie Mann at Saratoga, at 955 Fifth Avenue. Mann, whose 30th anniversary as a professional musician coincides with the opening, will be the club's house band. The club is situated to open early spring in Woodside, Queens, the new home of a large country of Africa. The tour is sponsored by the Arts America Program of the Inter-

national Communications Agency. Lake's reggae-oriented unit joins an impressive list of past tour artists, including B.B. King, Woody Herman, Sarah Vaughan and the Mingus Dynasty Band. Jump Up's debut album will be issued this month by Grammavision Records... Art Ensemble of Chicago saxophonist Joseph Jarman will perform and direct a workshop in Detroit at Michigan State on April 19. The workshop is sponsored by the School of Public and Outreach Ventures, Inc... Best wishes for a speedy recovery to saxophonist Julius Hemphill. The World Saxophone Quartet member has been hospitalized in New York following the amputation of a leg.

fred goodman

34

Cash Box/April 10, 1982
AROUND THE ROUTE
by Camille Campasio

Cash Box felicitations to Rus Strahan who was just named president of Loewen America, Inc., in Franklin Park, Ill. He and Paul Kasson, who is in charge of field service out here, along with Rupert Mosinger chief engineer for the parent company, Loewen Automaten of Germany, were present at the recent AOE convention. The new NSM 2401 photograph was among the star attractions in the Loewen exhibit. “We’re very pleased about the reception our 2401 has been receiving worldwide,” Rus noted, “especially in England, Germany and South America.” He expects the new model to be ready for U.S. delivery by mid-month.

Please note: The AMOA headquarters office has moved. Effective immediately, the new address is 2000 Spring Road, Suite 220, Oak Brook, Ill. 60521. The new phone number is (312) 654-AMOA.

Rock-Ola Mfg. Corp. recently introduced two new video games — “Fantasy” and “Jump Bug.” Both models are available in upright and cocktail table versions.

Rowe phonos are very much in the spotlight at Atlas Music Co., as we learned from Mac Brier. The current line is (continued on page 38)

STERN ANNOUNCES
Loan Agreement

CHICAGO — Stern Electronics, Inc. announced the completion of a multi-million dollar financial package with New York-based U.S. Billiards, Inc. and Albert Simon, Inc.

Albert Simon, Inc. has distributed Stern’s products in the metropolitan New York area since Stern’s inception in 1976. The firm also distributed the Seeburg line of phonographs for many years and has continued to distribute Seeburg products since the acquisition of the company by Stern in 1980.

U.S. Billiards, Inc. is a major manufacturer of coin-operated pool tables, video games and other coin-operated amusement products. Both companies are controlled by Albert Simon, a prominent, long-time member of the coin machine industry, and his son, Richard Simon. The Simon and Stern families are close friends.

The financial transaction, which is in the form of a loan convertible into shares of Stern, was intended to replace a portion of the capital expended in 1981 when Stern repurchased shares which were owned by one of its original investors.

Vigorously Pursue R&D

This influx of additional capital further enables Stern to vigorously pursue its extensive research and development activities, according to the company. This year Stern is bringing to market the Seeburg “Video Music Center” phonograph, “Orbitor I,” a revolutionary new concept in pinball type games, the “Frenzy” video game and several (continued on page 36)

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AROUND THE ROUTE

(continued from page 35)

getting down to Business — The Amusement Device Manufacturers Association held a general membership meeting on Feb. 28 at the Sheraton Harbor Island Hotel in San Diego, Calif., chaired by association president Joseph Robbins. The agenda focused on such topics as the public relations program, various legal matters, a review of the bylaws and objectives for 1981. It was followed by a meeting of attorneys and representatives of member firms, who discussed copyright infringement litigation. Members were informed that ADMA will continue to circulate briefs, court opinions and other pertinent documents regarding copyright infringement. Assistance Robbins in conducting the opening session were Board members Duane Blough (president of Gremian Industries), and Gary Stern (president of Stern Electronics, Inc.). ADMA’s executive director Paul Hewett, general counsel David Maier, Esq., and Washington, D.C., based special counsel Rufus King, Esq. Also in attendance were Jerry Peeples and Hank Vandeloup of Amstar Electronics; Ken Harkness, Don Osborne and Karen Witte, Esq. of Atari; Thomas Stroud, Jr., and Donald C. Helfen, Esq. of Cinematronics; Robert F. Kupce, Esq. of Sega Enterprises; Leslie J. Hauser, Esq. of Esty, Marshall Garas and Jake Joslin, Esq. of Gottlieb; George H. Gerstman, Esq. of Stern Electronics; Paul Moriality of Taito America; Joe Dillon and Milton M. Goldberg, Esq. of Williams Electronics; and Mark McCleks of Universal U.S.A. The above photo shows participants at one of the business sessions.

OMAA ‘82 Expo Looms As Biggest Ever

CHICAGO — “We’ve put together the biggest and greatest exhibit in our eight year history,” top exec one executive claimed Tommy Thompson (Thor Music-Columbus, Ohio), chairman for the 1982 Ohio Music and Amusement Ass’n annual exposition. The event will take place May 6-8 at the University Hilton Inn in Columbus, Ohio. (CAd June 27, p. 73)

At present, the following firms have registered as exhibitors at this popular state convention. Shafer Distributing of Cleveland, Ohio, will display the new and exclusive “Motoman.” Royal Distributing, Royal Distributing, Central Ohio Sales & Marketing, D & R Industries, Amusement Emporium, Abloy Security Locks, Brunswick, Hamilton Scale, J &; S Sales, Pepsi-Cola, Tobacco Institute, Valley Company, Wico Corp., Bally Manufacturing Corp., Marantz Piano Co., Advanced Business Systems, Danny Vegh’s, Tolelito Coin Machine, American Tobacco, Kutztash, Mid-State Records, R. J. Reynolds Tobacco, Penn Bay, Mobile Records, Video Babies and Priority Cigarettes.

According to Thompson, ‘ ‘82 Expo, which is open only to operators, manufacturers and exhibitors, will once again provide OMAA members, their staffs and special guests a wide variety of the family-type entertainment equipment so popular in today’s consumer market. Advanced registrations indicate that large numbers will be on hand to keep up with the latest in technologies and trends in the industry.”

Other activities planned during the two-day fest include the second annual Edward Shafer Memorial Golf Tournament; a members luncheon on Friday; a cocktail party and entertainment on Friday evening; various seminars; and several drawings for valuable prizes.

Among guest speakers who will address the convention are Reverend Richard J. Connelly (continued on page 37)

Atari Announces New High Scores

SUNNYVALE — Atari, Inc recently announced new official records that surpassed higher single scores for the firm’s “Asteroids,” “Asteroids Deluxe,” ”Centipede” and “Tempest” coin-operated video games.

On Feb. 6, 32-year-old Leo Daniels of California Beach, N.C., set a new record on Atari “Asteroids,” with a score of 40,010,910 accomplished in 36 hours and 4 minutes, to become the new record holder. This record was set on a machine held by Dennis Hernandez of Geneva, N.Y.

A new record on Atari “Asteroids Deluxe” was established by Kevin Genre of Lake Charles, La., who racked up 2,167,376 points in five hours and 25 minutes of play on Dec. 29, 1981 to beat the previous record of 2,693,230 points held by Leo Daniels of California Beach, N.C.

On Dec. 6, 1981 Franz Lanzinger of Mountain View, Calif. totalled 2,904,989 points in six hours on Atari’s “Centipede.” His record replaces the former record of 2,388,388 points held by Doug Humphrey of Ashland, Ky.

Jay Nelson of Huntington, Va. scored 512,674 points playing Atari’s “Tempest” video game for 37 minutes, to establish the first record on the title.

“We commend these players for their outstanding display of skill,” commented Ken Harkness, president of Atari’s Coin-Operated Game Division, “Our computer games are designed to encourage strategic thinking by challenging the player. It’s gratifying to see this enthusiastic reception to a learning experience.”

Strahan Appointed (continued from page 35)

photographs for an operating company in Maryland.

Strahan served in Vietnam as an advisor during 1968 and 1969 and was an electronics technician in the U.S. Navy from 1961 to 1969.

Lowen America is the U.S. branch of German-based Lowen Automaten, producer of the NMN coin-operated line, along with various other products, and European representative for a number of American and British coin-operated machines.

Stern Loan Agreement (continued from page 35)

other new video games that are presently in the final stages of development.

Stern manufactures the company intends to continue its close relationship with Konami Industry Co., Ltd., a major Japanese manufacturer and developer of video games.

“Amidar,” which was licensed from Konami, is currently being manufactured by Stern.

INDUSTRY CALENDAR

April 15-18: Florida Amusement Vending Ass’n; annual convention and trade show; Curtis Hixon Convention Center; Tampa.

April 29-May 2: Music & Amusement Ass’n (N.Y.); annual convention; Princess Towers Hotel; Freeport, Bahamas.

May 7-8: Ohio Music & Amusement Ass’n; annual convention; Columbus Hilton Inn; Columbus.

June 3-5: Amusement & Music Operators of Texas; annual convention; Americana Hotel; Fort Worth.

June 17-19: Illinois Coin Machine Operators Ass’n; annual convention; Eagle Ridge Inn; Galena.

July 16-17: Montana Coin Machine Operators Ass’n; annual convention; Outlaw Inn; Kalispell.

Sept. 10-12: North & South Carolina state associations joint meeting; Radisson Plaza Hotel; Charlotte.

Sept. 24-25: West Virginia Music & Vending Ass’n; annual convention; Ramada Inn; Charleston.

Oct. 7-10: NAMA national convention; Tropicana Resort & Casino; Las Vegas.

Nov. 18-20: AMOA international convention; Sheraton Center; Chicago.

Nov. 19-20: IAAPA annual convention; Bartle Hall; Kansas City.
New Equipment

A New Dimension
Sega/Gremlin has released its new space theme game, "Zaxxon", with a 3-dimensional like perspective, outstanding screen color, sound and skill factors to enhance the excitement and realism of the play action.

The new dimensional effects are produced by projecting the picture at a slant on the screen so that the player's space craft moves in a unique left to right diagonal perspective through a number of exciting scenes. An eight-way pilot's control stick with trigger firing action adds true-to-life realism and the game also features such sounds as the roar of missile launching, homing missiles and explosions, plus the totally new sound of "space wind" as the player's craft pursues its mission.

The objective of play is to guide a tighter plane in an attack on a giant floating enemy fortress, bring down a fleet of enemy warplanes and ultimately destroy the enemy's lethal armed robot. The player's ship climbs, banks, dives and strafes to maneuver through the many obstacles it encounters in its flight; and during the game action the ship appears larger or smaller depending on its altitude and actually casts a trailing shadow that follows it. The shadow, an altimeter on the video screen and the points of impact of the player's gunfire help judge the altitude of the player's space craft, lending new skill and challenge to the game.

In the first scene, the player faces the heavily armed floating fortress and, surviving this, is then up against the enemy fighter fleet. Destroying these interceptors is an artful battle of skill and depth perception because the player's ship must be at the enemy's altitude when he fires to score a hit.

The player's next obstacle is a battle within the enemy headquarters, which is more difficult and challenging. If this scene is successfully passed the player must defend against the enemy's lethal armed robot and homing missile for a battle to the finish.

Devilish Pinball
Gottlieb recently introduced its latest pin game, "Devil's Dare", a single level model into which the factory has incorporated as much challenge, excitement and variety as its recent multi-level designs.

Devil's Dare marks the introduction of the improved and expanded Gottlieb solid state System 80A, which will become the standard for future pin games. First and foremost in the system's new capabilities is the incorporation of seven digit displays for players' scores. The system's self-test capabilities have been expanded as has the number of coin/credit combinations. The bookkeeping system is now more convenient to use and board repairs have been facilitated by the addition of sockets to the control board's major ROM chips.

A challenging and complex playfield with three flippers and three drop-target banks complement Devil's Dare's new electronic systems and provide what could be called non-stop action for the player. This, in combination with great sounds, player-involvement speech and stunning artwork, further enhances the appeal of the new machine.

OMAA Convention
(continued from page 38)
(Chaplin-Cincinnati Bengals football team).
OMAA first vice president Richard E.
George; attorneys Edward F. Siegel and John
F. Ballard, who are experts on municipal or-
dinances; AMOA president Leoma Ballard;
AMOA executive vice president Leo Droze;
Frank Fogelman, vice chairman of Sega/Gremlin; and Marshall Caras, vice
president-marketing of D. Gottlieb & Co.
Exhibit hours will run from 3 to 6:30 p.m.
on Friday (7) and 1:30 to 6 p.m. on Saturday.

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“I JUST WANT TO SATISFY” (PHILA. INT’L/CBS Z55 02834)

CHARLIE DANIELS BAND
“STILL IN SAIGON” (EPIC AE 1414)

DAN FOGELBERG
“RUN FOR THE ROSES” (FULL MOON/EPIC 14 02627)

REDDINGS
“I KNOW YOU GOT ANOTHER” (BELIEVE IN A DREAM/CBS Z55 02767)

CARLSBAD, Calif. — Joe Cohen, executive vice president of the National Association of Recording Merchandisers (NARM), last week proposed a multi-million dollar, nationwide institutional advertising campaign for the music industry. Keyed to an ongoing “Gift Of Music” campaign, Cohen’s proposal called for a voluntary one-cent per album or tape unit quarterly assessment, collected through the labels to fund the effort.

Speaking before nearly 50 industry representatives gathered at the La Costa Hotel here Sept. 10 for a NARM Retailers Advisory Committee meeting, Cohen proposed that the campaign go into effect Jan. 1, 1983.

The fund and campaign were administered and supervised by the Music Advisory Committee representatives from all segments of the industry.

For 1982, the cost for the campaign would total approximately $600,000. The campaign, aimed at the 18-34 age group, consists of a two-thirds of the estimated network television, radio and print advertising.

NARM’s plan for the campaign is designed to reinforce our logo and slogans. “Presents, people, with a clear, non-Christmas-oriented Music message, incrementally sales by reducing records and merchandise,” Cohen said.

Label represents and independent companies committed to the campaign received a welcome letter and an announcement, which is expected to be the upcoming Congressional Recordings (RAA), the Court and the Black Music:

Predictably, the fans were enthusiastic. A significant number by now, the $2.7 million dollar campaign is even suggestive of our retail drop:

Reco Bills
PolyGram Records is proud to congratulate Vangelis and

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"Chariots Of Fire," winner of 4 Academy Awards for Best Picture, Best Original Score, Best Original Screenplay and Best Costume Design, is the most acclaimed film of the decade. And a major share of that acclaim has been garnered by the hauntingly beautiful score composed by Vangelis.

We're proud to be a part of the fantastic success of "Chariots Of Fire," and of our association with the Ladd Company, Warner Bros. Films and Warner Bros. Publishing.