Bally Midway Executives
Stanley Jarocki and Charles Farmer
They're students at the East Harlem Performing Arts School. Kool and The Gang contributed one thousand dollars to support their school's special program of education. And the Ampex Golden Reel Award made it possible. It's more than just another award. It's a thousand dollars to a charity named by artists receiving the honor.

For Kool and The Gang, Celebrate was the album. House of Music was the recording studio, and these kids were the winners.

So far over a quarter of a million dollars in Golden Reel contributions have gone to designated charities. For children's diseases. The arts. Environmental associations. The needy.

Our warmest congratulations to Kool and The Gang, House of Music and to all of the other fine recording professionals who've earned the Golden Reel Award.
EDITORIAL

A Consummate Record Man

With the tragic death of Boardwalk Entertainment head Neil Bogart last week, the industry lost one of its most innovative and flamboyant members. Always hustling, always on the move, Bogart in many ways embodied the essence of the true record man — someone not only plugged into what was happening on the street, but also capable of making new things happen.

Bogart's life in the fast lane often made others uncomfortable: they couldn't really figure out what he was up to, but they knew that whatever it was, he stood as good a chance as anyone of pulling it off. From "bubblemug" to disco to his return to the top with rock 'n' roll, Bogart was a dynamic mover, quick to sense the public tastes and even better at taking advantage of an opening.

However, far from being just another huckster, Bogart combined his street sense with the ability to operate in the board room, and the result was a fountainhead of innovation. Starting with his success at the Buddha label in the '60s with "bubblemug," moving on to his recent successes with Joan Jett and Richard "Dimples" Fields with Boardwalk, Bogart showed the way for many others to follow.

Cash Box extends its most sincere condolences to the family and friends of Neil Bogart. He was surely a giant in this industry, and we are all better for having had the privilege of knowing and dealing with him over the years.

CONTENTS

DEPARTMENTS
Black Contemporary... 40
Classifieds... 22
Country... 46
Gospel... 16
International... 35
Jazz... 21
Merchandising... 18
Radio... 26
Singles... 14

FEATURES
Coast To Coast... 12
Editorial... 3
Executive On The Move... 10
New Faces To Watch... 8

CHARTS
Top 100 Singles... 4
200 Albums... 35
Black Contemporary Singles... 24
Country Albums... 27
Country Singles... 28
Gospel Albums... 33
International Albums, Singles... 35
Jazz Albums... 1
Rock Album Radio Report... 21
Top 30 Video clips... 14

REVIEWS
Albums... 6
Singles... 8
Tapes... 32

ON THE COVER
Stanley Jarocki (right), vice president of marketing for Bally Midway, and Charles Farber, president of Bally Pinball Division, are shown with the latest "Pac-Man" video and pinball games.

Since its introduction at the 1980 AMOA convention in Chicago, Pac-Man has become the world's most popular video game and the subject of over 200 merchandising items. There's been a hit single and LP named for Pac-Man, along with an upcoming television series, a full-length movie, a home video unit, a pinball machine that appears to be breathing new life into this category of coin-operated product and unlimited other possibilities are expected to materialize before the year is up, according to Bally Midway Manufacturing Co., the game's producer.

The record-setting machine was licensed by the Bally Midway organization from Namco Ltd. of Tokyo, Japan. At the present time, a glamorous extension of the model, "Ms. Pac-Man," is already establishing a powerful foothold on the market, towards possibly surpassing the initial version in sales and popularity.

TOP POP DEBUTS
SINGLES: 74
TAKE ME DOWN — Alabama — RCA

ALBUMS: 87
OFFRAMP — Pat Metheny Group — ECM

POP SINGLE
EBONY AND IVORY Paul McCartney Columbia

B/C SINGLE
IT'S GONNA TAKE A MIRACLE Deniece Williams ARC/Columbia

JAZZ
BREAKIN' AWAY Al Jarreau Warner Bros.

COUNTRY SINGLE
JUST TO SATISFY YOU Waylon & Willie RCA

NUMBER ONES

PROMO ALBUM
TUG OF WAR Paul McCartney Columbia

B/C ALBUM
BRILLIANCE Atlantic Starr A&M

COUNTRY ALBUM
MOUNTAIN MUSIC Alabama RCA

GOSSPEL
CLASHBURN Mighty Clouds Of Joy Myrrh

Paul McCartney
Attorneys General Ask High Court To Review Betamax

by Michael Glynn

LOS ANGELES — In what is being viewed as perhaps the most significant show of support yet for efforts pushing towards a Supreme Court review of last year's lower court rulings that held off-air home video recording and distribution infringing, the attorneys general of 12 states jointly filed an amicus curiae (friend-of-the-court) brief as part of a petition for a writ of certiorari. The attorneys general's brief now brings the number of amici filing asking for the high court to call up the 9th Circuit Court of Appeals' ruling on the judgment to 17, joining those of several manufacturers, ad agencies, consumer advocates and electronic industry trade associations.

Among the attorneys general who signed the brief are John Ashcroft, Missouri, president of the National Assn. of Attorneys General; Wilson C. Condon, Alaska; Thomas J. Miller, Iowa; Warren R. Spannaus, Minnesota; William A. Allian, Mississippi; Michael T. Greely, Montana; Rufus L. Edmisten, North Carolina; William J. Brown, Oklahoma; John A. Cartwright, Oklahoma; John J. Easton, Vermont; and Bronson C. Lafollette, Wisconsin.

More than 50 parties are represented in the 17 amicus briefs on the ad hoc committee on copyright law, the consumer affairs departments of at least six states, the U.S. Consumer Assn., and a number of public consumer rights activists.

Special Counsel to the Electronic Industries Assn.'s Consumer Electronics Group (CEG) J. Edward Day noted that while it's "difficult to predict" whether the Supreme Court will take on the case (it's estimated that out of some 5,000 cases each year, only 125 are heard) he felt that "the attorneys general's filing . . . is a most helpful one because they have done this on behalf of their constituents."

Consumer Interest

Indeed CEG/SEAR vice president Jack Wayman suggested that "what probably prompted this is the fact that the consumer affairs department of most state governments is incorporated in the attorney general's office." Bill Baker, vice president of corporate communications for Sony, one of the defendants in the so-called "Betamax case," said he believed that a pivotal event in insuring the participation of the 12 state attorneys general was a recent decision in the National Assn. of Attorneys General earlier this year.

However, Edward Robertson, Jr., Deputy Attorney General for the state of Missouri under Attorney General John Ashcroft (who initiated the brief), noted that work on the brief actually started before Sony had even filed its petition for review.

"We started corresponding with people from Sony about a month and a half ago, and January as a possible time view towards writing an amicus

(continued on page 17)

Black Music Month Campaigns Stress Mom And Pop Retailer Involvement

by Michael Martinez

LOS ANGELES — Greater involvement among ma and pa retailers and an emphasis on the cultural significance of black music are the dominant themes of major label marketing/merchandising campaigns keyed Black Music Month.

While some label promotions have been tailored specifically to June's month-long black music celebration, others reflect ongoing campaigns highlighting current and catalog product by black artists. Increased advertising and display support for small independent black retailers is a common feature of most music promotions.

Commenting on the importance of black retail to his company's campaign, Keith Jackson, vice president of marketing for the black music division at RCA, said, "They are the first to get into new music, and buy into what radio plays right out of the box, before heavy rotation starts. Anyone who overlooks their importance is losing a major segment of the business."

RCA plans a black music promotion starting in June and running through the summer that embodies features specifically aimed at ma and pa outlets. Aside from a generic poster spotlighting the 22 artists featured in the black music celebration, individual artist posters, flyers

(continued on page 18)

Congress Passes Tough Laws For Music, Vid Piracy

by Earl B. Abrams

WASHINGTON — Big time recording or movie pirates will be facing $250,000 fines and/or five years in jail soon. Congressional Legislation imposing penalties under felony categories was passed May 10 and is on President Reagan's desk awaiting his signature. The president has until May 24 to sign or veto the bill. If he does not sign it, it becomes law without his signature.

The new criminal statute substitutes for the present misdemeanor penalties that have a maximum penalty of $25,000 and/or one year in jail.

The maximum penalty in the new legislation applies to first-time violators who make or distribute 1,000 or more copies of a sound recording within a 180-day period. The penalty for first-time violators who make or distribute less than 1,000 but more than 100 records in the same time period is $25,000 and/or two years in jail; and for

(continued on page 17)

Cancer Takes Life Of Indie Label Legend Neil Bogart

by Jeffrey Resnner

LOS ANGELES — Neil Bogart, chairman of the board of Boardwalk Entertainment Co. and one of the most successful independent record company executives, died May 8 of cancer at Cedars Sinai Medical Center here Bogart, who helped guide the recording careers of such artists as Donna Summer, Joan Jett, Kiss, Robin Williams. The Village People, Parliament and Rodney Dangerfield, in addition to participating in several film and television projects, was 39 years old.

More than 1,000 people attended memorial services for Bogart May 11 at the Hillside Memorial Chapel, including the heads of practically every record label, California Governor Jerry Brown, Lt. Governor Mike Curb and many members of the entertainment industry. The hour-long service, presided over by Rabbi Hillel Silverman, included a eulogy in the form of a song, "Gonna Keep An Eye On Us", taken from The First, a Broadway musical that Bogart co-produced. Performing the eulogy were a host of entertainers who Bogart had strong ties with, among them: Carole Bayer Sager, Burt Bacharach, Neil Diamond, Marvin Hamlish, Gladys Knight & The Pips and Bill Withers.

Born Neil Bogatz in Brooklyn, N.Y. in 1943, Bogart worked in many different

(continued on page 19)
**BUSINESS NOTES**

Mathias May Reach Senate In May

LOS ANGELES — The Mathias Amendment, S. 1758, which would establish copyright fees to be levied on manufacturers and importers of audio and video taping hardware and blank tapes and effectively outlaw unauthorized rental of copyrighted works, could reach the floor of the Senate as soon as the end of May.

Currently pending in the Senate Judiciary Committee, the Mathias Amendment "will probably be reported (sent) to the full Senate sometime around the end of May," according to Charles F. Bell, assistant counsel staff.

The Senate committee heard arguments from both supporters and opponents of the bill at a hearing April 21 in Washington, D.C. (Cash Box, April 24). No further hearings are scheduled at this time, according to Bell. Bell said that other than some "discussion and debate" on the committee, "nothing else remained in the way of reporting the amendment to the Senate." Borden was "optimistic" that the amendment would move on to the Senate without much further delay, even though he "add[ed], 'we don't have a solid vote count' (at this time)."

One hitch that could kill the bill for the year, however, is the deadline based on the adjournment of Congress for the upcoming elections. Adjournment of the House is set at Oct. 1; adjournment of the Senate will be based on election day elections); but if the bill is not considered by the House by the end of the year, it will have to be re-introduced next year.

"An additional hearing will be conducted in June for the purpose of hearing government witnesses," said Bruce Lehman, House Judiciary Committee counsel. "The date will be announced around the beginning of June."

Following the June hearing — which will most likely include the Register of Copyrights and representatives of the Commerce and possibly the Justice Departments — the subcommittee will consider the bill for reporting to the full committee. Once the committee has deliberated, it will then have the option of reporting it to the full House, discarding it or sending it back to the committee for further work.

**NARM Indie Committee Meets In N.Y.**

NEW YORK — The Independent Distributors Advisory Committee of the National Assn. of Recording Merchandisers (NARM) met here May 6 for its first definitive planning session. The meeting, which focused on several projects, gave special weight to discussions on improving the market position of the Indies. Major projects outlined during the meeting included the preparation of a brochure identifying the value of independent distribution and the opening of communication between Indies based around the country.

The committee, which will contain information from a soon-to-be-completed NARM member survey and profile on Indies’ various marketing, sales and promotion functions which independent distributors perform. Available to producers, artists and labels, the brochure will list independent distributors and the regions they service. Interestingly, the chairman of the committee, said Cash Box that he expected to have the data from the NARM survey by late May or early June.

"Increasing communication between distributors was also singled out as an issue. "A good example of what we discussed was that we all have to be successful together," said Schwartz. "We as a group are only as strong as each distributor is in his own market. We have to open up communications — it doesn’t hurt to pick up a phone.""

The committee will also be considering an ideas presentation for the fall. Open to all independent distributors and independent manufacturers, Schwartz described it as a "mini-convention," at which he hopes to see increased communication between the Indies’ members and.

"We want to talk to our sales reps, our buyers and promotion headers in order to get them together. All with or without the company ownership, we need to open up the people trade information. It would be great." The committee will meet again prior to the conference.

Aside from Schwartz, the committee includes Jack Bernstein, Pickwick Distribution; John Casserta, Alpha Dist; Bud Daily, H.W. Daily; Tony D’Aleandro, M.S. Dist, Warren Hildebrand, All South Dist, Steve Marmaduke, Western Merchandisers; Ron Schafer, Pks Dist; Joe Simon, Progress Dist; and Jerry Winston, Malverne Distribution.

**BMI Awards $15,000 To 17 Composers**

NEW YORK — Seventeen American composers ranging in age from 15 to 25 are sharing $15,000 in the third annual Broadcast Music, Inc. (BMI) Awards to Student Composers. Four of the students had been previous BMI student composer award winners, while two others received honorable mentions last year. In addition, Commissions of Excellence were presented to BMI affiliated Roger Sessions and Milton Babbitt at the May 13 concert in the Roulette studios in Williamsburg, Brooklyn.

The BMI award winners include Ronald Catelano, Jeffrey Cotton, Anthony Daniels, Michelle Elzkian, Norm D. Elkes, Timothy Kramer, Ian Krouse, David Lang, James Legg, Stuart Malm, Jonathan Rabin, Daniel Schecter, Leon Shernoff, Christopher, J. Smith, Michael Svoboda and Alan Yim. Established in 1951, the BMI Awards to Student Composers annually give cash prizes to encourage the creation of concert music by student composers under the age of 26.

**ASCAP Confers Young Composers**

NEW YORK — Fifteen American composers have been named recipients of the American Society of Composers, Authors and Publishers (ASCAP) Foundation grants to young composers. David Lang of New Haven, Conn. won $1,250, while Martin Amlin of Boston, Mass., and Ronald Cates of North Carolina received $1,000. Stephen Paul Harris of Oklahoma, Calif., won $750 and 11 grants of $500 were awarded to Kari Boe, Roger Bourland, Ronald Catelano, David Filippo, Kenneth Fuchs, Ralph Jackson, James Littlefield, James Lovenskold, Charles Porter, James Premrosch and Michael Torke.

The ASCAP Foundation grants were presented at the annual ASCAP convention in New York. Louis Brunelli, assistant dean, Juilliard School of Music and composers Carman Moore and George Perie. The ASCAP Foundation grant program was established in 1979 to help young composers. A total of $9,000 was awarded to the winners to help them pursue musical studies and develop their talents and skills. The funding for the grant program came from the Jack and Amy Norworth Memorial Fund.

**HOPIN’ FOR THE BEST** — Grammy-winning producer Quincy Jones (1) and R&B superstar Lionel Richie George Michael Albert recently attended a luncheon an- nouncing Jones as this year’s recipient of the City of Hope’s Spirit of Life Award. Jones will receive the award at the July 15 City of Hope Music Industry Night at the Beverly Hilton Hotel.

**PRIVATE AUDITION — Heart — Epic 38049 — Producers: Connie & Howie — List: None — Bar Coded**

Dyin’, makes a special disc in its groundbreaking “Dreamboot Annie” LP. Heart’s “Private Audition” is one of its most intriguing records. There’s more direction to the music here, and lead singer Ann Wilson shines on this diverse mix of acoustic and electric, hard rock and country music. Featuring a range of songs from ballads like “Angels” and “Hey Darlin’ Darlin’” to the current single “This Man In Mine,” to Ann bringing it home with her patented high energy wall on “City’s Burning” and “Fast Times,” this LP’s got it all.

**FEATURE PICKS**

**POP**


Julie cuts loose from her country/ western persona with this joyous into the realms of pop, rock and mellow mood, and the transition comes off with aplomb that should make new listeners and her faithful fans quite happy. The single choice, “Love’s Been A Little Bit Hard On Me,” is a fresh, perky song that may prove to be even more infectious than her past discs.

**SWEETS FROM A STRANGER — Squeeze — A&M SP-4899 — Producers: Squeeze and Phil McDonald — List: 8.98 — Bar Coded

Because of its bubbly, pop ’n roll melodies and offbeat, bitingly lyrics, Squeeze has become one of the premier British bands to spring up in recent years, gaining a loyal following that grows larger with each successive release. Headed by Paul McCartney and Elvis Costello (who, incidentally, makes a special guest appearance on the song “Black Coffee In Bed” here), the songwriting/performing tandem of Glenn Tilbrook and Chris Difford. There’s has come through with another hook-heavy disc that focuses on unreliable relationships, anger young men and drunken revelry.

**ALLIANCE — Handshake FW 37935 — Producers: Ron Albert and Howard Albert — List: 8.98**

Even though the jacket photo portrays this youthful quintet sitting in a kindergarten- class surrounded by finger-painted pictures, don’t mistake the vinyl contents for kid stuff. Kind of a cross between Toto and the Doobie Brothers, Alliance performs easygoing songs faced with lust harmonies and snazzy, streamlined production values. Heavy keyboard emphasis and a blast of

**REVIEWS**

**ALBUMS OUT OF THE BOX**

NY: — Bolstered by a good selection of hit product, sales over the Mother’s Day weekend, May 8-9, for the most part increased, especially among retailers engaging in specially targeted promotions, according to a Cash Box survey. However, while a number of retailers reported increases ranging from under 10% to 20% or above, factors like the weather, labor relations and an uncertainty among some that Mother’s Day is a valid record-selling holiday, kept sales relatively flat in various areas.

Another factor entering into the picture was the economy. With things so tight, many marketers put an ex- cuse to be out buying things,” according to Ralph King, vice president, marketing, at Alpha Bar. King added that Record Bar’s sales over Mother’s Day were 15% up over the previous weekend and “better” than last year.

King also noted that the strongest Mother’s Day action occurred in secondary markets of less than 100,000 population, which fits well with the chain’s 60-40 secondary-to-major-market breakdown. He said that secondary markets are generally more successful in In sales and marketing, because they are not hurt by unemployment as badly as big cities.

In New York state, Mother’s Day sales were “tremendous,” according to John Grandon, vice president of the Buffalo-based Caviar chain, which sold three ingredientss combined to increase sales for the holiday by 25% over the preceding weak and 20% over the same period a year ago.

First, we had a big promotion that tied in with 15 albums with a tree ‘Rose for Mom’ promotion, with purchase of any of those albums,” said Grandon, who took out a full-page ad print, bought time on five radio stations and displayed the albums with promotions in all stores.

Second, we had a lot of new good releases to choose from.

Rain Helped

But perhaps the biggest factor was the spring rain on Saturday, May 8, which helped increase sales. The George nine Caviar store were located. The weather also played a major role in making the Mother’s Day weekend only “so-so” to a 23-store Turn chain, instead of what vice president Joe Martin regards as a traditional “blockbuster.” Said Martin,

(continued on page 18)
CHEAP TRICK'S "ONE ON ONE" 6380 ALREADY ON:
ADR STATIONS
WGHM, WMET, WURT, WYFE, WMAQ, WKEW, WPYX, WPDK, WRKI, WDMX, WFYN, WQVO, WCKO, WHCI, WPLA, WSBK, WJJO, FM 95, WQRE, WEXX, WTPA, WREK, WBRU, WAGE, WCCC, WILY, WDRQ, KSMB, WHMIO, WXXL, KLAD, KOMP, KORS, WJKS, WZIR, WIRU, WICMC, WMJO, WDEK, WVCCT, WBVO, WQOX, WYDR, WAAJ, ZKEW, WAXUS, KMET, WNEW, WLRN, WRIH, WRNW, WHPA, WEIZ, WILIP, WZKZ, KGUS, KTRU, KQB
TOP 40 STATIONS
WYKS, SBRX, WPHQ, K104, Z104, KONA
FEATURES THE SINGLE, "IF YOU WANT MY LOVE" ON EPIC RECORDS AND TAPES.

CHEAP TRICK
blustery horns help make this effort a cut above average. However, the album's focus may appeal to jazz fans.

STANDING ON THE EDGE — Frankie Miller

Just because he performs hook-heavy rock with a raw, earthy voice, Miller and his fellow blues-inspired tunes on his new album...
To dream the impossible dream,
   to fight the unbeatable foe,
To bare with unbearable sorrow,
to run where the brave dare not go.
  This is my quest,
   to follow that star.

It Was A Privilege
To Know His Love.

Joyce
Unique ‘Chariots’ Promotion Pays Off Big For PolyGram
by Jim Bessman

NEW YORK — Harry Lasky, PolyGram Records' senior vice president, marketing, called the seven-month campaign that resulted in a gold record, for the soundtrack album and "Main Theme From Chariots Of Fire," single riding the #1 spots on their respective charts, "a once in a lifetime deal" — as well as his most difficult and rewarding marketing involvement. For Bob Edison, PolyGram’s vice president, promotions, the hard-earned success of the Vangelis product was more satisfying than that of the soundtrack smash for Saturday Night Fever and Grease, both of which he worked on while executive vice president and general manager at RSO Records.

Both the album, which was released last Sept. 17, and the single, which was shipped Oct. 26, came together atop the charts the week ending April 17. The label's entire promotion, publicity, marketing and sales departments teamed together on the project, as they had for their record releases, for them. The biggest obstacle to surmount was the natural resistance by programmers to play the unusual score composed by an artist, Vangelis, unpronounceable name for a largely unseen foreign film. Once that was accomplished, the life of the product had really begun. Since the album was released nationally months later, PolyGram's success in both efforts has provided established Vangelis as a major artist in the U.S., but it has unquestionably fueled morale in the company's promotion department, which now feels it can break just about anything.

The Chariots Of Fire album and single actually began their long race to the top last July when the screening of the film for company officials. Harry Lasky was among those in the audience.

"I was so enthralled with the movie that I wasn't even aware of the music," Lasky recalled. Shortly afterwards, the soundtrack album came across his desk. The record was on Polydor in England until the film was done very well there. After one listen, Lasky was equally thrilled with the music. But there was playing at only one theater in New York, and Lasky followed its initial screening Sept. 25 at the New York Film Festival.

There was never any question that PolyGram would release the soundtrack and single. The company was committed to breaking Vangelis long before the movie; his "Friends Of Mr. Cairo" LP with ex-Yes leader Jon Anderson as Jon & Vangelis had sold 600,000 copies. The label chart the week of the Chariots Of Fire album release. But no one knew how to promote the album, a music soundtrack album from a foreign film that had opened in only two cities.

According to Lasky, initial sales projections for the album were understandably light. "We unexpectedly began to see substantial sales in New York and L.A.," he related, "enough so that we were marketing people were sniffing the kind of smell that we look for."

Encouraging Signs
PolyGram then conducted in-depth research in New York and Los Angeles stores. "We discovered an interesting problem since at a couple of New York stores near the theater where the movie was playing," said Lasky. "Every night at 8:00 p.m. there were 30 or 40 people would come in and buy the album. The same thing was happening in L.A. So we figured that the music obviously had hit a nerve."

In late September, the question of what to do with the album was brought up at the weekly sales and promotion meeting. "I couldn't let it die because it had too much going for it," said Lasky, "but we also realized that we had a major marketing problem since the film had not opened anywhere else."

According to Lasky, that meeting was probably the response was fabulous. "Everybody from every department had suggestions, from placing articles in running magazines to tie-ins with shoe manufacturers to posting a rented van and driving it to the New York Marathon with the soundtrack blaring out."

Then the publicity department got on the horn. On Oct. 28, Len Espan, vice president, press and artist relations, sent out a unique "Dear Music Fan?" letter together with "Main Theme From Chariots Of Fire" single and associated press clips to all general pop press, TV and radio syndicators, AOR stations andいった。
IMAGINATION

IF ONE WORD COULD
CAPTURE THE SPIRIT OF
NEIL BOGART

THAT WORD IS IMAGINATION
IT SPARKED HIS DRIVE
AND LIT HIS WAY

HIS LIGHT WILL BE MISSED
BY THE FAMILY WHO LOVED HIM
ON THE BOARDWALK
Cancer Takes Life Of Indie Label Legend Neil Bogart

(continued from page 4)

Harris rendition, with extremely tasty acoustic guitar work and engaging backing vocals reminiscent of Rickie Lee Jones.

RICKY SKAGGS (Epic ZSS 170474)

Don't Do It (2:15) (Co. - BMI) (W. Pierce, C. Walker) (Producer: R. Skaggs)

The Four Tops are coming in a big way, reaching #1 in his last outstanding week ago. The four single from his debut album, "Don't Care," continues in the same vein as previous releases, and its traditional approach should be in vogue with listeners and programmers alike for slowing down.

SULLIVAN HOMESTEAD

The Four Tops are doing rock? Well, almost. There's a rumbling drum beat and fuzzy guitar behind the Tops' rousing exhortations informing the listener it's back to school time on the first single from the Grease 2 soundtrack.

NEW AND DEVELOPING

SYLVIA (RCA PB-1322)


Not surprisingly, producer Tom Collins on the Kye Fleming - Dennis McDonald duet "Nobody." Writing duo for yet another classic rock artist, the resulting single could easily be a Barbara Mandrell release. The former receptionists at Denmark's 100 Club, McDonald and Collins, are writing for a new generation of fans.

ROTHELD NAMED AT VANGUARD SOCIETY

NEW YORK — David Rothfeld has been named executive vice president, national sales and marketing, Vanguard Recording Sales Corp.

Rothfeld brings close to 30 years of record retailing experience to Vanguard. Most recently, he was vice president of the East Coast division of Snoopy Records, and prior to that, he was vice president, divisional marketing manager for E.J. Korvettes, managing 58 record departments at the chain's peak.


The first panel was moderated by John Waters of Rolling Stone and featured Michael Roose of Boston Rock, WBCN's Ron Oedipus, Rolling Stone's Steve Sillett, and BMI's Maxanne Klein. The panel focused on the promotion and distribution of independent rock and roll. Among the panelists, Sillett noted that many of the smaller labels are struggling to find the right mix of promotion and distribution. Klein emphasized the importance of building relationships with key players in the industry to ensure the success of an album or artist.

The second panel was moderated by Tom Scherl of Trouser Press and featured Michael Roose of Boston Rock, Oedipus of WBCN, and Andy Schwartz of New York Rocker. The panel focused on the legal aspects of the music industry. Among the panelists, Roose noted the importance of having a strong legal team to protect the interests of an artist or label. Oedipus emphasized the importance of understanding the rights and responsibilities of each party involved in a recording contract.

The third panel was moderated by John Waters of Rolling Stone and featured Michael Roose of Boston Rock, Rolling Stone's Steve Sillett, and BMI's Maxanne Klein. The panel focused on the business aspects of the music industry. Among the panelists, Sillett noted the importance of understanding the business side of the industry to ensure the success of an album or artist. Klein emphasized the importance of understanding the financial aspects of the industry to ensure the success of a label.

The fourth panel was moderated by Tom Scherl of Trouser Press and featured Michael Roose of Boston Rock, WBCN's Ron Oedipus, and BMI's Maxanne Klein. The panel focused on the role of radio in promoting independent rock and roll. Among the panelists, Roose noted the importance of having a strong presence on the radio to ensure the success of an album or artist. Oedipus emphasized the importance of understanding the programming decisions of each station.

The fifth panel was moderated by John Waters of Rolling Stone and featured Michael Roose of Boston Rock, WBCN's Ron Oedipus, and BMI's Maxanne Klein. The panel focused on the role of independent rock and roll in the future of the music industry. Among the panelists, Roose noted the importance of understanding the changing landscape of the industry to ensure the success of an album or artist. Oedipus emphasized the importance of understanding the role of technology in the future of the industry.

The sixth panel was moderated by Tom Scherl of Trouser Press and featured Michael Roose of Boston Rock, WBCN's Ron Oedipus, and BMI's Maxanne Klein. The panel focused on the role of independent rock and roll in the future of the music industry. Among the panelists, Roose noted the importance of understanding the changing landscape of the industry to ensure the success of an album or artist. Oedipus emphasized the importance of understanding the role of technology in the future of the industry.

The panels were well-received by the attendees, who noted that they were able to gain valuable insights into the music industry from the experts participating in the panels. The seminar was a success, and the participants are looking forward to future seminars on the topic.
Neil was our friend.
And we loved him very much.

Carole Bayer Sager & Burt Bacharach
Marcia & Neil Diamond
Attorneys General Ask High Court To Review 'Betamax'

(continued from page 5)

pending in the Congress," said Robertson, referring to the DeConcini bill and Mathias Amendment in the Senate and the Parris bill and Edwards Amendment in the House of Representatives. This issue is going down two roads and several attorneys general felt that the legislative path was the sure one.

The attorneys general who signed the brief represent, for the most part, eastern and midwestern states which, like Missouri, have a large number of industrial and agricultural workers. Ironically, though, with the exception of Illinois, none has a significantly large VCR population at present.

It was unusual, in my view, to see the people who were interested in it," Robertson stated. "We never expected California; there are just too many opposing states there to go up on the federal court and get Michigan and Pennsylvania, and New York was teetering on the edge for a while.

Apparently, a number of the attorneys general participating in the brief weren't motivated to do so solely on behalf of state consumer interests. In most cases, the attorneys general are hoping that a higher court's judgment will rectify what they see as a misinterpretation by the lower court of copyright law, according to Robertson, and in the process, clarify it.

"We feel very strongly that the copyright law does not extend into the areas of private use," said Bill Roach, administrator for the Iowa attorney general's office. "We're in agreement, basically, with the legal arguments set forth in the brief and that is certainly a major point."

Missouri's Robertson expressed the opinion of the majority of attorneys general who signed the brief, saying that "copyright law is so far behind technology at present that it comes as no surprise that an appeals court would apparently ignore, in my opinion, certain (copyright) tenets. Hopefully, the Supreme Court will correct that, however."

Legal President?

Like many attorneys who believe there is some legal support for a home use video taping exemption, EIA/CEG counsel Day points to a court case for reproducing medical journals as at least a partial precedent. He also noted that the Supreme Court "hasn't heard a contribution copyright infringement case since 1911."

"We'd like to see the Copyright Law extended and the issue of 'use clarified," said Day. "That's our ultimate aim. And it's our feeling, or at least hope, that the Supreme Court would pick it up because there would want to have federal law on a uniform basis as much as possible."

"Even if the Supreme Court does decide to hear the case, though, that's only half the battle," he concluded.

The bills are S. 691, sponsored by Sen. Strom Thurmond (R-S.C.), who is chairman of the Senate Judiciary Committee, and H.R. 3530, sponsored by Rep. Barney Frank (D-Mass.).

NEW VIDEO SOFTWARE RELEASES

This listing of new video cassettes and video software releases is designed to keep home video retailers and dealers abreast of new product availability and can be used as an ordering guide. It is divided into cassette and disk groupings, followed by manufacturer, catalog number and price. Some product listed may not have been assigned either a catalog number or a price at press time.

ALADDIN AND THE WONDERFUL LAMP
Cassette — Media M 317...$49.95
SILENT SCREAM
Cassette — Media M 192...$54.95
GRIZZLY
Cassette — Media M 189...$54.95
JOHNNY GOT MIS GUN
Cassette — Media M 160...$54.95

SMOKY VIDEO — Motown recording artist Smokey Robinson and dancer Diana Davis release a cassette attack before the camera during a dream sequence for a video of Robinson’s new single, “Tell Me Tomorrow,” from the LP “Yes It’s You Lady.”
A few people realizing the obvious and communicating with each other can create a chain reaction. There is nothing so potent as an idea whose time has come.

Paul Williams

Neil Bogart found in these words a spirit which guided him. In his family and his friends the chain reaction goes on.

THE NEIL BOGART CANCER FOUNDATION is being created to support the fight.

Please send donations to:
THE NEIL BOGART CANCER FOUNDATION
% The Boardwalk Entertainment Company
8255 Sunset Blvd. Los Angeles, Ca. 90046
Light/Lexicon Scores Big In 1981
by Susan Coker

NASHVILLE — Light Records/Lexicon Music experienced its most significant year in 1981 with a marked increase in revenues, complete acquisition of all controlling company interests and the announcement of a national, secular outlet-oriented distribution deal with Elektra/Asylum Records, according to company president Ralph Carmichael.

Revenues for the year reached $5.7 million, an increase of nearly 30% over the $4.4 million generated in 1980, said executive vice president Larry Jordan, adding that, in addition, first quarter 1981 sales continued at a rate 15% ahead of the same quarter last year.

"We’re forecasting an increase of total revenues to $8 million for 1982, somewhere around 40%," Jordan said. "This is in today’s economy without a projected price increase in album prices beyond $7.98. We plan to hold to that $7.98 through 1982."

Light’s distribution deal with E/A commenced Feb. 1 with an initial release of 45 titles shipped to secular outlets. The initial release included 25 titles at $7.98, 16 midlines at $5.98 and two double-record albums by Andrae Crouch at $11.98.

“Our association with E/A means a greater platform with a broader base from which to service the church,” said Carmichael. “Our desire to be in the secular marketplace is not prompted by the assumption that suddenly we are going to sell gospel records to theunchurched. The base of the market, Christians frequent the marketplace.”

Carmichael also added that Light Records expects its sales force would be working even harder with the Bible bookstores.

Light Records was the first gospel record company to add a $5.98 midline and $3.88 sampler due to its regular $7.98 product available only at Bible bookstores.

Meadowgreen To Work Zondervan Catalog
NASHVILLE — Meadowgreen Music, Inc., a gospel music publishing company affiliated with Tree International, has finalized negotiations to further develop and promote all copyrights now published by the Zondervan Corp.

and a streamer poster emphasizing the Real Deal artists are included.

More specific merchandising tools for ma and pa dealers included a 22-song album sampler mixed for in-store play, featuring a key cut from each LP in the program, plastic album covers and a merchandising brochure featuring pictures and background information on the artists, which can be used as bag stuffers or point-of-purchase pick ups.

Artists included in the RCA promotion are Diana Ross, Rosanne Cash, Skyy, the C-Lites, Evelyn King, the Uptown Funk, Aurra, Merge, War, Pleasure, Shalamar, plus forthcoming product by Salsoul Orchestra, Cameron and the Ritchie Family. RCA’s $6.98 Red Seal product included in the campaign included LPs by Michael Wycoff, Merge, Steven and Sterling, Wyndham, Fredi Grace and Rhinestone and Plus.

Other labels are also aware of the importance of black retail outlets and are developing Black Music Month campaigns designed to encourage their participation.

At MCA, though plans are still being developed, at least nine artists will be featured in a variety of regional campaigns that will use product tie-ins with local businesses as well as radio promotions and normal in-store merchandising and advertising.

Elmer Hill, director of black promotion at the label said that concept promotion tie-ins and contests would be employed locally among black dealers and radio to build the act’s local and national campaigns during the June promotion.

Regional Push

He added that regional efforts promoting MCA product with tie-ins to Black Music Month allow the company to determine what promotions can be waged nationally through the balance of the June and summer. "Black retailers serve as a barometer for what concepts the consumer is receptive to," according to Hill.

Hill also said that MCA may bow a contest with black radio in which listeners can win and try to guess the identity of a famous black historical or cultural figures who will be featured over the air. He said that prizes would probably come from MCA’s deep catalog of B&B and jazz product.

It’s more meaningful to the local promotions around these kind of contests if we plan to use Black Music Month in our promotional campaign," explained Hill, who added, “It has more historical and cultural significance than just selling records.

Bill Haywood, senior vice president of black music marketing at PolyGram, also stressed the cultural importance of black music. "With our artist roster weighted heavily toward black artists, promoting that product is a full-time thing," he said. "But I feel Black Music Month gives us an opportunity to talk about the history of the product and tell the public what the music means culturally.

For that reason, the PolyGram label Black Music Month promotions will run concurrently with campaigns featuring the company’s catalogs through the use of acts such as the Gap Band, Junior, Cameo and upcoming LPs from The Fatback Band, James Brown, Eddie Money and Robert "Goochie" Whitley.

Haywood said that in addition to print and radio spots and in-store signage tagging Black Music Month, all of which he said is part of normal marketing efforts... (continued on page 23)
Flood Of Big Country Acts’ Singles Crowds Out Indies

by Tom Roland

NASHVILLE — While country radio stations have tightened their playlists within the past year (Cash Box, Nov. 21, 1981), the major labels have cut down the release time between records on major artists. As a result, some artists have more than one record out at a time, resulting in a domination of a disproportionate number of positions on playlists by a handful of acts, and subsequently, many have begun to fear that the future of new artists looks bleak, especially in comparison with the past two years.

As a “go-for-all-you-can-get” attitude has infiltrated many labels in the face of poor economic conditions, the release time between major records has been cut from what one industry official said used to be six to eight weeks following a single’s peak down to two or three weeks on the charts and, in some cases, the follow-up record has been released while the artist is still in the Top 10. Though the practice has not become as exaggerated as with pop radio, the effect has been to stifle independent product and, in some cases, steadily progressors who are close to breaking into major status.

RCA, in particular, last week released the latest singles by Alabama and Dolly Parton while their previous releases still hold down positions in the Top 10 on the Cash Box country singles chart. According to Joe Galante, vice president of marketing for the label’s Nashville division, the early release was enacted to meet demand for the records, which were already being played as album cuts on pop and country stations alike.

While some say that such a practice will lead to oversaturation by the acts, Galante maintains that the release will have little effect outside of coordinating RCA’s push. “How long would we have held it?” he asked. “Another week? I don’t think two weeks is going to oversaturate at this point. It’s the kind of thing where we got requests on both singles. The Alabama record’s been forced out of the album earlier than we would have liked. In terms of where they are, both record companies have been held a few more weeks, but we’ve got about 30 pop stations on the ‘Take Me Down’ cut already, and the country stations programming it like the national anthem. So, in order not to wind up with that burn-out, we decided to release the singles quickly to take advantage of the early airplay. It’s done all the time in rock ‘n’ roll — you can get three records by an artist at one time.”

Such tactics have been used in pop, mostly notably by the Bee Gees in recent years, who strung their singles together back-to-back on the Saturday Night Fever and “ Spirits Having Flown” albums, but met with somewhat of a backlash with their latest release. “You’re talking about consistently doing that,” noted Galante of the Gibb clan’s recent disappointment, “and I’m talking about one record. In both cases (Alabama and Parton), because of the pop response, because of the country response, the tour and the TV they have, there are a number of circumstances that indicate that that record should be out now. At the same time on Dolly, Dolly’s getting ready to go out and start touring. We had the album out on the streets, the other single started burning out, and we’ve gotten a lot of response on this one. We have a movie coming out with her in The Best Little Whorehouse, and in order to get enough product out there — I’m looking toward the end of the year — we had to get this thing out. It’s not a decision made to do it now just because we’ve got nothing else to put out there. We’re looking at the continuity of the artist over the year, and I don’t think we’re oversaturating at all at this point.”

At the same time, Galante recognizes the heavy amount of product on the streets from major artists, and he also recognizes the inherent danger it may pose to developing artists, but maintains that “the better record’s going to survive anyhow, whether a better record is on a new artist or a major artist. I can see the flood of new product, I can see the concept, but right now I think it’s a tough business out there, and I think everybody’s trying to get the biggest share of the pie they possibly can.”

As a result, playlists are chalked full of major artists and devoid of space for the large number of independents that are looking for a break. While independent promoter Bob Saporiti noted that the independent labels were being squeezed out of holes they used to fill in the music rotation, he added that the long-run effects of heavy release schedules would be born by the major artists themselves.

“The artists are the ones who are going to suffer,” he claimed. “They’re going to burn out. Marketing people fear Kenny Rogers records because they’re so burn out on him. They’re not crazy about getting Kenny Rogers records anymore because there are so many of them out, and they come so fast with no time in between that it’s hard to market them. There’s a burn-out factor in everything, and eventually, take a Johnny Lee, who keeps putting out the same song over and over again, you’re going to burn out.

According to Saporiti, label prestige has made it even more difficult for the independents, and, he said, that was evident when an indie label and a major record company both recently released covers of the same song. He claimed he was told many times by station MDs that the independent product was better, but the major’s single ended up on the charts anyway. “We couldn’t fight the fact that people are more interested in the color of the label than what’s in the grooves,” he lamented. (continued on page 28)
**Merchandising**

**Top 200 Albums**

**McCartney Goes To #1; B/C Crossovers Picking Up Steam**

by Mark Albert and Ken Kirkwood

**Top Story Of The Week** once again is Paul McCartney, whose "Tug Of War" album jumps into the number one position from #5 in its second week of release. Solid #1 sales reports in every region with Top 25 rack sales exploding after one week. The "Ebony and Ivory" single remains at #1 bullet on the Cash Box Top 100 Singles chart and jumped to #17 bullet from #22 on the Top 100 Black Contemporary Singles chart. This, by the way, is McCartney's first #1 album since "At The Speed Of Sound" topped the chart in June, 1976.

**Top Ten Highlights** - Asia moves up another notch closer to the top, bulleting to #2. Good retail reports out of all regions, led by the Midwest and East. Top 15 sales reported at the rack level as well. The LPs "Heat Of The Moment" single is currently one of the hottest in the country, jumping to #11 bullet, up from #15. Van Halen moves to #5 bullet, up from #8. Solid retail activity everywhere led by the West and Midwest with Top 25 rack reports as well. The new single, "Dancing In The Street," debuted on the Top 100 Singles chart at #83 bullet. Willie Nelson breaks into the Top 10 at #9 bullet, up from #11 with good sales everywhere, primarily in the South and at the racks.

**Top 100 Highlights** - The Human League continues its upward momentum, jumping to #14 bullet, up from #17. Good retail action in all regions, especially on the coasts. While retail activity is strong, the album will need a big push at the rack level if it's to make a dent in the Top 10. Elton John, #20 bullet, up from #26, has good sales out of the West and South with the East Coast starting to kick in. Initial rack sales look positive. Toto, #23 bullet, up from #30, continues with strong upward movement that could make this group's biggest LP to date. Very good sales reported in the West, Midwest and South and still making strides in the East. The album is also beginning to pick up a little steam at the rack level. Patrice Rushen, #21 bullet, up from #31, continues to generate healthy action on the coasts and in the South. Her LP also jumped to #5 bullet from #7 on the B/C Albums chart. The "Forget Me Nots" single has been the prime catalyst and is at #3 bullet on the B/C Singles chart and jumped to #5 bullet on the Pop-Singles chart. The Temptations, at #31 bullet, up from #35, are doing very well everywhere, led by the East and South. The LP jumped to #3 bullet from #6 on the B/C Albums chart and stands a good change of going to #11. Rainbow jumps to #36 bullet, up from #43, and is still cooking in the Midwest, West and East. The group's single, "Stone Cold," is also doing well, bulleting to #57 on the Top 100 Singles chart. Dazz Band moves up eight points to #40 bullet behind good retail in the West, Midwest and South. The "Let It Whirl" single has exploded on both the Pop and B/C Singles charts, going to #44 bullet from #66 Pop, and #8 bullet from #13 on the B/C chart. One Way, at #43 bullet, up from #56, is strong at the retail level in the Midwest and West. The "Cute Pie" single is exploding, jumping to #50 bullet from #75 on the B/C Singles chart. Blue Oyster Cult's double live album is very big in the Midwest, West and South and takes a nice jump to #46 bullet from #71 in its second week. John Cougar, #49 bullet, up from #62, has good second week response out of the Southwest. The Motels Jump 11 points to #54 bullet. The LP remains huge on the West Coast and is doing well on the East Coast. The O'Jays take one of the week's biggest jumps to #60 bullet from #91. Sales exploding out of the South with good action out of the East and Midwest as well.

**101 To 200 Highlights** - Haircut 100, at #14 bullet, up from #27, does very well in the West and is beginning to pick up in the Midwest. Dionne Warwick, #118 bullet, up from #132, is selling the best in the East and Midwest. Don Williams, #122 bullet, is showing nice growth in the South and at the racks. The Jim Carroll Band moves to #124 bullet, up from #140, and is getting good sales activity on both coasts. Robert Palmer, #126 bullet, and Laurie Anderson, #135 bullet, are both doing well in the West. On the other hand, Trouble Funk, at #135 bullet, and "D' Train," at #138 bullet, are both selling well in the East. Jane Olivor, #140 bullet, up from #157, is doing well in the East and West.

**Debut Chart** - The highest debut on the chart this week is The Pat Metheny Group at #87 bullet. Initial response was quite good in the West and Midwest. The Annie soundtrack hits at #104 bullet with primary activity on the coasts. William "Bootsy" Collins comes in at #130 bullet behind good activity in the South and West. Ambrosia, #144 bullet, had fair initial reaction in the Southwest and Midwest. Barbara Mandrell, at #154 bullet, is breaking out of the South and Midwest. Look for this to be a big rack item. Marshall Crenshaw, at #161 bullet, is breaking out of the Northeast, as well as Los Angeles, San Francisco, Portland, Seattle, St. Louis and Milwaukee. Other debuts include A Flock Of Seagulls at #182, and Maynard Ferguson at #192.

**Regional Album Analysis**

**NORtheast**

1. TOMMY TUTONE
2. DREAMGIRLS
3. TOTO
4. PATRICE RUSHEN
5. ELEVEN
6. MOTELS
7. CHARLIE DANIELS BAND
8. TEMPTATIONS
9. RAINBOW
10. ANNIE

**SOUTHEAST**

1. O'JAYS
2. TEMPTATIONS
3. RICHARD Pryor
4. PATRICE RUSHEN
5. TOTO
6. DAZZ BAND
7. JOHN COUGAR
8. O'JAYS
9. TOMMY TUTONE
10. BLUE OYSTER CULT

**Baltimore/Washington**

1. TEMPTATIONS
2. PATRICE RUSHEN
3. ATLANTIC STARR
4. THIRD WORLD
5. JOHN DENVER
6. DENIECE WILLIAMS
7. TOMMY TUTONE
8. IRON MAIDEN
9. O'JAYS
10. RAINBOW

**West**

1. MOTELS
2. TOTO
3. PATRICE RUSHEN
4. RAINBOW
5. JOHN DENVER
6. JOHN COUGAR
7. DENIECE WILLIAMS
8. SAMMY HAGAR

**Midwest**

1. BLUE OYSTER CULT
2. TOTO
3. RAINBOW
4. JOHN COUGAR
5. PAT METHENY
6. TOMMY TUTONE
7. CHARLIE DANIELS BAND
8. PATRICE RUSHEN
9. IRON MAIDEN
10. GREG Kihn

**North Central**

1. JOANIE GREGGAINS
2. JOHN DENVER
3. HANK WILLIAMS, JR.
4. KIDS FROM FAME
5. DON WILLIAMS
6. DENIECE WILLIAMS
7. T. SAINT CLAY III
8. DUKE S OF HAZZARD
9. JOHNNY MATHIS
10. RAINBOW

**Denver/Phoenix**

1. TOTO
2. JETHRO TULL
3. ONE WAY
4. TOMMY TUTONE
5. DAZZ BAND
6. SPLIT ENZ
7. MOTELS
8. BLUE OYSTER CULT
9. PATRICE RUSHEN
10. HAIRCUT 100

**South Central**

1. PATRICE RUSHEN
2. ARIE
3. DENIECE WILLIAMS
4. BLUE OYSTER CULT
5. JUNIOR
6. TOTO
7. BARBARA MANDRELL
8. O'JAYS
9. ATLANTIC STARR
10. AMBROSIA

This listing of records outside the national Top 20 showing steady or upward movement is designed to keep retailers abreast of the latest regional sales trends.
Special Promotions Spark Sales Over Mother's Day

"Ironically, it was the best weather of the year for us, with temperatures in the '80s and no rain for the first weekend in a month." Instead of shopping for records, however, consumers chose to enjoy the sun.

Larry Mundorf, vice president, retail, at the 199-unit, North Canton, Ohio-based Stark/Camelot chain, also blamed good weather in the northeastern Midwest for lack of sales gain through Mother's Day weekend. Sales in southern states, however, "cooking pretty good," he said.

Mundorf said that for the second year in a row, the chain distributed Camelot pocket calendars that identify major and minor holidays as 10% discount days. "We target our promotions three or four days ahead of holidays to tie-in with the calendar," he explained. "Then on the fifth day, which is the holiday, we give 10% discounts. We've contributed half a million calendars last December and January, and we have received good response from consumers, who return them and are aware of the holiday discounts because of them."

To further promote Mother's Day, Stark/Camelot started out a campaign May 6 tying in current product with gifting. Mundorf reported that new releases by Paul McCartney, Human League, and a few others were among the top sellers. Country product also sold big, with the chain in the midst of a "Country Month" project affecting the entire country music department.

"The promotion noted a direct correlation with the country product and the Mother's Day buyer," said Schmitt, director of operations at the 26-store, Lanham, Md.-based Harmony Hut chain, said that the weekend was "very good," due largely to heavy promotion. The chain advertised the giveaway of a "Happy Mother's Day" pocketbook mirror with an English novelty kit in the week beginning May 9 and ended May 16.

The campaign, funded through the sale of calendars, included a "Thank You Mom" message and a "Happy Mother's Day" message, which were printed on a "Thank You Mom" label. A 40-page brochure, distributed to the chain's 1,400 stores, was included in the promotional mix.

The campaign was supported by television, radio, and newspaper advertising, as well as in-store displays and promotions. The chain's advertising efforts were aimed at reaching the Mother's Day buyer, who is typically a mature, 35- to 50-year-old woman, with a moderate to high income.

Unlike last year, when the promotion was aimed at the younger female, this year the campaign was targeted at the older female, who is more likely to be a retailer and a consumer of Mother's Day gifts. The campaign was designed to emphasize the chain's offerings, which include gift ideas and gifts for the home, as well as health and beauty products.

The campaign was also designed to build awareness of the chain's gift offerings, which include gift ideas and gifts for the home, as well as health and beauty products.
general retail accounts. The letter efficaciously praised Vangelis and noted that his theme music made the film "more than a mere background to the World Series and New York Marathon coverage. The mailing followed by one week another single sent to major market news and sports TV stations that included the album instead of the single and suggested that it be used for local programming.

On Nov. 9, during a resurfacing of upper level management at PolyGram, Bob Eden came in as vice president, promotions, and was named director, national promotion. Cataldo brought the Chariots Of Fire theme to Eden. "I loved the song," said Cataldo. "Our first knob Bob was a runner. So I told him the story line, and he loved it."

"As the end of the year," recalled Eden, "we had little product to work with. We heard it, believed in it and set out." Edison recalled the initial radio reaction to the record: "I was fast, all the stations didn't know how to pronounce Vangelis. Then it was an unusually strange sounding record — the vocals, all the arrangements were sticking to form. Even though a lot of programmers thought it was beautiful. So we started working A/C and began to build it station by station. Every week we'd get one cold, then two adds, then three."

In November, the film opened in five

more cities and generated the same sales pattern. PolyGram's branch sales, merchandising, and promotion teams tied in with the film. The band was on a continuous TV tour in the markets where the film was being shown.

By the end of the year, the album had reached #6 with a big week, with singles was selling at #72. Shelly Rudin, vice president, sales, said that the album demonstrated that PolyGram had made the biggest effort in its history, and that chain stores were merchandising it in both their pop/rock and classical departments and bringing in customers that hadn't bought records in a long time. According to Randy Roberts, national singles director, the single was selling very heavily for the first time, due to strong airplay.

"The movie was released nationally in January and February," said Roberts. "It was the first film in a series of eleven, the biggest selling film of the year. We sold over a million units in a little over a week."

An added bonus to the successes of Chariots Of Fire have been new careers in the U.S. According to Jerry Jaffe, vice president of PolyGram's rock music division, there were three years of Mr. Carol Jon & Vangelis LP, which sold a million copies. By the first time around, he has just been released and repackaged to include the singles "Where Are We Going?" and "What A Wonderful World." The single is being worked heavily on both AOR and Top 40.

"We're now able to spread Vangelis' base," said Jaffe. He added that the song "State Of Independence," also from the album, will be on Donna Summer's new album and that Jon Anderson will perform it, "To Find My Way Home" and "Friends Of Mr. Carol" during his tour this July. Concluded Harry Look, "Not only did we do good business on Chariots Of Fire, but we established Vangelis as a potential major artist."

Bar Groups To Hold Home Taping Panel

NEW YORK — The New York County Lawyers' Association and the Asso. of the Bar of the City of New York are sponsoring a panel discussion on the home taping issue June 21. The program will be moderated by Leonard Kurland, president. The program will also be taped and sent to the Attorney General's office to help in the home taping debate. The program will also include the first family of home taping, the Oates family, who will present their views to the panel.

GOODBYE TO ALL THAT — WABC/New York, Top 40 pioneer and #1 music station in America between 1964 and 1972, officially changed over to a talk outlet at noon, May 10. The station had been losing in the numbers game ever since FM rock came into its own in the early 70's. The advent of the disco era and subsequent growth of the urban contemporary format tended to the same end. After much soul-searching, management made the decision to re-orient the station to the talk format and give it a new lease on life. The new format will be known as "The Tom Leyken Show" and will be hosted by Tom Leyken, who will be a morning talk show host on WABC. The station will continue with its previous format of music, news and sports.

The new format will be called "The Tom Leyken Show" and will be hosted by Tom Leyken, who will be a morning talk show host on WABC. The station will continue with its previous format of music, news and sports.

The new format will be called "The Tom Leyken Show" and will be hosted by Tom Leyken, who will be a morning talk show host on WABC. The station will continue with its previous format of music, news and sports.

The new format will be called "The Tom Leyken Show" and will be hosted by Tom Leyken, who will be a morning talk show host on WABC. The station will continue with its previous format of music, news and sports.

The new format will be called "The Tom Leyken Show" and will be hosted by Tom Leyken, who will be a morning talk show host on WABC. The station will continue with its previous format of music, news and sports.
### #1 MOST ADDED

<table>
<thead>
<tr>
<th>Artist/Music</th>
<th>Track/Version</th>
<th>Radio Stations</th>
<th>Added By</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>R.E.M.</td>
<td>](#)</td>
<td>COLUMBIA</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>Wilson Sports</td>
<td>](#)</td>
<td>AMBROSIA</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>BLUE OYSTER CULT</td>
<td>166</td>
<td></td>
</tr>
<tr>
<td>Fleetwood Mac</td>
<td>](#)</td>
<td>JOHN COUGAR</td>
<td>199</td>
<td></td>
</tr>
<tr>
<td>Tom Petty</td>
<td>](#)</td>
<td>CHARLIE DANIELS BAND</td>
<td>219</td>
<td></td>
</tr>
<tr>
<td>Michael Jackson</td>
<td>](#)</td>
<td>JOHN EDMUNDS/D.E.TH</td>
<td>256</td>
<td></td>
</tr>
<tr>
<td>Guns N' Roses</td>
<td>](#)</td>
<td>FRANKE</td>
<td>248</td>
<td></td>
</tr>
<tr>
<td>Fleetwood Mac</td>
<td>](#)</td>
<td>DAVE EDMUNDS/D.E.TH</td>
<td>261</td>
<td></td>
</tr>
<tr>
<td>Aerosmith</td>
<td>](#)</td>
<td>FRANK &amp; THE KNOCKOUTS</td>
<td>284</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>SAMMY HAGAR STANDING HAMPTON</td>
<td>302</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>NICK TAPPI</td>
<td>326</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>LITTLE RICHIE</td>
<td>343</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>THE HUMAN LEAGUE</td>
<td>357</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JETHRO TULL</td>
<td>381</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>QUEEN</td>
<td>405</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>ASIA</td>
<td>429</td>
<td></td>
</tr>
</tbody>
</table>

### #2 MOST ADDED

<table>
<thead>
<tr>
<th>Artist/Music</th>
<th>Track/Version</th>
<th>Radio Stations</th>
<th>Added By</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>COLUMBIA</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>AMBROSIA</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>BLUE OYSTER CULT</td>
<td>166</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JOHN COUGAR</td>
<td>199</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>CHARLIE DANIELS BAND</td>
<td>219</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JOHN EDMUNDS/D.E.TH</td>
<td>256</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>FRANKE</td>
<td>248</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>DAVE EDMUNDS/D.E.TH</td>
<td>261</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>FRANK &amp; THE KNOCKOUTS</td>
<td>284</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>SAMMY HAGAR STANDING HAMPTON</td>
<td>302</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>NICK TAPPI</td>
<td>326</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>LITTLE RICHIE</td>
<td>343</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>THE HUMAN LEAGUE</td>
<td>357</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JETHRO TULL</td>
<td>381</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>QUEEN</td>
<td>405</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>ASIA</td>
<td>429</td>
<td></td>
</tr>
</tbody>
</table>

### #3 MOST ADDED

<table>
<thead>
<tr>
<th>Artist/Music</th>
<th>Track/Version</th>
<th>Radio Stations</th>
<th>Added By</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>COLUMBIA</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>AMBROSIA</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>BLUE OYSTER CULT</td>
<td>166</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JOHN COUGAR</td>
<td>199</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>CHARLIE DANIELS BAND</td>
<td>219</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JOHN EDMUNDS/D.E.TH</td>
<td>256</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>FRANKE</td>
<td>248</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>DAVE EDMUNDS/D.E.TH</td>
<td>261</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>FRANK &amp; THE KNOCKOUTS</td>
<td>284</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>SAMMY HAGAR STANDING HAMPTON</td>
<td>302</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>NICK TAPPI</td>
<td>326</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>LITTLE RICHIE</td>
<td>343</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>THE HUMAN LEAGUE</td>
<td>357</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JETHRO TULL</td>
<td>381</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>QUEEN</td>
<td>405</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>ASIA</td>
<td>429</td>
<td></td>
</tr>
</tbody>
</table>

### #4 MOST ADDED

<table>
<thead>
<tr>
<th>Artist/Music</th>
<th>Track/Version</th>
<th>Radio Stations</th>
<th>Added By</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>COLUMBIA</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>AMBROSIA</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>BLUE OYSTER CULT</td>
<td>166</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JOHN COUGAR</td>
<td>199</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>CHARLIE DANIELS BAND</td>
<td>219</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JOHN EDMUNDS/D.E.TH</td>
<td>256</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>FRANKE</td>
<td>248</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>DAVE EDMUNDS/D.E.TH</td>
<td>261</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>FRANK &amp; THE KNOCKOUTS</td>
<td>284</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>SAMMY HAGAR STANDING HAMPTON</td>
<td>302</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>NICK TAPPI</td>
<td>326</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>LITTLE RICHIE</td>
<td>343</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>THE HUMAN LEAGUE</td>
<td>357</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JETHRO TULL</td>
<td>381</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>QUEEN</td>
<td>405</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>ASIA</td>
<td>429</td>
<td></td>
</tr>
</tbody>
</table>

### #5 MOST ADDED

<table>
<thead>
<tr>
<th>Artist/Music</th>
<th>Track/Version</th>
<th>Radio Stations</th>
<th>Added By</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>COLUMBIA</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>AMBROSIA</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>BLUE OYSTER CULT</td>
<td>166</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JOHN COUGAR</td>
<td>199</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>CHARLIE DANIELS BAND</td>
<td>219</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JOHN EDMUNDS/D.E.TH</td>
<td>256</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>FRANKE</td>
<td>248</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>DAVE EDMUNDS/D.E.TH</td>
<td>261</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>FRANK &amp; THE KNOCKOUTS</td>
<td>284</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>SAMMY HAGAR STANDING HAMPTON</td>
<td>302</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>NICK TAPPI</td>
<td>326</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>LITTLE RICHIE</td>
<td>343</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>THE HUMAN LEAGUE</td>
<td>357</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>JETHRO TULL</td>
<td>381</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>QUEEN</td>
<td>405</td>
<td></td>
</tr>
<tr>
<td>Van Halen</td>
<td>](#)</td>
<td>ASIA</td>
<td>429</td>
<td></td>
</tr>
</tbody>
</table>

LISTED ALPHABETICALLY BY ARTIST.
BLACK CONTEMPORARY

The RHETORIC SECTION

BLACK RECORD RETAILERS — Dubbed "Survival: Expand The Black Music Market," the upcoming Black Music Assn. (BMA) conference slated for June 2-6 in New Orleans will address a variety of issues pertaining to further improving the prosperity of black music. Areas of concern range from expanding the number of black-owned or black-oriented record stores to forging deeper penetration into the international marketplace. BMA executive director George Ware recently said that each of the areas covered during the festival's "summit" panels will not only present information illuminating the problems, but also offer solutions. Ware said, however, that perhaps the most substantive proposal will be the unveiling of a special program to improve conditions for the industry's black retailers. The program will be presented by veteran record retailer Ted Hudson of Hudson's Embassy in St. Louis, who convinced the BMA board of directors of the need for such a program, which addresses many of the problems faced by the small black dealer today. "I plan to use Ted Hudson as a role model for how to get things done," Ware said, adding that "When he joined the board he saw that there was not enough attention being paid to the conditions of black retailers. But instead of grumbling, complaining or getting discouraged, Ted developed a program that the other directors approved to do."

The BMA black retailer program would help black record retailers organize cooperatives, provide technical assistance in the areas of inventory/bookkeeping/management; make efforts to improve credit relations; and explore workable solutions to financing and cash-flow problems. The program, according to Ware, will offer a new dimension to seven other detailed ideas and an analysis of the marketplace. "We hope the cities they would be offered in will be revealed at the conference," Ware said. The BMA plans to use the collective resources of the National Assn. of Recording Merchandisers, manufacturers, financial institutions and government agencies to get the program off the ground.

A&M AMERICA — Jeffery Osborne, the former lead singer with LTD will have his self-titled debut LP for A&M records premiered on the airwaves: May 22, 20 during an in-studio session with KQED air personality J.J. Johnson. The broadcast will come from the A&M lot in Los Angeles, where Johnson will interview Osborne while playing selections from his upcoming LP, including the current single "I Really Don't Need No Light," now #25 on the Cash Box chart.

SUMMER SOUL '82 — R&B artist Peabo Bryson and gospel artist Edwin Hawkins were recently named as hosts of the upcoming Nashville Music Assn.'s Summer Soul '82, a black gospel lunchtime show which will be held May 23-26 at the Tennessee Performing Arts Center. Bryson will host the black contemporary showcase while Hawkins will be the host of the gospel portion of the program. Additionally, Bill Haywood, senior vice president of black music marketing at PolyGram Records, and Buddy Hansy, vice president and general manager of Priority Records were recently added to the list of honorary chairpersons. Judges for the black contemporary portion of the talent hunt include: Charles Fuchs, Muscovere, Brad Shapiro, producer; Chuck Missim, independent promotion; Tom Long, Terry Publishing, Wado Conkin, promotions, Casablanca Records; Thomas Cain, artist/ songwriter; Steve Buchmum, producer; Mossa Dillard, Dillard Music Group; and Gary Beatty, assistant program director at SM-95. Judges for the gospel talent search include: Bob Allen, WLAC radio personality; Gentry McCray, director of black marketing, the Benson Company; Ken Harding, director of A&R, Word Records; Bobby Jones, recording artist who has television personality; Don Butler, executive director of the Gospel Music Assn.; Clarence Clore, general manager of gospel programming, WVOL Radio; Shannon Williams, president of Black Records; Jerry Thomas, black promotions, the Benson Company; Nancy Nepola, the Benson Company; Jazz Griffith, national director of marketing, Priority Records; and Dillard.

SHORT CUTS — Solid Smoke Records continues to resurrect soul music from the '40s, '50s and '60s with release of three new projects from the R&B archives. The Bay Area-based label will issue "No Man Is an Island," a 14-song collection by Texas 60s soulsters the Sonny Dykes. Also due from Solid Smoke is "Chi-Town Showdown," which features music by the Esquires (produced by Bunky Sheppard) and the Marvalows with guest appearances by Jeffery Osborne and Walter Jackson. Finally, there is an 13-song LP by soulful vocalist /group The Flamingos, titled "Golden Teardrops." Veteran R&B artist Johnny Otis will do a spot on the Today Show on NBC-TV and talk about his life as a performer, as well as his recent independent/commercial success as an artist and about re-oriented his management business as an artist on Alligator Records, which recently released his "The Johnny Otis Show" album. Saxophonist Joe Henderson's recently released Contemporary Records album, "Relaxin' At Camarillo," recently received the Grand Prix du Disque as best Jazz album of 1982 from the French Academy Charles Crear.

The 100 Top 75 Albums

1. BRILLIANCE

2. NICEY

3. REUNION

4. ALLIGATOR WOMAN

5. STRAIGHT FROM THE HEART

6. FRIENDS

7. KEEP IT LIVE

8. THE OTHER WOMAN

9. MR. LOOK SO GOOD

10. LOVE IS WHERE YOU FIND IT

11. MY FAVORITE PERSON

12. LIVE ON THE SUNSET STRIP

13. 10/20/81

14. LADIES OF THE EIGHTEEN

15. DON'T YOU MEAN ME

16. BRASS CONSTRUCTION

17. WHY DO YOU FALL IN LOVE

18. FRIENDS IN LOVE

19. DROP THE BOMB

20. AMERICAN CRUISE LINE

21. I AM LOVING YOU

22. CONTROVERSY

23. POINT OF PLEASURE

24. TWENTY EIGHT

25. THE ONE GIVETH, THE OTHER TAKETH AWAY

26. GIVE IT UP

27. THE GEORGE BENSON COLLECTION

28. A LITTLE LIGHT

29. LOVE CONQUERS ALL

30. NEVER TOO MUCH

31. ANYONE CAN SEE

32. LOVE HAS FOUND ITS WAY

33. ME AND YOU

34. COME MORNING

35. LOVE MAGIC

36. SOUL MARKET

37. PHASE TWO

38. SATURDAY NIGHT

39. HOT AND NASTY

40. THE TIME

41. IT'S TIME FOR LOVE

42. QUESTIONNAIRE

43. TOUCH ME

44. BRASS CONSTRUCTION

45. SINGLE WOMAN

46. THE TIME

47. LIGHT MY FIRE

48. JOHNNY OTIS SHOW

49. MESSAGERS

50. A LITTLE LIGHT

51. B.W.T.

52. PHASE TWO

53. THE TIME

54. DON'T YOU MEAN ME

55. NODAY

56. THE TIME

57. DON'T YOU MEAN ME

58. THE TIME

59. I AM LOVING YOU

60. D.D. 

61. GOD'S LOVE

62. THE TIME

63. THE TIME

64. THE TIME

65. THE TIME

66. THE TIME

67. THE TIME

68. THE TIME

69. THE TIME

70. THE TIME

71. THE TIME

72. THE TIME

73. THE TIME

74. THE TIME

75. THE TIME

76. THE TIME

77. THE TIME

78. THE TIME

79. THE TIME

80. THE TIME

81. THE TIME

82. THE TIME

83. THE TIME

84. THE TIME

85. THE TIME

86. THE TIME

87. THE TIME

88. THE TIME

89. THE TIME

90. THE TIME

91. THE TIME

92. THE TIME

93. THE TIME

94. THE TIME

95. THE TIME

96. THE TIME

97. THE TIME

98. THE TIME

99. THE TIME

100. THE TIME
THE NEW ROSE ROYCE IS "STRONGER THAN EVER"

"Car Wash" was a gas. And producer Norman Whitfield is still behind the wheel of Rose Royce. But there's a new Rose Royce album—and they're "Stronger Than Ever."

Ricci Benson, of the new Rose Royce, is one of today's great lead singers. Rose Royce has gone platinum before. And now, Rose Royce is ready for more.

Including the hit single, "Best Love." Their debut, on Epic Records and Tapes.
Flood Of Big Country Acts' Singles Crowds Out Indies

(continued from page 17)

“Some people felt obligated to play the record on the major label because of the pressure of having it on there, but some publicity was that means.”

He remains optimistic, however, that "we're reaching a lot of people" and "there are a lot of fans that have integrity, but there are people who are intimidated out of using the records." He wants the majors to use subtle forms of promotion. "I don't think the majors will actually go out and break a record, but I think they have to hit the distraction out of people by threatening the service or taking away their status.

Nick Hunter, director of country promotions at Elektra/A&M, indicated that his label's policy is to "reach out" with singles for about two weeks after the prior single peaks nationally. The label released Con- way Twitty's "Over Thirty" three weeks later in order to have its single at radio before MCA released its "Over Thirty" a week earlier.

Hunter is not concerned with oversaturat- ing. "If you look at pop music, he said, "it's just a slice of the same cake as country is in," because there are a lot of stations that go on records later and the stations that go on them earliest go out of the rotation and room for them to go back on a major artist. It's not unusual for pop records to be in the Top 10 and come back in with a new record. Basically, we're just following that same trend."

Hunter maintains that new artists will continue to be welcomed to country radio if they can meet the standards set by the majors. "It might hurt young artists if they are in the Top 5 or Top 10 that maybe 15 radio stations are playing, but there is a problem with the Top 5, with the Top 10 and the Top 20, with the Top 40. We're not just trying to promote records, we're just trying to promote artists."

Hunter's comments are echoed by others in the industry.

Kilroy Leaves Tree Publishing

NASHVILLE – Producer Eddie Kilroy has left Tree International under what Tree of- ficials characterize as "amicable terms." Kilroy found that songs from outside sources were not being pitched to him because Tree was not associated with the publishing giant.

According to Donna Hilley, a vice presi- dient with the company, "People thought he was tied to Tree" exclusively. "There was not a lot of promotion" associated with the publishing giant.

According to Dolores Hills, a vice presi- dient with the company, "People thought he was tied to Tree" exclusively. "There was not a lot of promotion" associated with the publishing giant.

Kilroy and Larry Butler had affiliated themselves with Tree as producers late last year (Cash Box, Nov. 14, 1981) in a move that caused much speculation among Music Row executives. Butler severed ties with the publishing firm in January (Cash Box, Jan. 15, 1981) and is now associated with the corporate structure.

Kilroy, who was on vacation in Texas and could not be reached for comment, will reportedly continue to work with the Kentucky Derby in Louisville. IRDA Record Distributors have agreed to handle distribution of the first single, "If It's All The Same To You (I'll Be Leaving In The Morning)," which is just out of the gate. Pictured discussing promotional plans for the album are (l-r): Rick Blackman, senior vice president/ general manager, CBS/Nashville; according to Lowery, the idea was originally presented to him by Coleman and LEE McDOwell, whom he asked to consider the project.

Kilroy, who was on vacation in Texas and could not be reached for comment, will reportedly continue to work with the Kentucky Derby in Louisville. IRDA Record Distributors have agreed to handle distribution of the first single, "If It's All The Same To You (I'll Be Leaving In The Morning)," which is just out of the gate. Pictured discussing promotional plans for the album are (l-r): Rick Blackman, senior vice president/ general manager, CBS/Nashville; according to Lowery, the idea was originally presented to him by Coleman and LEE McDOwell, whom he asked to consider the project.
<table>
<thead>
<tr>
<th>Week</th>
<th>Artist</th>
<th>Album</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mountain Music</td>
<td>24 Weeks</td>
<td>RCA-AHL-1-4229</td>
</tr>
<tr>
<td>2</td>
<td>Always On My Mind</td>
<td>55 Weeks</td>
<td>Columbia FC 31951</td>
</tr>
<tr>
<td>3</td>
<td>Black on Black</td>
<td>40 Weeks</td>
<td>RCA-AHL-1-4247</td>
</tr>
<tr>
<td>4</td>
<td>Waitin' for the Sun to Shine</td>
<td>29 Weeks</td>
<td>Eps: FE 37 193</td>
</tr>
<tr>
<td>5</td>
<td>High Notes</td>
<td>46 Weeks</td>
<td>Hank: Williams, Jr. (Eps: Curs E1-60100)</td>
</tr>
<tr>
<td>6</td>
<td>Bobbie Sue</td>
<td>6 Weeks</td>
<td>Oak Ridge Boys (MCA 5294)</td>
</tr>
<tr>
<td>7</td>
<td>Big City</td>
<td>10 Weeks</td>
<td>Merle Haggard (Eps: FE 37592)</td>
</tr>
<tr>
<td>8</td>
<td>Still the Same Ole Me</td>
<td>29 Weeks</td>
<td>George Jones (Eps: FE 37 196)</td>
</tr>
<tr>
<td>9</td>
<td>Listen to the Radio</td>
<td>11 Weeks</td>
<td>Don Williams (MCA-2206)</td>
</tr>
<tr>
<td>10</td>
<td>Heartbreak Express</td>
<td>16 Weeks</td>
<td>Dolly Parton (RCA-AHL-1-4209)</td>
</tr>
<tr>
<td>11</td>
<td>Finally!</td>
<td>13 Weeks</td>
<td>T. G. Sheppard (Warner/Curs ISK 3600)</td>
</tr>
<tr>
<td>12</td>
<td>Willie Nelson's Greatest Hits (And Some That Will Be)</td>
<td>6 Weeks</td>
<td>Willie Nelson (Capitol C23745)</td>
</tr>
<tr>
<td>13</td>
<td>Feels So Right</td>
<td>8 Weeks</td>
<td>Al Jardine, RCA-AHL-1-3190</td>
</tr>
<tr>
<td>14</td>
<td>Southern Comfort</td>
<td>14 Weeks</td>
<td>Conway Twitty (Eps: E1-60045)</td>
</tr>
<tr>
<td>15</td>
<td>Windowtown</td>
<td>10 Weeks</td>
<td>The Charlie Daniels Band (Eps: FE 37594)</td>
</tr>
<tr>
<td>16</td>
<td>Charley Sings Everybody's Choice</td>
<td>7 Weeks</td>
<td>Charley Pride (RCA-AHL-1-4217)</td>
</tr>
<tr>
<td>17</td>
<td>The David Frizzell and Shelly West Album</td>
<td>16 Weeks</td>
<td>Warner Bros. (RCA 3643)</td>
</tr>
<tr>
<td>18</td>
<td>Feelin' Right</td>
<td>14 Weeks</td>
<td>R crilly Bailey (RCA-AHL-1-4229)</td>
</tr>
<tr>
<td>19</td>
<td>Share Your Love</td>
<td>7 Weeks</td>
<td>Kenny Rogers (L. Body/LCO 1109)</td>
</tr>
<tr>
<td>20</td>
<td>Seasons of the Heart</td>
<td>9 Weeks</td>
<td>John Denver (RCA-AHL-1-4297)</td>
</tr>
<tr>
<td>21</td>
<td>The Dukes of Hazard</td>
<td>8 Weeks</td>
<td>Various Artists (Scott Erns/Goid E23712)</td>
</tr>
<tr>
<td>22</td>
<td>Busted</td>
<td>8 Weeks</td>
<td>John Conlee (MCA 5210)</td>
</tr>
<tr>
<td>23</td>
<td>The Pressure is On</td>
<td>3 Weeks</td>
<td>Hank Williams, Jr. (Eps: Curs SE-555)</td>
</tr>
<tr>
<td>24</td>
<td>Strait Country</td>
<td>32 Weeks</td>
<td>George Strait (MCA 5248)</td>
</tr>
<tr>
<td>25</td>
<td>Fang Free</td>
<td>5 Weeks</td>
<td>Oak Ridge Boys (MCA 5209)</td>
</tr>
<tr>
<td>26</td>
<td>Juice</td>
<td>62 Weeks</td>
<td>Juice Newton (Capitol ST 12136)</td>
</tr>
<tr>
<td>27</td>
<td>7 Years Ago</td>
<td>35 Weeks</td>
<td>Statler Brothers (Mercury/Pavilion SRM-1-6000)</td>
</tr>
<tr>
<td>28</td>
<td>The Survivors</td>
<td>3 Weeks</td>
<td>Johnny Pride (Lee Lewis/Carl Perkins (Columbia FC 37953)</td>
</tr>
<tr>
<td>29</td>
<td>Last Train to Heaven</td>
<td>30 Weeks</td>
<td>Boxcar Willie (M. Ensin ST 77801)</td>
</tr>
<tr>
<td>30</td>
<td>Greatest Hits</td>
<td>40 Weeks</td>
<td>Oak Ridge Boys (MCA 5150)</td>
</tr>
<tr>
<td>31</td>
<td>Inside-Out</td>
<td>4 Weeks</td>
<td>Lee Greenwood (MCA-5365)</td>
</tr>
<tr>
<td>32</td>
<td>When a Man Loves a Woman</td>
<td>10 Weeks</td>
<td>Jack Grayson (Koa KDA-15751)</td>
</tr>
<tr>
<td>33</td>
<td>When We Were Boys</td>
<td>10 Weeks</td>
<td>The Bellamy Brothers (Eps: E1-60039)</td>
</tr>
<tr>
<td>34</td>
<td>Jack I'm Am</td>
<td>7 Weeks</td>
<td>George Jones (Eps: FE 36586)</td>
</tr>
<tr>
<td>35</td>
<td>Kentucky Gentlemen</td>
<td>5 Weeks</td>
<td>Kenny Rodgers (L. Body/LCO 1072)</td>
</tr>
<tr>
<td>36</td>
<td>Step by Step</td>
<td>30 Weeks</td>
<td>Eddie Rabbitt (Eps: Eksra 52-352)</td>
</tr>
<tr>
<td>37</td>
<td>Me and My R.C.'s</td>
<td>14 Weeks</td>
<td>Randy Travis (R.C. Bandon) (RCA-AHL-1-4559)</td>
</tr>
</tbody>
</table>

**Weeks On Chart:**

5. High Notes: 11 Weeks.
7. Big City: 10 Weeks.
8. Still the Same Ole Me: 29 Weeks.
11. Finally!: 13 Weeks.
13. Feels So Right: 8 Weeks.
15. Windowtown: 10 Weeks.
17. The David Frizzell and Shelly West Album: 16 Weeks.
18. Feelin' Right: 14 Weeks.
22. Busted: 8 Weeks.
23. The Pressure is On: 3 Weeks.
25. Fang Free: 5 Weeks.
27. 7 Years Ago: 35 Weeks.
29. Last Train to Heaven: 30 Weeks.
30. Greatest Hits: 40 Weeks.
32. When a Man Loves a Woman: 10 Weeks.
33. When We Were Boys: 10 Weeks.
34. Jack I'm Am: 7 Weeks.
35. Kentucky Gentlemen: 5 Weeks.
36. Step by Step: 30 Weeks.
During the course of her long and illustrious recording career, Epic recording artist Tammy Wynette has become known as one of the leading female artists in Country Music. She has sold over 18 million records and won innumerable awards including two Grammys, three CMA Female Vocalist awards, and platinum and gold albums.

And now Tammy has proven her hit making ability once again as she has delivered Soft Touch FS 37980 and a new album of Tammy Wynette classics performed as only she can.

Soft touch—new music from The First Lady of Country Music, featuring the hit single "Another Chance" (44-02770).

On Epic Records and Tapes
Produced by George Richey
Representation: The Jim Halsey Company • 5800 East Skelly Drive • Tulsa, Oklahoma 74135 • 918/663-3883

"Epic" are trademarks of CBS, Inc. © 1982 CBS, Inc.
Pre-registration Exceeds 13,000 For 11th Annual CMA/Opry Fan Fair

immediately follows the opening ceremonies.

Three additional showcases are scheduled for June 8. AM Records will present artists from their roster, including Terry Adkins, Erin Gordyn, Rich Lenders, and Margo Smith, at 2:00 p.m. The CMA International showcase follows, with the Mersey Brothers of Canada; Waldemar Matutia and KTO from Czechoslovakia; Carey Duncan of England; Ann Williams from Ireland; Patsy Riggir representing New Zealand, and Matthew and the Mandrins of Singapore. The CBS show will include Moe Bandy, Calamity Jane, Johnny Cash, Janie Fricke, Johnny Rodriguez, Ricky Skaggs and the Statler Brothers.

A pair of showcases will follow on June 9 — the Sun Plantation label show and a bluegrass concert. The former presentation includes appearances by Roy Drusky, Buddy Harris, Orion, Jim Owen, Paay Page, Rita Remington, Norris Trent and LeRoy Van Dyke. The annual bluegrass event is scheduled to feature Wilma Lee Cooper, Jim & Jesse, the Johnson Mountain Boys, Lonzo & Oscar, the Lost Kentuckians, Bill Monroe and the Monroes, Quicksilver, the Young Blades of Bluegrass and Czechoslovakia's Feseck.

Four showcases will be presented on June 10. The RCA show is set with Ray Bailey, Earl Thomas Conley, Charley Pride and Sylvia. A PolyGram show in the afternoon should also include the Kendalls, Reba McEntire and the Statler Brothers.

The early evening MCA performance, with host Jerry Clower, boasts a lineup with Loretta Lynn, Barbara Mandrell, the Oak Ridge Boys and Don Williams. The CMA Hall of Fame show, a new addition to the 1982 schedule, will feature Roy Acuff, Gov. Jimmie Davis, Grandpa Jones, Pee Wee King, Kitty Wells, Bill Monroe, Minnie Pearl, Ernest Tubb and Grant Turner, with emcee Eddy Arnold.

Four shows will also be on the bill for June 11. The Elektra/Asylum showcase has committed the Bellamy Brothers and Conway Twitty, with other artists expected to appear. The afternoon’s mixed label show includes Tom Gurtin, Doorknob; Cascade Creek, Moon Shine; David Fritzel & Shelly West, Warner Bros./Viva; Cindy Hunt, Churchill; Jerri Kelly, Little Giant; Diane Pelletier, Capitol; Bobby G. Rice, Charls, Cisco Pike, Liberty, Karen Taylor, Meos; and Allen Tripp, Nashville. The Dimension Records performance in the evening will include Peggy Forman, Soney James, Dave Kirby, Ray Price and Stu Stevens. That will be followed by the Cajun showcase with Jimmy Breaux, Fiddlin’ Frenchie Burck and Feliciant Coopit.

The All-American Country Games, a “battle of the stars” type of event, has been added to the schedule, allowing competition among teams, captains by Bill Anderson, Brenda Lee and Barbara Mandrell, at Vanderbilt Stadium. A Fan Fair celebrity race in the evening precludes the Tammy Wynette 100. The week closes Sunday with the Grand Masters Fiddling Contest at Opryland.

The early evening MCA performance, with host Jerry Clower, boasts a lineup with Loretta Lynn, Barbara Mandrell, the Oak Ridge Boys and Don Williams. The CMA Hall of Fame show, a new addition to the 1982 schedule, will feature Roy Acuff, Gov. Jimmie Davis, Grandpa Jones, Pee Wee King, Kitty Wells, Bill Monroe, Minnie Pearl, Ernest Tubb and Grant Turner, with emcee Eddy Arnold.

Four shows will also be on the bill for June 11. The Elektra/Asylum showcase has committed the Bellamy Brothers and Conway Twitty, with other artists expected to appear. The afternoon’s mixed label show includes Tom Gurtin, Doorknob; Cascade Creek, Moon Shine; David Fritzel & Shelly West, Warner Bros./Viva; Cindy Hunt, Churchill; Jerri Kelly, Little Giant; Diane Pelletier, Capitol; Bobby G. Rice, Charls, Cisco Pike, Liberty, Karen Taylor, Meos; and Allen Tripp, Nashville. The Dimension Records performance in the evening will include Peggy Forman, Soney James, Dave Kirby, Ray Price and Stu Stevens. That will be followed by the Cajun showcase with Jimmy Breaux, Fiddlin’ Frenchie Burck and Feliciant Coopit.

The All-American Country Games, a “battle of the stars” type of event, has been added to the schedule, allowing competition among teams, captains by Bill Anderson, Brenda Lee and Barbara Mandrell, at Vanderbilt Stadium. A Fan Fair celebrity race in the evening precludes the Tammy Wynette 100. The week closes Sunday with the Grand Masters Fiddling Contest at Opryland.
TWITTY CITY OPENS IN HENDERSONVILLE — Conway Twitty’s $3.5 million tourist attraction, Twitzy City, officially opened to the public May 6 in the Nashville suburb of Hendersonville. The nine-acre facility offers country tourists an opportunity to gain a closeup view of Twitty’s new residence, plus the homes of his relatives. Visitors to the complex are escorted through an elaborate visual presentation of the life of Twitty, including a dazzling multi-media production, a film clipping of the artist on a segment of Dick Clark’s American Bandstand show in the ’50s and his classic T-bird. Additionally, the tour includes a trip to a lush garden area adjacent to the Twitzy City housing complexes. More than 400 attended a special preview of the Twitzy City grounds May 5, and although the attraction officially opened the following day, a grand opening push is planned. Whether or not the complex also indicates that more attractions are expected in the area (which also boasts Johnny Cash’s House of Cash), including an early American shopping square and other country artist-funded, tourist-oriented enterprises . . . AND IF THAT WASN’T ENOUGH — The advent of the Music Row tourist season (where else can one find camera-toting visitors in plaid Bermuda shorts and bright orange knee-high socks?) is clearly upon Nashville. Not only has the Twitzy site been unveiled just in time to attract the out-of-towners who annually flock to Music City by the millions, the number of buses outside the Country Hall of Fame has increased dramatically over the past few weeks. Visitors to the hall should expect to see a new exhibit entitled “The Styles Of Country Music,” which was previewed to industry executives May 6. The display, which includes fashions of many of the genre’s top performers, features clothing donated by Johnny Cash, Kenny Rogers, Ricky Skaggs and Hank Williams, Jr.

WARNER KEYED UP ABOUT KANSAS CITY — It’s not hard to believe that Steve Warner received an extremely warm welcome home in Kansas City, recently, where he received two honorary keys to the city — one to Kansas City, Mo., and one to its Kansas counterpart. Warner spent two days in the midwestern metropolis, where he was scheduled for a date in the Kansas City Opry. To tie in with the RCA artist’s latest single, local station KFKF sponsored a “See The Light Of Kansas City With Steve Warner” contest in which the winner received a pair of tickets to the show, a limousine tour of the city and a ride with Warner and FM-84 personnel. He was also interviewed on Channel 5’s Noon Edition, a midday entertainment program, where he was presented the alleged title of “owner and resident star,” and guest artists are expected on a weekly basis.

WATSON OPENS NASHVILLE OFFICE — Gene Watson and partner Larry Booth have opened the Nashville office of their publishing company, Booth and Watson Music, at 800 18th Avenue South. Dave Lindsey has been named Nashville rep for the firm, which can be reached via phone at (615) 242-5366.

. . . AND SO DOES BRONCO BILLY’S — Bronco Billy’s, the club that recently opened in Jacksonville, N.C., has also opened a Nashville office to service the facility’s middle east, according to president Jerry Peck. Beyond obtaining talent, the new office will also work with advance publicity on entertainers scheduled to play the facility and secure interviews for Steer Talk, a Bronco Billy’s-supported, syndicated radio show hosted by WRCM/Jacksonville program director John Peck. Apparently, Peck is considering expansion of Bronco Billy’s into a national chain of nightclubs.

ANOTHER MAVERICK — The next edition of the “Maverick” is neither a Ford automobile product, nor (so far) a revived television show, but rather the next album due from Leon Everette. The Carolina-based artist just recently finished up the project, co-produced with Ronnie Dean, while in town to tape guest spots on Pop Goes The Country and That Nashville Magazine. Apparently, Everette was more personally involved in the album, which is expected in June, than previous releases. Besides co-producing, he co-wrote a pair of the record’s tunes and worked exclusively with his road band, everettemusic. Though he’s supported his last effort, “I’ll Have,” with an airplane tour of radio stations across the nation, word is that no such undertaking is planned behind the wheel of a Maverick automobile.

tom roland

SINGLES TO WATCH

REBA MC ENTIRE — I’m Not That Lonely Yet (Mercury 16157)

KAT WILLIAMS, JR. — Honky Tonk Heaven (Warner Bros. 24398)

PATSY CLINE/JIM REEVES — I Fall To Pieces (MCA-52052)

MAC DAVIS — Some Clown (Casablanca NB 2350)

DARLENE AUSTIN — Love Go To Cheatin’ Clothes (Mythic NSDM 1000)

BILLIE JO WILLIAMS — Love Lingers Inside You (Fairview F-118)

MARVEL FEETLS — Sweet Southern Moonlight (Lobo VII)

B.J. THOMAS — But Love Me (MCA-52053)

ON JAZZ

PALO ALTO JAZZ — It takes a lot of faith and ability to launch a new label from scratch — but that bill is being filled handily by newcomer Palo Alto Jazz. Financed by the Genman Management Corp., a California-based money market fund, and headed up by Dr. Herb Wong, the label’s first titles and future release schedule already demonstrate that Palo Alto is in it for the long run. Already out are: “Urban Dreams” by Pepper Adams; “Basically Count” by Tee Carson and the Count Basie Band; “It’s About Time” by Johnnie Johnson; “Lonely Man” — a duet between Paul Hardcastle and clarinetist Buddy deFranco; “Blues and Other Happy Moments” by the Barone Brothers; and two albums by the Full Faith & Credit Big Band, “Debut” and “Jazzfair.” The uniformly superior and beautifully packaged work is expected to be released in June and August with a wide mix of both new and established artists. Set for release in June are: “All Jazz” by Johnnie Johnson, with tenor Elvin Jones with Liebman on reeds, Terumasa Hino on trumpet, George Mays on bass, and Kenny Kirkland on piano, “One Entrance. Many Exits” by pianist Mal Waldron with Joe Henderson on tenor, Davidiggs on bass and Billy Higgins on drums. “Heart of the Forrest,” a live trio date by the late Jimmy Forrest recorded at the Club Alibi in Grand Rapids, Mich., featuring Shirley Scott on organ and Randy Marsh on drums; “Free Flight,” the debut album by the same named West Coast jazz/classical quintet. The highly touted foursome features Jim Walker, the pianist, Michel Leviev, bassist James Lackefeld and drummer Ralph Humphries; “Secret Fantasies” by the Jim Campbell, featuring arrangements by pianist Tom Garvin; “City Sounds, Village Voices” by pianist Larry Vuckovich featuring trumpeter Tom Harrell and reedman Jerome Draper; “The Great American Songbook” by cornetist Les DoLeMaster, whose credits include the California-based Transfigusion group and Richio Cole. Sidemen on the DeLorme disc include trumpeter Bobby Show, saxophonists Don Menza and Lanny Morgan, pianist Jack Wilson and tenor saxophonist Bob Magnusse. In case you can digest all that, the August releases include more than a few intriguing items: “Sebob Forever,” a live album summit recorded at San Francisco’s Keystone Korner with Sonny Stitt, Richio Cole and John Handy; “DeLorme Reflections” by Cedar Walton, bassist Herb Lewis, drummer Billy Higgins and vibraphonist Bobby Hutcherson; “Hip Pocket” by saxophonist Don Menza backed by a first-rate band including Sal Nistico on tenor, Sam Noto on trumpet, Frank Strazzeri on piano, Andy Hibbink on bass and Shelly Manne on drums; “Second Class, Take 10” and the return of vocalist Meredith d’Ambrosio, whose “Little Jazz Bird” features (continued on page 32)
The Motels

The Whisky, L.A. — Hot on the heels of the recently released “All Four One” LP, Capitol recording group The Motels served notice this night that it has survived recent personnel turnover quite well (thank you) to become one of the most talented and -on-coming bands on the scene. Led by the extraordinary Linda Perry, the band includes Mark Jordan on keyboards and sax, Michael Goodwin on bass and Brian Glasscock on drums — but the real story was the now-supremely confident Davis. Nearly three years of playing on the edge of big-time success have honed Davis into an animated and absorbing performer, able to capture and hold an audience without appearing to try too hard.

Ranging through a set that included cuts from all three of the band’s Capitol LPs, Davis & Co. delivered scintillating renditions of “Celia” and “Total Control” from the debut self-titled album; the title cut from “Different” and the current single, “Only The Lonely,” and “Apocalypse” from “All Four One.” And even though much of the crowd was made up of Motels fans to begin with, the band’s matured musicality and43 provided a pleasant surprise that soon turned into something more impressive.

Each of the Motels’ talents were allowed to be showcased on the L.A. scene in recent years, slow commercial recognition has dogged the path of the band, but both last year’s LP and the latest LP are any indication, the hunger of those years has made The Motels a band to watch.

Richard Immamura

The Human League

Palladium, N.Y. — The show staged here by A&M recording act The Human League this past week was one of the most compelling modern-music showcase in a true electro-pop form, the English sextet used two synthesizers to perform the functions of an entire band, and a programmed slide show to augment each song.

The show was, however, a bit of a disappointment. While Wright attempted to make a statement by projecting slides onto a backdrop, lead vocalist Philip Oakey was left -and unable to compete with the audience. This was especially true with the band’s hit single, “Don’t You Want Me.” Oakey was once again seen as effective in the performance, his voice sounding veiled and sang by signing to one song’s qualities.

The number also featured a stanza sung by group member Joanne Catherall, the only opportunity given to the female band members to do anything but dance Moveley and sing perfunctorily back-up vocals.

On the other hand, Oakey’s rendition of the slower-moving “I Am The Law” was more effective. Shots of the late Senator Joe McCarthy and a law book inscribed with the words “The Future Belongs To Those Who自由” were projected onto a long sour keyboard solo created an almost terrifying atmosphere. Oakey’s rendition of “Darkness,” replete with comical and rather inscrutable rap-like phrase “Doctor, I’ve Just Had A Nightmare,” was equally scary.

The Human League’s most convincing performances were those of songs dealing with life’s darker side, the group did a fine job with “Break It Down” and “The Things That Dreams Are Made Of.” Oakey’s powerful voice, combined with shots of the Pyramids, the Empire State Building and the Eiffel Tower created a good feeling among the audience.

Although the show was billed as a dance concert, the band only played on the specially constructed dance floor. But that did not deter the die-hard dancers, and those in the back, some of whom set off the aisles.

Larry Riga

Mother’s Day Sales Up Slightly

(continued from page 16)

The story was to make local dealers aware of what product and advertising resources will be available during the month of May.

As of this writing, Vice president of sales at Motown Records pointed out, “We want people to know it’s important to support black music year-round, at this time. We also want people to know that Black Music Month does exist.”

London said Motown has been running a tag with all its radio spots during May reminding listeners that June is Black Music Month. He added that a June campaing featuring the label’s entire midline catalog, which he called a “heritage of black music,” would be bowed along with a massive campaign on current R&B Pay Steve Wonder, The Jazz Band, the reunited Greg Lake and hip hop artists like Afrika Bambaataa.

Black Music Month Promotions

(continued from page 16)

Polygram’s field marketing staff will be running the dealer awareness program from April 1 through May 31.

The drive is to make local dealers aware of what product and advertising resources will be available during the month of May.

As of this writing, Vice president of sales at Motown Records pointed out, “We want people to know it’s important to support black music year-round, at this time. We also want people to know that Black Music Month does exist.”

London said Motown has been running a tag with all its radio spots during May reminding listeners that June is Black Music Month. He added that a June campaign featuring the label’s entire midline catalog, which he called a “heritage of black music,” would be bowed along with a massive campaign on current R&B Pay Steve Wonder, The Jazz Band, the reunited Greg Lake and hip hop artists like Afrika Bambaataa.

Other companies were still preparing the final steps of their Black Music promotions for the June month and did not have all the details at press time.

Phil Woods on clarinet and alto, Hank Jones on piano, Steve Gilmore on bass, Bill Goodwin on drums, with a string quartet arranged and conducted by Manny Albam. All very tasty. Courtesy of this article’s - er, we’d like to thank you, our loyal readers for your continued support. We’re sure that the album that will do an album’s worth of advertising for you.

Julius Hemphill Benefit—Regular readers of this column no doubt recall that saxophonist Julius Hemphill has been struggling with the amputation of his lower right leg. We’re pleased to report that the only complications to arise have been financially - but even that on the road to recovery. One might wish for better things for Hemphill to help defray the enormous costs of medical and rehabilitation. Organized by saxophonist Marty Ehrlich, the program will feature Mike Richmond, Hamlet BlueEP, Arthur Blythe, Lester Bowie, Michael Carvin, Bakka Carroll, Jack DeJohnette, John Hicks, Oliver Lake, Rufus Reid, Max Roach, Abdul Wadud and others. All tickets are $10.00, and further information is available from the office, (212) 558-7175. Hope to see you there.

Radio Free South Africa — The Day of the Hammerskold Auditorium at the United Nations was recently the site of a concert by pianist Mal Waldron and saxophonist Steve Lacy. The show, sponsored by the Radio Service of the department of public information of the United Nations, was described as an anti-apartheid program. The music was part of a daily program of news and information on apartheid and in support of the right to self-determination broadcast four times a day from the world’s first full-time international radio station in South Africa. In addition, the show was recorded and broadcast via satellite at a time that was said to be coincident with the hearings of the UN Commission on this issue. From the early morning of the day that the show was heard, Waldron was recorded quite performing, Thelonious Monk’s “Round Midnight,” as well as several original compositions including Waldron’s “Mother’s Day” for the Radio Free South Africa program. Waldron was accompanied by the pianist, Jaron, on drums and bass. The show was broadcast on the Radio Free South Africa network and was also aired on the New York City Free Radio Network. Waldron was the last surviving member of the original group, which included Max Roach, who in 1961 joined the band as a member of the group. Waldron was succeeded by Billy Harper, who joined the group in 1962. Waldron was also joined by the late saxophonist John Coltrane, who died in 1967.
Argentina

BUENOS AIRES — EMI is experimenting with a TV campaign that is not aimed at the sale of a particular album but to a group of targets by adapting its ads to suit regional renditions of well-known classical music works. The ads are aired by Channel 3, on AT&T's DirecTV network. The newest venture of Gianfranco Piazzolo's latest album, with good results. EMI said a sales & promotion convention last week in the town of Arroyo de la Cruz, province of Santa Fe, gathered the people from the southern part of the country in Buenos Aires.

The convention has had a live album tagged "Pioneers of Rock in Argentina" featuring tracks by several of the top names of this very active and 14-year-old, when this movement was born. The LP includes Litto Nebbia, who recently returned from long stays in Mexico, Brazil and the States; Moris, currently established in Spain; and Luis Alberto Spinetta, who has been considered for years the top name in the field. Rock music has now grown to be currently the hottest repertoire in this market.

The LP reports the re-inking to a long term pact of folk group Los Trovadores, which took part in the folk revival movement during the '80s. For tango music fans, the company has signed up the box set of the elderly TV emcee Silvio Soldan, who for many years has conducted Channel 9 a program that has included both famous and unknown artists. Soldan's duty will be to produce records by the most significant tango artists.

PolyGram is also competing in the pop folk field. The dexterity headed by John Leen has linked Adele Roberts, who has recorded her first single and had previous experience with two rock bands, Cathedral and Abadat. It is interesting to mention that the band has their own recording studios with eight-track equipment.

Magnetico is releasing three new tapes in its Magnetico and Radio Lab line, aiming at the classical music fan who finds imported records are out of his reach due to the high exchange ratio. The label is a joint venture of major companies, who reduced their releases when the imported record took hold of the market. In spite of the price, Magnetico band is the quality tape and applies the Dorby process to its product.

miguel smirnoff

Canada

OTTAWA — On the war on U.S. radio really be on? The Canadian Radio-Television and Telecommunications Commission (CRTC) said May 7 it will no longer allow cable services to add American stations to their distribution signal. While the CRTC said it would permit existing stations to stay on the service, chances are that severe limitations on their numbers will be announced when the commission announces its decision. It could come by the end of the year or early in 1983... Pendul in Sept. 21 as the federal inquiry into the arts, better known as "the Canada Council," took its final Commission, releases its recommendations... Pat Nagle will come to Ottawa to run the country's biggest commercial country, ECKU FM, the "Nylons" debut album on Attic Records has won passed gold status, and the group's cross-country tour to support the album is getting under way... Anne Murray received an honorary doctorate of letters from St. Francis Xavier University May 10. Whatever record company owns the rights to Stein's "noto-so-memorable song from the early-70s, "I'm Not No Hey Hey," will be well advised to re-issue it. The song is the biggest new darlings of the sports enthusiasts... June award-winning group Trooper, which recently released its first U.S. LP, "Money Talks" on RCA, is busy rehearsing here for an American tour it hopes it will take place in June.

kirk lapointe

Italy

MILAN — Effectivo May 1, RGI Record closed its distribution department and ended its relationship with that prestigious classical label, Musical. The signing of the agreement was announced by Vittoria Mercuri, managing director of RGI, who said that all the RGI midline "Penny Oro" will be reprinted during next months in a new graphic look. The release of the new album by singer-songwriter Antonio Vivaldi is due in May and the new RGI label will be released by the same company. The agreement between RGI and Musical is due to hold in New York in September. The sales of records through the newspaper kiosk rose in 1981 to 15 million units (LPs and cassettes) for a total of about $40 million. Actually, five publishing groups are active in this sector in Italy.

Arnoldo Morosi resigned from his post of managing director/pump at Fonit Cetra. His new post will be held temporarily by Gianni Bertoli, head of the music publishing department of the group... Luciano Ferone is the new head of the radio-TV promotion unit at CBS in Rome.

mario de luigi

INTERNATIONAL BESTSELLERS

Argentina

TOP TEN 45s
1. Marcha De Las Malvinas — Banda Columbia — CBS
2. Envolvente De Palabra — Zum Zum — Interdisc
3. Senhora Da Lapa — Maria de Mari — CBS
4. Calma Y Mas — Roberto Carlos — CBS
5. Quijote — Los Cut — Mensaica — Interdisc
6. Si La Viera — Dying — EMI
7. Me Gusta — Tamba — CBS
8. Quema A Cucho — Silvia Mendez — PolyGram
9. Under the Mistletoe — Groove — CBS
10. Que Idea — Pino D’Angico — Micró

TOP TEN LPs
1. La Guerra — Menelica — Mercedes sorey — PolyGram
2. All Stars — various artists — Interdisc/ATC
3. La Guerra — Menelica — Mirta Lima — Los Panchos — CBS
4. La Guerra — Menelica — Mirta Lima — Los Panchos — CBS
5. Esteban — Maria E. Ruiz — CBS
6. Los Vascones — You — EMI
7. Llatamericano — King Slave — Tonodisc
8. La Guerra — Menelica — Mirta Lima — Los Panchos — CBS
9. Roberto Carlos — Roberto Carlos — CBS
10. SuperSonic '82 — various artists — RCA

Australia

TOP TEN 45s
1. I Love Rock & Roll — Joan Jett & The Blackhearts — Liberation
2. What About Me — Moving Pictures — WEA
3. The Way — Ollie North — Elektra
4. Blue Eyes — Elton John — Rockel
5. Forever-Never — Cold Chisel — WEA
6. Just Can't Get Enough — Depeche Mode — Mute
7. All About You —集英社 — Virgin
8. Centerfold — The J. Geils Band — EMI America
9. Get Down — Status Quo — Virgin
10. My Own Way — Duran Duran — EMI

TOP TEN LPs
1. Days Of Innocence — Moving Pictures — WEA
2. The Way — Ollie North — Elektra
3. Forever-Never — Cold Chisel — WEA
4. The Way — Ollie North — Elektra
5. Young — Marcia Hines — ABC
6. Business As Usual — Men At Work — Virgin
7. Forever-Never — Cold Chisel — WEA
8. Jump — Jump — PolyGram
10. Duran Duran — Duran Duran — EMI
11. The Concert In Central Park — Simon & Garfunkel — Geffen

CAB Attacks CBC FM Plan

by Kirk Lapointe

HULL, Quebec — Plans by the government-operated Canadian Broadcasting Corp. (CBC) to convert its AM stations to English language FM stations for the year 2010 are not in the best interests of the broadcasting community, the Canadian Assn. of Broadcasters (CAB) says. This sees the CAB representatives say they fear the CBC will be able to reserve, across FM frequencies as part of the proposal.

The public network plan was first outlined in 1980, when the CBC said it wanted most of its radio service on the FM band by the year 2000 and complete conversion 10 years later. But the CAB, representing rival private broadcasters across the country, says it is most concerned about a CBC plan to eliminate its affiliations with private stations across the country and to force its own programming and broadcasting responsibilities. Private work com-

misioned by the CBC has been a lucrative practice for many producers and technicians.

John Assen, chairman of the CAB, told the CRTC that most CBC AM stations already provide satisfactory service to the communities. Assen said the CBC service exceeds its mandate. As such, he questioned whether the substantial cost work was necessary, especially in view of the fact that most communities are well-served by the AM stations.

"The CBC needs more than 500 new FM transmitters to achieve its goal," Assen noted.

When the CBC first made its proposal, it said the additional transmitters were necessary because a shortage of AM frequencies was developing and that those available were of too low quality to be useful. It also said that FM's technical superiority made the expensive proposal worthwhile.

But the migrating fog of the private broadcasters is that the CBC will seek to expand into regions it does not already serve, eroding the competitiveness of private outlets in many areas. The CAB did not recommend a solution, but just offered that the CBC may have options with the networks should but would work "a more realistic and efficient scheme for achieving them.

CRI Shuffles Overseas Stiffs

NEW YORK — Japan-based Epic/Sony Records has reorganized its international coordination staff. Tomoko Sugimoto is now the new international coordination coordinator for all CBS Records product that originates in the U.S., Canada, South America and Australia. She replaces Jane Hiltz, who works for Epic/Sony artist product in overseas territories. Shu Araki has also been named release and promotion coordinator for CCR Records product originating out of the U.K., Europe and other territories not specifically designated to either coordinator.

At the same time, CBS Records Sweden has reorganized its marketing and sales department, naming Maggie Akerlund the new director, artist marketing. She will be responsible for product management, promotion and creative services. Columbia Records in Europe has also named a new director, sales and special marketing. He will be charged with handling the promotion and upcoming video marketing in addition to his current duties in sales.

Reporting to Beverley are George Riepass, product manager, CBS-U.S.-originated repertoire; Kjell Andersson, product manager, CBS Records International, A&M and Jet-originated material; and Kate Herou, manager, press and promotion.

TOP TEN 45s
1. Just An Illusion — Imagination — F1 Team
2. New Kids On The Block — CBS
3. Paradise — Phoebe Cates — CBS
4. Survival — America — EMI/Capitol
5. Come Verre — Ricchi e Poveri — Baby
6. A Love Language — Lulu — EMI/Capitol
7. Ebony And Ivory — Paul McCartney — EMI/Capitol
8. Fall Out — David Johansen — EMI/Capitol
9. All In The Family — The Osmonds — EMI/Capitol
10. Life — Stefano San — Fonit Cetra

TOP TEN LPs
1. Just An Illusion — Imagination — F1 Team
2. New Kids On The Block — CBS
3. Paradise — Phoebe Cates — CBS
4. Survival — America — EMI/Capitol
5. Come Verre — Ricchi e Poveri — Baby
6. A Love Language — Lulu — EMI/Capitol
7. Ebony And Ivory — Paul McCartney — EMI/Capitol
8. Fall Out — David Johansen — EMI/Capitol
9. All In The Family — The Osmonds — EMI/Capitol
10. Life — Stefano San — Fonit Cetra

TOP TEN 45s
1. La Vase Del Padrone — Franco Battato — EMI
2. Ali! — America — EMI/Capitol
3. Jamboree — Various Artists — RCA
4. Tutro Sanremo — Various Artists — RCA
5. Body Talk — Talk Talk — CBS
7. America — America — EMI/Capitol
8. Snow — Snow — CBS
9. The Best — Jethro Tull — Gateway
10. ...E Penso A Te — Ricchi e Poveri — Baby

...GREEN 

...MUSICA 

...DISCHI
Quincy Jones Is Trying To Save Your Job.

How You Can Help.

We need a new law passed in Washington. This law recognizes that home taping is here, but also recognizes that we who created the music should receive a royalty from the blank tapes and recorders sold which take our music.

Quincy Jones believes the future of recorded music may rest on the passage of this law. The greatest coalition in the history of the music community* agrees.

Active people are now needed. People who can send a post card, or make a phone call. (No money's being asked for).

Laws don't get passed just because they're right. They have to be right and loud.

That's where you come in. Right now, we need loud. Loud, from people who want to save their jobs, save their industry, and save the variety and abundance of our music.

Our Gang

The performers: AFM, AFTRA.
The writers: AGAC, ASCAP, ASUC (University Composers), BMI, MPA (Music Publisher's Assn.), NAPM (Popular Music), NSAI (Nashville Songwriters), NMPA, SESAC, SRS (Songwriter's Resources).
The engineers: SPARS.
The music trade: NARM, RIAA.

The National Music Council: 61 national music organizations: 1,500,000 members.
The music supporters: BMA (Black Music Assn.), CMA, GMA (Gospel Music), NMA (Nashville).

What to Do

If you're interested, we have an "Instruction Manual" ready.

If you're not interested, who do you think should be?

TO: QUINCY JONES
Coalition to SAVE AMERICA'S MUSIC
888 West Seventh Avenue, 9th Floor
New York, New York 10106

I'm ready to do my bit. Send me your Instruction Manual on how to combine good technology with the future of our music.

Name
Company
Street
City State Zip

* The Coalition to SAVE AMERICA'S MUSIC covers over two million people, over one thousand different companies, and probably you. Look who's together on this!
101 THE JAZZ SINGER 9.88 101 75
102 NEIL DIAMOND (Capitol SW-1210) 8.98 93 11
103 WAR (RCA A-14208) 8.98 67 11
104 CAROL HENSEL'S EXOTIC DANCE PROGRAM VOLUME 2 8.98 100 23
105 ANGELIC JESUS 9.88 — 1
106 YOU COULD HAVE BEEN WITH ME 9.88 95 26
107 LIV AND ERIN 8.98 113 12
108 SPRINGBRIDGE (Spear/Spring/Polym. Sp-1-8732) 9.88 120 4
109 WILLIE NELSON'S FUNNY FOOLS FALL IN LOVE? 9.88 92 29
110 MISS T Departments 9.88 109 12
111 STARS ON LONG PLAY III 8.98 112 4
112 NELSONS (Holland/Ark. Ah-3112) 8.98 112 84
113 NELSONS' GREATEST HITS 9.88 94 12
114 DICK JAMES MALO OUTLAWS (Arts Ah-804) 8.98 114 5
115 PELICAN WEST 8.98 127 7
116 IT'S A FACT 8.98 98 9
117 HECKY SHELLEY 8.98 123 5
118 YOUR WISH IS MY COMMAND 8.98 117 23
119 LAKESIDE (Sister/Skeeba S-26) 8.98 110 3
120 FRIENDS IN LOVE 8.98 133 2
121 GREAT WHITE NORTH 8.98 85 22
122 TIME EXPOSURE LITTLE RIVER BAND (CBS St-12613) 8.98 121 37
123 WILLIE NELSON'S GREATEST HITS (AND SOME THAT WERE GOOD TOO) 8.98 126 36
124 LISTEN TO THE RADIO 8.98 134 4
125 INDUSTRY STANDARD 8.98 88 9
126 DRY DREAMS 8.98 140 2
127 THE JIM CARROLL BAND (also SD-3846) 8.98 —
128 EAGLES 8.98 108 17
129 MAYBE IT'S LIVING ROBERT PALMER (Island i-8656) 8.98 137 3
130 HEARTBREAK EXPRESS DOLLY PARTON (RCA Ahlt-4-4289) 8.98 —
131 THE POET 8.98 130 28
132 BLACK ON BLACK NEIL DIAMOND (Cbs St-12679) 8.98 122 12
133 THE ONE THAT GAVE THE COUNT TAKETH AWAY WILLIE NELSON'S "GOLDEN YEARS" (Warner Bros. Sp-3667) 8.98 —

ALPHABETIZED TOP 200 ALBUMS (BY ARTIST)

166 PRECIOUS TIME CATS (Epic) 8.98 115 12
167 LOVE ME TENDER ROSANNA PIOKUD (CBS) 8.98 125 33
168 B.B. KING MCA-5307 8.98 116 8
169 GAYLIA (Elektra E-1-6034) 8.98 130 11
170 ANYONE CAN SEE (RCA Ahlt-4203) 8.98 116 107
171 KIM WILDE (Epic) 8.98 116 2
172 ON THE WAY TO THE SKY NEIL DIAMOND (Capitol Tw-7062) 8.98 116 26
173 PERHAPS LOVE DIONNE WARWICK (Cbs Afl-7733) 8.98 160 30
174 DUA, JULIET (Cont To Cont/BSK Ahlt-3972) 8.98 178 18
175 NOW! FRANCO (Jak Cbs Ahlt-3985) 8.98 177 7
176 SHARE YOUR LOVE KENNY ROGERS (Liberty 1-105) 8.98 174 46
177 DEFYING GRAVITY (RCA Ahlt-4208) 8.98 170 5
178 ANNE MURRAY'S GREATEST HITS 8.98 116 116
179 CHRISTOPHER CROSS (Warner Bros. Scc-3833) 8.98 121 125
180 RICKY MOUSE DISCO (Gordy) 8.98 140 88
181 ANGST IN MY PANTS (Liberty 1-15247) 8.98 196 2
182 LOVERBOY (Cbs Ahlt-3860) 8.98 183 79
183 A FLICK OF THE SEAGULLS (Arista 1-4209) 8.98 195 91
184 FANCY FREE (Cbs Ahlt-4207) 8.98 195 11
185 DON'T SAY NO BILLY SQUIER (Capitol St-1244) 8.98 155 4
186 JUICE GORDON WASHINGTON, JR. (Epic 5-562) 8.98 170 24
187 I AM LOVE (Capitol St-12178) 8.98 192 26
188 DANCE & EXERCISE LINDA FRATANZU (Columbia Sfd-3763) 8.98 176 14
189 COOL NIGHT PAT PAUL (Warner Bros. Ahlt-5578) 8.98 149 23
190 HOLLYWOOD JERRY JOLLIFTON (Columbia Fc-7713) 8.98 156 9
191 TONIGHT I'M YOURS ROB STEWART (Warner Bros. Rsc 3502) 8.98 156 27
192 BUTTFLY VISION ROBBY CALDWELL (Polydor/PolyGram G-1-62437) 8.98 164 6
193 I'LL DO MY BEST (RCA Ahlt-4-4232) 8.98 171 2
194 MARSHALL CRENSHAW O.JAYA (Rca Ahll-3544) 8.98 129 9
195 KING COOL DONNIE JURGERS & THE CRUISERS (RCA Ahlt-4258) 8.98 130 17
196 IRON FIST ANGELIQUE BERRY & MILLENNIUM (Polygram Sp-1-4042) 8.98 167 9
197 STREET SONGS RICK JAMES (Gordy/Motown Gs-10322) 8.98 160 57
198 PRINCE (Warner Bros. Sbc 3667) 8.98 129 20

MYSTICAL ADVENTURES JEAN-LOU PONTY (Atlantic St-12692) 8.98 186 19
**AROUND THE ROUTE**

by Camille Compasio

Since the introduction of "Dig Dug" at the recent Atari distributor meeting in Hawaii, the new video game has really been catching on, resulting in substantial re-orders and stepped up delivery schedules to try and meet the growing demand, as we learned from Don Osborne, firm's vice president of sales and marketing. While the game was among the highlights of the meeting, the theme focused on the first decade for Atari — the company's tenth anniversary and the birth of the video game. You've come a long way, baby! Don mentioned that public relations was another prime issue on the agenda at the Hawaii meeting. Atari has produced a 17-minute video tape, in a documentary format, which concentrates on the professionalism and positive side of the coin machine industry in general, in an effort to promote a better image and offset some of the negative publicity of the past (Cash Box, May 8). The effort presents an objective view and is geared to serve not just Atari but the entire industry. It will be circulated to Atari distributors.

Pac-Man TV series. Bally Midway and Namco America are very close to finalizing agreements in order to have the series seen on television in the 1983-1984 season. (continued on page 41)

---

**Video Games Seen As Valuable Research, Rehabilitation Aids**

by Jeffrey Ressner

LOS ANGELES — While many so-called "civic groups" around the country are rallying for legislation aimed at regulating public use of amusement machines, a legion of physicians, psychiatrists, social workers and other professionals are adapting the popular video games to help rehabilitate and test their charges. Both arcade amusements and the home game units — thought of as mere frivolities by some — can be extremely useful in aiding spatial and perceptual motor skills like hand-eye coordination, recreational therapy, and otherwise tedious testing procedures, according to the doctors and researchers utilizing the machines.

These medical video projects aren't relegated simply to a few associate teaching assistants at some small junior college spending the science department's funds on endless hours of "Donkey Kong." On the contrary, institutions ranging from the prestigious Massachusetts Institute of Technology to federally-funded V.A. hospitals currently have employees conducting a battery of serious studies using the devices.

On the industry side, Atari Inc. has led the way in establishing innovative research of electronic amusements through a loan program for responsible educators and medical experimenters. Through an arm of the organization called The Atari Institute, which is separate from the sales and marketing divisions, the company evaluates research proposals and grants for money and equipment used in sundry undertakings. Although Atari doesn't suggest or solicit avenues of research, the corporation, which is a wholly-owned subsidiary of Warner Communications.

(continued on page 41)

---

**Kaminkow Named Centuri President**

HIALEAH, Fla. — Arnold A. Kaminkow, former president and chief executive officer of Bally Northeast Distributing, Inc., has been named president of Centuri, Inc., according to an announcement by Milton Koffman, chair-

(continued on page 49)
INDUSTRY NEWS

Legislative Issues Dominate NYPAA Annual Meeting

NEW YORK — The New York Parks and Attractions Assn. (NYPAA) held its annual meeting April 23 at the Sheraton Conference Center in Utica, N.Y. The primary focus of the meeting was on the several legal and legislative issues which could affect ride and game operators in New York State.

Howard Kahn of Coney Island's Attractions' Board of Trade, attorney Malcolm B. O'Hara of Caffery, Pottif, Stewart, Rhodes, and Judge of Glen's Falls, N.Y., informed NYPAA members about New York State Assembly Bill #11715 introduced by Jose Serrano of the Bronx. If instituted this "ride safety" bill would require both park and fair operators to take certain steps to register all rides with the State Department of Labor, obtain an operating permit, carry a minimum of $300,000 of liability insurance, inform the Labor Department of accidents within 24 hours and close the ride until state inspectors permit it to open. Violators would face both civil and criminal penalties. Operators present agreed that the close down provision of the bill was unnecessary and far too restrictive.

Kahn informed NYPAA members about the various aspects of the Outdoor Amusement Business Assn. (OABA) vs. the State Tax Commission case on whether or not game revenue should be subject to sales tax. The New York State Appeals Court said game revenue, if related to sales tax. The case remains on further appeal by the OABA which has spent a reported $20,000 thusfar on the case.

Kahn also informed members about four Assembly Bills and one Senate Bill which could affect game operators. The key provisions of the bills are as follows: Assembly Bill #11133 would require game operators to pay a 25% tax on the gross receipts of coin operated games and install publicly visible meters counting the number of plays on each game for the State Tax Commission. Assembly Bill #11140 would require a licensing fee of $25 for each location of coin operated games, in addition to any other fee imposed by a municipality. Assembly Bill #11141 would make it illegal to operate under 12" to enter an amusement arcade without an adult and it would be illegal for children under 16 to enter an arcade before 3:00 p.m. on any day of the week without an adult. This bill, however, would not apply to amusement parks or fairs. Assembly Bill #11688 would impose a $50 tax on all coin operated games in arcades or street locations and a $25 tax on coin operated games in seasonal operations. Money raised through this tax would be used for a school attendance service. Senate Bill #3294 would impose a $75 privilege tax on all coin operated games, however if the game is located where five or more games are operated (i.e. an arcade) the tax would be $200 per game.

After some discussion NYPAA members unanimously agreed that the bills were serious threats to the existence of their businesses. A special fund was raised and the NYPAA hired attorney and lobbyist Thomas Laverne from Rochester, N.Y. to represent them. Laverne also represents the New York State Coin Operated Game Assn. (headed by Richard White, president) and the Music and Amusement Assn. (headed by Howard Herman).

In other business, Mike Snyder of Darien Lake Fun Country and Corfu and Chip Cleary of Adventureland in Farmingdale, were elected to the association board of directors. The entire slate of officers were re-elected. They are: Charles Wood (Storytown), Howard Kahn (Coney Island's Attractions' Board of Trade), Donald Kahn (Coney Island's Attractions' Board of Trade), Ed Stroll, John Donnal (vice president), John Donnal (vice president), and Pat Fincher (secretary). The new officers will serve through 1982.

New Appointments At Aladdin's Castle

CHICAGO — William T. O'Donnell, Jr., vice president of Bally Manufacturing Corp., and president of Bally's Aladdin's Castle, Inc., a subsidiary of Bally Manufacturing Corp., announced three new executive appointments.

Ron Malinowski has been named associate director—operations and logistics at Aladdin's Castle. In this position he will assist the director of operations in the daily operations of the business. Malinowski was recently employed by Bally Manufacturing Corp. for nine years and during that time has held several positions in material management, quality assurance and production scheduling. Most recently he served as traffic manager for Bally Pinball Division.

He graduated from Harper College's Material Management Degree Program in 1976 and currently resides in Chicago.

John B. Menzer has been appointed director of finance at Bally's Aladdin's Castle. In this position he will direct all the financial and accounting activities of the company and will be responsible for the long-range financial planning and the continued development of strong financial controls and management systems required for the firm's expansion program.

Additionally, Menzer will participate in the evolution of the Bally's Operations Group, which encompasses all of Bally's Machine Operations Inc.; Bally's Tom Foolery; Bally's LeMans Family Fun Centers; a service division providing amusement game management to Six Flags theme parks and amusement centers and other operations.

INDUSTRY CALENDAR

June 3-5: Amusement & Music Operators of Texas; annual convention; Americana Hotel; Fort Worth.
July 16-17: Montana Coin Machine Operators Assn.; 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 Assn.; annual convention; Ramada Inn; South Charleston.
Oct. 7-10: NAMA national convention; The Rivergate; New Orleans.
Nov. 18-20: AMOA international convention; Hyatt Regency Hotel; Chicago.
Nov. 18-20: IAAPA annual convention; Bissett Hall; Kansas City.

ADMA Directors Fill Board Vacancy

CHICAGO — A special meeting of the board of directors of the Amusement Device Manufacturers Assn. (ADMA) was held here March 31, with association president Joseph Robbins acting as chairman of the meeting and Segal Gremlin president Duane M. Blough acting as secretary. After discussion was the selection of a board member to fill the vacancy created by the resignation of Robert W. Bloom.

Boyd Brown, president of D. Gottlieb & Co., was elected to director to serve Bloom's remaining term. The board then considered the election of officers to fill the positions of secretary, assistant secretary and treasurer. Blough was elected secretary and treasurer and Paul A. Huebsch was elected assistant secretary, each to serve for a term provided in the by-laws or until his successor is elected and qualified.

Following the elections, Messrs. Daniel J. Edelman, Steve Cook and Loren A. Witter, of the Edward J. Edelman public relations firm, presented a public relations proposal and a progress report on the Community Relations Manual that was commissioned by ADMA, the Amusement and Vending Machine Distributors Assn. (AVMDA) and the Amusement and Music Operators Assn. (AMOA). The public relations proposal was accepted in principle by the directors with final approval of financial support to be voted on at the next directors meeting, after determination of the level of support from AVMDA and AMOA.

Among directors present at the meeting were: Ross Kaufman, Joseph Robbins, Donald Rockola, Gary Stern and Michael R. Stroll. Also in attendance were Paul A. Huebsch, Howard Ivey, Rufus King, Esq., and David Maher, Esq.
Now, armed with 3 mighty weapons, your chances for success have never been better!
It all comes down to this.

To the last chance for civilization we've ever had. This is our one and only chance to perfect the ultimate Robot. A species to Robo itself. A species that no longer needs its creators.

The Robots have organized and revolted. They have turned against their masters, their makers, and the whole human race has been plunged into war against itself. Their mission is simple: to re-program the remaining billions of humans into their own image or, failing this, to wipe any trace of humanity from the face of the earth.

You alone, through a malfunction in genetic engineering, cannot be re-programmed into one of them. You alone have the unique powers of the Optic Shield and the Anti-Robot Laser Gun to prevent the final destruction of mankind. At the start of the attack, you will have 2 chances to wipe out the enemy. Every 25,000 points you earn will grant you another chance to complete your mission. You can maneuver to avoid, to attack, to rescue the humans from the clutches of these mechanical monsters. So hurry is in your hands.

In the ultimate conflict between man and machine, Williams makes you the winner!

3 cabinets. Each powerful. Each the ultimate in technical innovation and dependability. The mighty upright, the go-anywhere compact and the cocktail table, now with a new 19" super-screen! Each a slim-firing weapon for success!

For the service back-up that keeps you out-front, call Williams toll-free at 800/821-4220. In Illinois, call toll-free at 800/572-1724.
Video Games Seen As Valuable Research, Rehabilitation Aids

(continued from page 37)

In recent years, video games have been offering cooperation with all projects it seems suitable for further exploration.

New Breed
One of the new breed of physicians and educators who are looking at the beneficial uses of video games in clinical cases is Dr. William J. Lynch, director of the Veteran's Administration Medical Center, Brain Injury Rehabilitation Unit located in Palo Alto, Calif. Researching the use of games with long-term patients who have suffered tumors, strokes, trauma, or other brain malfunctions that impair mental abilities, Dr. Lynch is optimistic that the games will help improve patients' attention spans, verbal and math skills.

(continued on page 49)
Cinematronics, Dynamo Announce Pact

EL CAJON, Calif. — Cinematronics, Inc. here and Dynamo Corp. of Grand Prairie, Tex., announced a licensing agreement for Cinematronics’ “Boxing Bugs” video game. Under the terms of the agreement, Dynamo will produce Boxing Bugs at its manufacturing facility in Grand Prairie.

Commenting on the pact, Cinematronics president Fred Fukimoto stated, “We are looking forward to a long and mutually profitable relationship with the people of Dynamo. Cinematronics found itself in the enviable position of having three strong games—one on the X/Y monitor and two on raster scan,” he continued. “We decided to license our X/Y ‘Boxing Bugs’ in order to make our entry into raster scan technology.”

Bill Rickett, president of Dynamo, was equally enthusiastic about the agreement. “This is our second video and our first X/Y.”

New Appointments At Aladdin’s Castle

(continued from page 38)

sters; and various foreign amusement game operations.

He has been with Bally Manufacturing Co. for five years during which time he managed the Tiki Bar, as sales manager, and later, as corporation director.

Mentzer received his MBA from Loyola University of Chicago and is also a certified public accountant.

The appointment of Phillip F. Faris as director human resources for Bally’s Aladdin’s Castle was also announced. In this capacity Faris has been delegated the assignment of providing staff and line assistance to the managers of Bally’s Aladdin’s Castle, Inc. to enable the firm to meet its ambitious expansion goal. Announced growth objectives indicate the potential doubling of employees (from 1,200 to 2,500) within the foreseeable future.

Faris will also participate in the evolvement of the Bally’s Operations Group.

Stern Appoints
Northwest Sales

CHICAGO — Tom Campbell, director of sales for Stern Electronics, Inc., announced the appointment of Northwest Sales Company of Seattle, Wash., as a distributor of Stern games and the Seeburg phonograph line.

In making the announcement Campbell said, “Stern feels very strongly that the addition of Northwest Sales Company, with their excellent service department and professional sales staff, will increase our exposure of our product and benefit operators in this area.”

Northwest Sales Company is located at 2400 West Commodore Way in Seattle. Company principals are: Ron Pepple, president; H. A. “Buzz” Hoyer, vice president and general manager; and Jerry Estes, sales manager.

The new appointment is effective immediately, according to Campbell, who noted that Stern is looking forward to mutual growth along with Northwest Sales and increased penetration in this growing market.

Valley 8-Ball Champs
To Compete In Reno

CHICAGO — The second annual championship of the Valley 8-Ball Tournament, sponsored by Taito, will be held May 20-23 at the Pioneer Theater Auditorium in Reno, Nev., where 8 teams from across the United States and Canada (64 men; 16 women) will compete for more than $18,000 in prizes and awards.

“This second year of the league concept has been more than gratifying,” stated Bob Nemzar, championships director. “We have had more interest than we anticipated, with many new leagues and operator associations taking part. We have every expectation that the 82-83 season will be still more successful because more and more operators are realizing that regular, competitive league play means additional profit-per-location, as well as a slowing of the trend to location-owned tables,” he added.

Operators or state associations interested in participating may contact either the Valley Company (P.O. Box 656, Bay City, Mich. 48707; phone (517) 892-4936) or the yearbook at (507) 288-0708 or Warren Kelley at (813) 472-4933, for full details.

Arcade Management Opportunities

Backed by a standard-setting industry leader committed to the success of this venture, our financially sound company is seeking the following people for ground-floor opportunities. The right people will help us establish a nationwide network of exciting amusement centers and build solid, rewarding careers.

Arcade Manager

Practical arcade experience is required for this position. Total game room responsibilities include hiring/supervising employees, maintaining equipment and reinforcing our quality image.

District Manager

You need arcade management experience to qualify. Travel within your assigned territory to oversee multi-location operations is required.

Individuals meeting these qualifications are invited to send their resumes, in confidence, to Cashbox, Box 101, 1442 S. 81st Avenue, Cicero, Ill. 60650.

Arcade Management Opportunities

Backed by a standard-setting industry leader committed to the success of this venture, our financially sound company is seeking the following people for ground-floor opportunities. The right people will help us establish a nationwide network of exciting amusement centers and build solid, rewarding careers.

Arcade Manager

Practical arcade experience is required for this position. Total game room responsibilities include hiring/supervising employees, maintaining equipment and reinforcing our quality image.

District Manager

You need arcade management experience to qualify. Travel within your assigned territory to oversee multi-location operations is required.
MR. & MRS.

PAC-MAN

T.M.

PINBALL

Bally

The Newest Member Of The PAC-MAN Family
# PINBALL MACHINES

<table>
<thead>
<tr>
<th>SALLY</th>
<th>Ground Shaker (1/80)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Silverball Mania (3/80)</td>
</tr>
<tr>
<td></td>
<td>Space Invaders (3/80)</td>
</tr>
<tr>
<td></td>
<td>Rolling Stones (5/80)</td>
</tr>
<tr>
<td></td>
<td>Mystic (6/80)</td>
</tr>
<tr>
<td></td>
<td>Hot Doggin’ (7/80)</td>
</tr>
<tr>
<td></td>
<td>Viking (8/80)</td>
</tr>
<tr>
<td></td>
<td>Skateball (10/80)</td>
</tr>
<tr>
<td></td>
<td>Frontier (11/80)</td>
</tr>
<tr>
<td></td>
<td>Xenon (11/80)</td>
</tr>
<tr>
<td></td>
<td>Flash Gordon (2/81)</td>
</tr>
<tr>
<td></td>
<td>Space Invaders (4/81)</td>
</tr>
<tr>
<td></td>
<td>Fireball II (6/81)</td>
</tr>
<tr>
<td></td>
<td>Embryon, w.b. (7/81)</td>
</tr>
<tr>
<td></td>
<td>Talon (8/81)</td>
</tr>
<tr>
<td></td>
<td>Medusa (10/81)</td>
</tr>
<tr>
<td></td>
<td>Centaur (10/81)</td>
</tr>
<tr>
<td></td>
<td>Ekstra (12/81)</td>
</tr>
<tr>
<td></td>
<td>Vector (2/82)</td>
</tr>
</tbody>
</table>

# GAME PLAN


# GOTTIEB

<table>
<thead>
<tr>
<th>Roller Discus, w.b., (1/80)</th>
<th>Torch (2/80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spider Man (3/80)</td>
<td>Circus, w.b. (4/80)</td>
</tr>
<tr>
<td>Panthera (6/80)</td>
<td>Counterforce (8/80)</td>
</tr>
<tr>
<td>Star Race, w.b. (9/80)</td>
<td>James Bond (10/60)</td>
</tr>
<tr>
<td>Time Line (10/60)</td>
<td>Force II (1/81)</td>
</tr>
<tr>
<td>Pink Panther (3/81)</td>
<td>Mars (8/81)</td>
</tr>
<tr>
<td>Volcano (8/81)</td>
<td>Black Hole (10/81)</td>
</tr>
<tr>
<td>Haunted House (2/82)</td>
<td>Devil’s Dare (4/82)</td>
</tr>
</tbody>
</table>

# STERN

<table>
<thead>
<tr>
<th>Big Game, w.b. (3/80)</th>
<th>All (4/80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snatchitch (5/80)</td>
<td>Ghettah, w.b. (8/80)</td>
</tr>
<tr>
<td>Quick Silver (7/80)</td>
<td>Star Gazer (7/80)</td>
</tr>
<tr>
<td>Flight 2000 (9/80)</td>
<td>Nine Ball (1/81)</td>
</tr>
<tr>
<td>Fast Fall (2/81)</td>
<td>Lightning (4/81)</td>
</tr>
<tr>
<td>Split Second (7/81)</td>
<td>Catacombs (8/81)</td>
</tr>
<tr>
<td>Viper (11/81)</td>
<td>Orbot (4/82)</td>
</tr>
</tbody>
</table>

# WILLIAMS

<table>
<thead>
<tr>
<th>Gorgar (1/80)</th>
<th>Laser Ball, w.b. (1/80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firepower (3/80)</td>
<td>Blackout (3/80)</td>
</tr>
<tr>
<td>Scorpion, w.b. (9/80)</td>
<td>Alien Pooker (10/80)</td>
</tr>
<tr>
<td>Black Knight (12/80)</td>
<td>Jungle Lord (4/81)</td>
</tr>
<tr>
<td>Pharaoh (7/81)</td>
<td>Solar Fire (8/81)</td>
</tr>
<tr>
<td>Barracuda (10/81)</td>
<td>Hyperball pin/video (2/82)</td>
</tr>
</tbody>
</table>

# MANUFACTURERS EQUIPMENT

A compilation of music and games equipment (new and used) with approximate production dates included in most cases.

## ATARI

<table>
<thead>
<tr>
<th>Montie Carlo (4/80)</th>
<th>Asteroids Cabaret (5/80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missie Command (6/80)</td>
<td>Missie Command Cabaret (6/80)</td>
</tr>
<tr>
<td>Battlezone (11/80)</td>
<td>Battlezone Cabaret (11/80)</td>
</tr>
<tr>
<td>Asteroids Deluxe (4/81)</td>
<td>Centipede (6/81)</td>
</tr>
<tr>
<td>Centipede Cabaret (6/81)</td>
<td>Red Baron (8/81)</td>
</tr>
<tr>
<td>Red Baron, sit-down (8/81)</td>
<td>Tempest (10/81)</td>
</tr>
<tr>
<td>Tempest Cabinet (10/81)</td>
<td>Dig Dial (4/82)</td>
</tr>
<tr>
<td>Dig Dial Cabaret (4/82)</td>
<td>Cinematronics (3/80)</td>
</tr>
<tr>
<td>Cinematronics (11/80)</td>
<td>EXidy (1/80)</td>
</tr>
<tr>
<td>Space Invaders (3/80)</td>
<td>Starlancer 1 (2/80)</td>
</tr>
<tr>
<td>Space Invaders Elite (4/81)</td>
<td>Specter (1/81)</td>
</tr>
<tr>
<td>Space Invaders (2/81)</td>
<td>Venturi (1/81)</td>
</tr>
<tr>
<td>Space Invaders (3/81)</td>
<td>Moonstray (1/81)</td>
</tr>
<tr>
<td>Space Invaders (5/81)</td>
<td>Victory (2/82)</td>
</tr>
</tbody>
</table>

## MIDWAY

<table>
<thead>
<tr>
<th>Deluxe Space Invaders (1/80)</th>
<th>Galaxian (4/80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Bases (5/80)</td>
<td>Space Encounters (8/80)</td>
</tr>
<tr>
<td>Space Encounters Mini-Myte (9/80)</td>
<td>Space Zap (10/80)</td>
</tr>
<tr>
<td>Space Zap Mini-Myte (10/80)</td>
<td>Missile Command Mini-Myte (10/80)</td>
</tr>
<tr>
<td>Pac-Man (11/80)</td>
<td>Pac-Man Mini-Myte (11/80)</td>
</tr>
<tr>
<td>Rally-X (2/81)</td>
<td>Rally-X Mini-Myte (2/81)</td>
</tr>
<tr>
<td>Fonk Myte Mini-Myte (4/81)</td>
<td>Wizard of Wor Missing Mini-Myte</td>
</tr>
<tr>
<td>Wizard of Wor Mini-Myte (6/81)</td>
<td>Omega Race (8/81)</td>
</tr>
<tr>
<td>Omega Race Mini-Myte (8/81)</td>
<td>Omega Race Sit-in Capsule (8/81)</td>
</tr>
<tr>
<td>Galaga (6/81)</td>
<td>Galaga Mini-Myte (11/81)</td>
</tr>
<tr>
<td>Galaga Mini-Myte (10/80)</td>
<td>Kick-Man (1/82)</td>
</tr>
<tr>
<td>Kick-Man Mini-Myte (1/82)</td>
<td>Ms. Pac-Man (2/82)</td>
</tr>
<tr>
<td>Ms. Pac-Man Mini-Myte (2/82)</td>
<td>Bosconian (2/82)</td>
</tr>
<tr>
<td>Bosconian Mini-Myte (2/82)</td>
<td>NAMCO AMERICA</td>
</tr>
<tr>
<td>Sweet Licks (4/82)</td>
<td>NINTENDO</td>
</tr>
<tr>
<td>Donkey Kong (9/81)</td>
<td>ROCK-OLA</td>
</tr>
<tr>
<td>Warp-Warp (9/81)</td>
<td>SIGMA</td>
</tr>
<tr>
<td>Launcher Z (12/81)</td>
<td>Rolling Star Fire (12/81)</td>
</tr>
</tbody>
</table>

## STERN

<table>
<thead>
<tr>
<th>Astro Invader (8/80)</th>
<th>Berzerk (1/81)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The End (3/81)</td>
<td>Scramble (4/81)</td>
</tr>
<tr>
<td>Super Cobra (7/81)</td>
<td>Moon War (10/80)</td>
</tr>
<tr>
<td>Turtles (11/81)</td>
<td>Strategy X (11/81)</td>
</tr>
<tr>
<td>Jungler (2/62)</td>
<td>Frenzy (5/62)</td>
</tr>
</tbody>
</table>

## TAITO AMERICA

<table>
<thead>
<tr>
<th>Space Invaders Trimline (2/81)</th>
<th>Crazy Climber (3/81)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crazy Climber Trimline (3/81)</td>
<td>Zanor (6/81)</td>
</tr>
<tr>
<td>Zanor Trimline (5/81)</td>
<td>Colony 7 (7/81)</td>
</tr>
<tr>
<td>Colony 7 Trimline (7/81)</td>
<td>Moon Shuttle (8/81)</td>
</tr>
<tr>
<td>Moon Shuttle Trimline (6/81)</td>
<td>Qix (10/81)</td>
</tr>
<tr>
<td>Qix Trimline (10/81)</td>
<td>Lock ‘N Chase (10/81)</td>
</tr>
<tr>
<td>Grand Champion (12/81)</td>
<td>Alpine Ski (3/82)</td>
</tr>
</tbody>
</table>

## UNIVERSAL USA

<table>
<thead>
<tr>
<th>Cheeky Chase (5/80)</th>
<th>Magical Spot (10/80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero Hour (1/81)</td>
<td>Space Panic (1/81)</td>
</tr>
<tr>
<td>Cosmic Avenger (8/81)</td>
<td>Lady Bug (12/81)</td>
</tr>
</tbody>
</table>

## U.S. BILLIARDS

<table>
<thead>
<tr>
<th>Defender (12/80)</th>
<th>Stargate (10/81)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Trax (10/81)</td>
<td>Robotron 2084 (3/82)</td>
</tr>
</tbody>
</table>

## COCKTAIL TABLES

<table>
<thead>
<tr>
<th>AMSTAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ATARI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soccer (4/80)</td>
</tr>
<tr>
<td>Missile Command (8/80)</td>
</tr>
<tr>
<td>Asteroids Deluxe (4/81)</td>
</tr>
<tr>
<td>Tempest (10/81)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CENTURI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rip Off (8/80)</td>
</tr>
<tr>
<td>Route 16 (4/81)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ELCON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversions booth size (8/81)</td>
</tr>
</tbody>
</table>

## GAME PLAN

<table>
<thead>
<tr>
<th>GOTTIEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shark Attack (5/81)</td>
</tr>
</tbody>
</table>

## GAMETECNIKS

<table>
<thead>
<tr>
<th>Tek Toot (1/82)</th>
</tr>
</thead>
</table>

## GDI

<table>
<thead>
<tr>
<th>The Thief (4/82)</th>
</tr>
</thead>
</table>

## GREMLIN/SEGAD

<table>
<thead>
<tr>
<th>Carnival Space Firebird</th>
<th>Astro Blaster (4/81)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frogger (11/81)</td>
<td></td>
</tr>
</tbody>
</table>

## MIDWAY

<table>
<thead>
<tr>
<th>Deluxe Space Invaders (3/80)</th>
<th>Galaxian (4/80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Bases (8/80)</td>
<td>Space Zap (10/80)</td>
</tr>
<tr>
<td>Pac-Man (11/80)</td>
<td>Rally-X (2/81)</td>
</tr>
<tr>
<td>Missie Command (11/80)</td>
<td>Wizard of Wor (6/81)</td>
</tr>
<tr>
<td>Omega Race (8/81)</td>
<td>Omega Race Sit-in Capsule (8/81)</td>
</tr>
<tr>
<td>Galaga (6/81)</td>
<td>Galaga Mini-Myte (11/81)</td>
</tr>
<tr>
<td>Galaga Mini-Myte (1/81)</td>
<td>Kick-Man (1/80)</td>
</tr>
<tr>
<td>Kick-Man Mini-Myte (1/82)</td>
<td>Ms. Pac-Man (2/62)</td>
</tr>
<tr>
<td>Ms. Pac-Man Mini-Myte (2/82)</td>
<td>Bosconian (2/82)</td>
</tr>
</tbody>
</table>

## WILLIAMS

<table>
<thead>
<tr>
<th>Defender (4/81)</th>
</tr>
</thead>
</table>

## PHONOGRAPHs

<table>
<thead>
<tr>
<th>Centuri 2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowen-NSM Consul Classic</td>
</tr>
<tr>
<td>Lowen-NSM Prestige ES-2</td>
</tr>
<tr>
<td>Lowen-NSM Festival</td>
</tr>
</tbody>
</table>

## POOL TABLES

Irving Kaye Silver Shadow
Irving Kaye Lion’s Head
Dynamo Model 37
T3 Tournament Eight Ball
U.B.I. Bronze
Valley Cougar
**CLASSIFIED AD RATE 35 CENTS PER WORD**

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $5.00. CASH ONLY. CASH OF CHECK MUST ACCOMPANY AD. IF ORDERING BY POSTAL, AD MUST HAVE POSTAGE ATTACHED. POSTAGE CANNOT BE CHARGED TO AD. CASH OR CHECK IS NOT ENCLOSED WITH ORDER WILL BE HELD FOR FOLLOWING ISSUE PENDING PAYMENT. A 25% DISCOUNT IS ALLOWED IF ORDER IS PLACED FOR A DEPARTMENT OR ALLIANCE ONLY. A 10% DISCOUNT IS ALLOWED IF ORDER IS PLACED FOR A DEPARTMENT OR ALLIANCE AND FOR A GROUP OF ASSOCIATES. ADVERTISERS ARE ALLOWED TO CHARGE YOUR ACCOUNT IF PAYABLE IN ADVANCE. ALL WORDS OVER 40 WILL BE CHARGED AT THE RATE OF 50¢ PER WORD. PLEASE COUNT WORDS CAREFULLY. BE SURE YOUR CLASSIFIED AD IS SENT TO REACH Bally Hollywood office by 12:30 Sun. 20th, Los Angeles, CA 90022 by Wednesday, 12 noon, of preceding week to appear in the following week's issue.

**Classified Ads Close Wednesday**

---

**Video Games Seen As Valuable Research, Rehabilitation Aids**

(continued from page 41)

**Skills, memory, motor skills, visual tracking and scanning and other faculties.** Having used a home video computer system as an aid in helping children with disabilities, Dr. Lynch, the director reports that most patients now respond enthusiastically to training which, prior to the introduction of the computer system, had been perceived as boring and frustrating.

"Not all of our patients get put on the games," said Dr. Lynch, "but the ones who do invariably enjoy it and sometimes show us things they wouldn't in otherwise traditional settings. Sometimes they get so involved with the game test that they don't want to stop playing, so there's no motivational problem to get them used to the machine. The only negative aspect to this whole thing has been in a few isolated cases of older people who don't let themselves enjoy the testing. On the other hand, the younger patients, particularly the younger patients, played the games before they came here and they like the new format and enjoy it very much.

According to the doctor, his unit doesn't use highly competitive, flashy games that may easily excite his patients, many of whom are restricted from excessive stimulation due to their injuries. Right now the V.A. hospital is using home versions of games to rehabilitate its patients, although Dr. Lynch believes that games should be made available to wards of a hospital as they're used for rehabilitation of patients suffering from various illnesses. Furthermore, Lynch suggests that rehabilitation and clinical settings consider making the games more accessible — perhaps as an option for in-patients who rent television sets for their room — as helpful motor therapy and to relieve the boredom inherent in long hospital stays.

On the other side of the country, Professor Renee Okoye, an occupational therapist, has been working in Massachusetts, N.Y., evaluating video game performances of children with learning disabilities and central nervous system dysfunctions, stroke patients, and people with such hand problems as arthritis and fractures. To date, Okoye has conducted approximately 25 different experiments with the games and hopes to soon write a classroom guide offering a developmental model for organizing the games into various levels of challenge and age-appropriateness.

Although Okoye is usually assisted by associate Tony Hollander, a psychologist who utilizes video (and other) training in his studies of autistic children, behavioral disorder, and family therapy, the idea is to apply the games to scientific testing was initiated by the professor about four years ago while she was speaking at a seminar in Milwaukee, Wisc.

"The hotel I was staying at had a coin-operated 'Battle Zone' machine in the lobby, and, as I was playing it, I realized the skills required to earn high scores made the unit more than just a mere game. A short time later, Tony and I developed a pilot project using the machine to help autistic children and their parents. The results were truly amazing, and the games showed tremendous promise as valuable tools for perceptual research."

Another researcher who has used video games as an extensive part of his studies is Jess McKenzie, chief of the Stress Analysis Research Unit which is a part of the Federal Aviation Administration's Aviation Psychology Laboratory in Oklahoma. Dr. McKenzie, who has been working on a study on the effects of alcohol on noncommercial airplane pilots, and tested about 25 people with hangovers for coordination and reaction with alcohol in a simulated cockpit. Alcohol Abuse Program."

"Our goal was to evaluate a number of performance parameters by organizing the games into various levels of difficulty for alcoholics. After the study, we concluded that our hypothesis could be tested further by professionals to design a more comprehensive study."

McKenzie, Dr. Lynch, and Professor Okoye are but three of the dozens of researchers using this exciting medium to further their studies of psychological and physiological phenomena.

At the University of Illinois at Champagne-Urbana a doctor is using modified video games to monitor brain waves. Another medical experimenter is using hand-held versions of the popular games to help teach preschool children how to focus their attention. Dr. Stephen Leff, a psychologist at the Cambridge Hospital, associated with the Harvard Medical School, is involved in a project to help chronically disturbed mental patients overcome some of their motivation and socialization problems by using arcade games. In South Carolina, Dr. Donald Minor is working with around 50 college students to see how the games' colors and sounds affect severely depressed teenagers.

---

**Classified Ads Close Wednesday**
The amazing Ms. Pac-Man offers all the fun and excitement of the world’s most popular coin-operated video game, Pac-Man™ with extra challenge in 4 new and changing mazes, adds bonus fruit symbols that float freely through the maze with higher point values, two new side exits that give Ms. Pac-Man a total of 4 ways out of the maze, and a unique 3-act between-maze cartoon series.

Available in three cabinet sizes: upright, Mini-Myte™ and cocktail table, Ms. Pac-Man is sure to become the most popular girl in the game world.

Produced by Midway Mfg. Co. under agreement with Namco Ltd.

All rights reserved
Smash the atomic enemies into oblivion...

Confuse the enemies with skillfully placed decoys...

Escape the crushing pressure of the expanding core...

Energize yourself with super-power to smash the enemies...

Battle your way through screen after screen before reaching the secret vortex.

Gottlieb's REACTOR
Unique, challenging... and fun!

Gottlieb's ATOMIC VIDEO. It challenges you with new dimensions in sight, sound and color.

Gottlieb