Now is the time to send for...

The Envoy

A very current album from Warren Zevon

The Envoy is available on Asylum Records & Cassette.

Produced by Waddy Wachtel, Greg Ladanyi & Warren Zevon
Direction: Irving Azoff/Front Line Management

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EDITORIAL

Look To The Future

The effort to get the ball rolling on the Philips/Sony Compact Digital Disc (CD) demands closer examination by the music industry. In line with the continuing trend towards miniaturization in electronic technology and the now-clear fact that the 12 inch disc is probably not the configuration that will carry this industry into the future, it seems imperative that labels today look carefully into the possibility of change.

Many label people today say that the costs inherent in a switch from the 12-inch disc to the 5-inch digital compact disc are too high at the moment. That may be so from a short-term point-of-view, but is it also a repeat of what the U.S. auto industry was saying about the switch to fuel efficient compact cars in the early ‘60s? How much subsequent grief for auto workers and manufacturers alike could have been prevented if executives had had the courage to make the necessary changes before it was too late.

Just like the case of the fuel efficient compacts vs. the American gas guzzlers, Europe and Japan again hold the technological and business edge in the implementation of the compact disc program. It has taken years for the American auto industry to re-tool to the point where it could compete on an even footing with the Volkswagens, Toyotas, Datsuns and Fiats — could it be that the American recorded music industry is headed toward the same fate?

Let’s hope not. There is still time for American labels to absorb and implement the new technology before overseas companies cause a repeat of the auto industry fiasco. Times are hard enough now (especially clear when noticing the quiet layoffs at a number of labels), but let’s not be so blinded by current problems that we can’t look to the future.

CONTENTS

DEPARTMENTS
Black Contemporary
Classifieds
Country
Gospel
International
Jazz
Media Writing
Radio
Video

FEATURES
Count To Coast
Editorial
Executives On The Move
New Faces To Watch

CHARTS
Top 10 Singles
Top 20 Albums
Black Contemporary Albums
Black Contemporary Singles
Country Albums
Country Singers
Gospel Albums
Gospel Singers
International Albums
Jazz Albums
Rock Album Radio Report
Top 10 Videocassettes

REVIEWS
Albums
Singles

ON THE COVER

Although primarily considered a black contemporary artist, Solar Records’ Carrie Lucas recalls her earliest influences as MOR pop. “I was raised on pop music,” said Lucas, whose song, “Show Me Where You’re Coming From,” entered the Top 40 on the Cash Box B/C singles chart this week. “The first person I can remember idolizing is Judy Garland, Barbara Streisand’s style also influenced me. I didn’t get into R&B until years later.”

When she finally did “get into” R&B, however, the California born ‘n’ bred lady won a wide following for her live performances, appearing with such well-known acts as Shalamar, The Whispers, Johnny “Guitar” Watson, The O’Jays and even a backup stint with Stevie Wonder during a mid-’70s concert tour of Japan. Her dues paid on the road helped launch a recording career that, to date, has seen five LPs, including her latest, “Still In Love,” hit the stores. A creative lyricist as well as vocalist, Lucas’ exuberant style embraces both the funk idiom and pop hook styles, emerging with a soulful, uptempo sound.

SINGLES

ALBUMS

TOP POP DEBUTS

POP SINGLE
HURTS SO GOOD
John Cougar
Riva/PolyGram

B/C SINGLE
DO I DO
Stevie Wonder
Tamla/Motown

NUMBER ONES

COUNTRY SONG
TIL YOU’RE GONE
Barbara Mandrell
MCA

JAZZ
OFFRAMP
Pat Metheny Group
EGM

POP ALBUM
ASIA
Geffen

B/C ALBUM
GAP BAND IV
The Gap Band
Total Experience/PolyGram

COUNTRY ALBUM

MOUNTAIN MUSIC
Alabama
RCA

GOSPEL

LORD, YOU Keep On PROVING YOURSELF TO ME
Florida Mass Choir
Savoy
PUT WHAT YOU WANT TO SELL MOST
Two out of every three people who buy Maxell cassettes plan on doing it before they even come through your door.

So why cut their trip short by hiding our tape behind the counter? Instead, you should display it more prominently and expose everything else that you carry to some exceptional customers.

And people who buy Maxell tape are exceptional. Not only do they buy over 40% more cassettes in a year than the average cassette buyer, but they’re willing to pay more for quality instead of spending less. For less.

So next time you want to see more big boxes go out of your store, take the little ones out from behind your counter. The ones that say “Maxell” on them.
Reagan Tax Break Failing To Stimulate Sales, Investment
by Michael Martinez

LOS ANGELES — Record retailers generally feel that the recent 10% tax break received by consumers and businesses will have an effect on their sales or investment planning. Their attitude largely reflects the public's skepticism that the tax cut will reverse the slumping economy.

In a survey of retailers, most of those contacted regarded the tax cuts as too small to stimulate significantly more business in their stores, or did they feel the business tax credit substantial enough to provide added revenue for investment? Two stated goals of the Reagan administration's tax plan.

Although the business tax break is retroactive to the beginning of 1981, many retail consultant publicly stated that businesses have not reacted to the tax credits by pouring money into facilities, inventory, or employee-creating new developments.

Though some contacted said it was too early to tell for sure, most retailers, in accordance with polls of public sentiment, feel that the personal income tax break, which became effective July 1, will not trigger paychecks enough to prompt a burst of consumer spending.

Because of unemployment and the prices of living necessities — i.e. food, rent/mortgage, clothing, utilities — most dealers felt that consumers are still reluctant to enthusiastically engage in leisure spending on records.

"If a guy has a couple of extra bucks a week to spend, I don't think that the first thing that comes to his mind is going to be records," exclaimed Martin Specter, head of the Florida-based Spec's Music chain. "I don't see it making much of an impact on my business at all."

Noting that Detroit's unemployment was running double the national average, Calvin Simpson, owner of Simpson's Wholesale/Bad Records, Inc., said, "If people get any extra money back from taxes, it'll be used to pay rent, buy food or pay bills. People are afraid right now because so many people are unemployed. As a result, they have a tendency to hold onto their money."

(continued on page 13)

One Step Adjusting To The Record Business Uncertainty
by Jim Bessman

NEW YORK — The current health of the one-stop business is such that where one operator can report improvement as high as 15% over a year ago, another will mean that he is 30% down. A Cash Box one-stop survey shows that several factors are affecting whether a particular operation is rising or falling. These factors include geographic location, quality of product being released and quantity of services provided.

Many operators are receivingicular complaints, with recent manufacturer price hikes being the most critical. But all are adapting themselves to today's realities, be it by cutting costs or by expanding their product offerings.

Perhaps the biggest surprise is the openness to the way certain single operation owners. One such operator is Bob Perlof, manager of Universal One-Stop in Berwyn, Ill. Perlof said that last year was very successful for us, "and said Perlof, noting that last year ended June 30 showed business up in the area of 15-20%.

"The record business has never had a dip so much as it has now, but business is still there. A lot of people are buying records, including a lot of us who are in it. In fact, we're our worst enemies."

Charles Faison, general manager of Tidewater One-Stop, which serves some 250 accounts within a two-day market from Norfolk, Va., is another operator with a positive outlook. "We're two or three percent ahead of last year," Faison said. "One month might drop a point or two, but the next might gain four. And the big season is yet to come. It stands to reason that the business is going down the end-of-the-year stretch."

In Los Angeles, Lou Fogelman, president of Show Industries, said that the company's City One-Stop was "very strong," and that while some accounts were buying less, others had grown. "We were a little soft at the beginning this year, but the last couple of months we've seen 10% better than last year," said Fogelman. "Overall we're very pleased with the business."

But another Los Angeles one-stop operator, John's Music owner John L. Jackson, reported a 25-30% drop in volume over the last three months. In Chicago, Stan Meyers, vice president sales and marketing at Sound Video Unlimited, is experiencing his worst summer in memory. "I hope it's just summer doldrums," he said.

(continued on page 14)

Inconsistent Fill, Lowballing hinder Vid Game Sales
by Michael Martinez

LOS ANGELES — Inconsistent product fill and major obstacles hindering record retailers efforts to merchandise video games cartridges, according to a Cash Box survey.

Dealer contacted who deal with such product generally believe that manufacturers of video game software have yet to acquaint themselves with record retail outlets and give distribution priority to the national department store chains and discount stores that comprise the market for a majority of their toy business.

The same time, record merchandisers point out that price slashing by discount stores, toy stores and department stores has further complicated their merchandising plans.

Some dealers contacted strongly were that record retailers appeared to be a low priority in the distribution mix of video game cartridges, a condition they attribute to the sales practices of manufacturers particular Atari and Intellivision, the latter a product of the Atari company.

"It's not so much a fill problem as it is sheer stochasticity on the part of the manufacturers," asserted Bruce Shortz, general manager of the Amari, Tex.-based Hastings Books, Records and Video chain. "They just haven't figured out the deal with record retailers yet."

No Terms

With the absence of discount and dating or returns programs, record dealers are reluctant to buy in deeply even on the hottest test-games, for as one dealer put it, "you buy it, you own it." To date only Intellivision is openly considering a stock balancing program.

While those companies with a history of toy and electronics manufacturing were generally cited as the worst offenders in filling orders, conversely, companies that have only recently been established to manufacture video games, without the advantage of built-in national accounts, have developed distribution ties from the ground up. Intellivision and Activision have both followed this path.
NEWS & REVIEWS

Motown Rolls Back LP Prices

LOS ANGELES — Motown Records' decision to lower wholesale prices for albums and tapes will not only help to re-establish the value of prerecorded music in an era of dwindling discretionary income, according to company president Jay Lasker, but it also should take away much of the incentive for consumers to consume.

"By lowering our prices we have taken away a major reason for home taping," said Lasker. "If we can come in with more economical prices for albums, it will make them more attractive buy to people who would have had the tendency to home tape.

To qualify accounts, Motown is offering 10% discount and dating on all current albums and tapes, as well as its popular $5.98 midline series. The sales program also includes extensive in-store merchandising support and special advertising allowances for multi-media spots and layouts created by the label.

According to Lasker, the program will make it possible for dealers to sell $6.98 list product for under six dollars and midlines for between $5.95 and $7.75. He also pointed out that Motown's many in-store display materials will focus on the theme of lower prices for its albums and tapes. A generic midline poster, for example, highlights the acts included in that series as priced at less than four dollars, while a separate poster for current front-line acts will go for five-and-a-half dollars.

Additionally, Lasker said the company will try to tap the rapidly expanding tape market with a poster keyed to the mobility of personal and car stereo cassette players.

Lasker noted that Motown's acts and suppliers have been totally supportive of the program. "We will make less money per unit, but we all felt it was necessary in order to get people back into the stores," he explained. "Rather than sit back and wait for a miracle, we decided to take action now.

LeMel Named Boardwalk Sr. VP

LOS ANGELES — Gary LeMel was recently named to the post of senior vice president at the Boardwalk Entertainment Company, which will also receive the title of president of A&R/publishing for the label.

In addition to his duties overseeing artists signing and aspects of domestic and international affairs, LeMel will now assume a broader role in managing Boardwalk's West Coast offices.

LeMel joined the company during its formative stages in 1980, serving as a creative liaison between the label and artists. He is credited with several producer/artists collaborations, including the pairing of Tierra and producer Freddie Perren.

Alfa Suspends U.S. Operations Indefinitely

LOS ANGELES — Alfa Records, U.S., has temporarily suspended operations "in order to re-evaluate its sales and marketing programs in relation to current conditions in the record industry marketplace," according to label president Bob Fedd.

The decision to suspend Alfa's staff will be maintained to supervise day-to-day activities during the suspension period, which at this point is indefinite. He also noted that the label's roster, as of this date, is being maintained, while production and release schedules will be expedited to release the current catalog.

CBS Records International (CRI) will continue to represent Alfa. U.S. outside the United States and Canada, while Alfa Records, Japan, will continue normal operations in its home base.

Alfa was organized and began operations in the U.S. in 1978, working from headquarters here. Artists currently represented on the Alfa roster are: The Monroes, Yukihiro, Takahashi, Casiopea, Yuika Yokokura, Theresa T. Starley, The Corbin/Hanner Band, Luu, Burton Cummings, Billy Vera, Bobbi Walker and Minakos.

MCA Videocassette Bows Low Price

LOS ANGELES — Nearly one month after Paramount Home Video announced the lowering of retail surcharges on some 62 titles and the creation of the mid-priced Gateway Video Line, MCA Videocassette becomes the second home video software manufacturer to decrease pricing on select titles in a move to help encourage sales. In conjunction, MCA is launching a full-scale marketing campaign on lowered product which will include national advertising.

"Collector's Choice," as the lower-priced MCA series has been dubbed, will initially include 30 previously announced programs, with one new title slated to be added each month. All titles in the line will carry a suggested list price of $9.95. The July two titles added are Abbott and Costello Meet Frankenstein and Hot T-Shirts.

"In selecting the titles for our Collector's Choice series, we've been very careful to include programs which we feel are truly the classics," said MCA's senior vice president of sales, Thomas H. Wyman, president, CBS, Inc. "Given the poor economic climate in this country and abroad, we are satisfied with our first half results, particularly considering the substantial increased level of development activity we are expending in 1982. At the same time, we continue to be apprehensive about the second half of 1982, should the projected recovery not materialize.

FILM REVIEWS

TANTALIZINGLY HOT — Stephanie Mills has given her wholesome image a 180 degree spin, appearing as a sleazy, sunlit woman on the jacket art and single cover. A product heavily abuzz for its list price.

"Still Lovin' You," "You Can't Take My Love From Me," "Ole Ole," "True Love Don't Come Easy," "Always New" and "I Can't Give Back The Love I Feel For You" are obsessed with interpersonal relationships, as is the funky single, "Shout." Writing contemporary R&B sounds with prime cuts, the trilogy is accompanied by Ashford and Simpson.

REVIEWS

ALBUMS OUT OF THE BOX

Stephanie Mills

REVIEWS


This swashbuckling two-LP soundtrack to the Kristy McNichol/Christopher Atkins movie musical opens with a disco mask which sounds like The Village People meets Gilbert & Sullivan, and from there anything goes. There's a MOR duet between the film's stars, a new wave/Romanesque romantic anthem entitled "We Are The Pirates," and a risque rump by McNichol called "Pumpin' and Blowin,'" among other catchy frivolities. Considering the prescriptive chart movement of the Arleen soundtrack, this family musical score could pick up action with the kids in leave in their wake. Kool & The Gang makes a guest appearance on one track, "Stop, Run, and Sing," for additional spice.
Frank & Moon Zappa
Valley Girl

From the Zappa album:

Ship Arriving Too Late To
Save A Drowning Witch

* From DROODLES

Published by Price/Stern/Sloan
Publishers, Inc., Los Angeles,
California. Copyright © 1983,
renewed 1981 by Roger Price.
NEWS & REVIEWS
SINGLES
OUT OF THE BOX

EMI America’s entry into the ’80s super- singer sweepstakes boasts two former members of a pair of favorite Floyds. singer like screaming power chord aficionados and even one of those science fiction authors who have to demonstrate their power.


Jack & Diane, the main characters in this encore to Country’s 1 st "Hurt So Good," come to the fore in this hook building pop tune that builds up fast but "holding onto 1 6" for as long as they can. Not unusual, but this shifting of emphasis marks its membership with a certain power that hits to the heartland with a warm, descriptive storyline that is both personal and universal.

FEATURE PICKS
POP
ASIA (Warner Bros.; 7-29970)
Only Women Will Tell (WCB records Corp./Almond Logg Music Corp., adm. by WB Music Corp./Ackee Music Inc. -- ASCAP) (Wetton, Downes) (Producer: M. Stone)

A synthesized horn trumpet trumpet the opening of Asia's second single and the follow-up to the success "In The Dead Of Night." Like that song, it's a multi-layered, progressive rock production with a solid commercial rock rhythm, thus providing something fo one of the rock and pop fans.

TED NUGENT (Atlantic-7-89996)
Blonde Money (2:57) (Broadhead Music -- ASCAP) (Ted Nugent) (Producer: Ted Nugent)

A hard-driving, pounding Nugent allows his weapons fetish to come to the foreground, as he pleads for wasting any nation that dares look-crooked at the U.S. A. Features a terrific guitar hit delivered with the patented Nugent wallop.

LOVERBOY (Columbia-18-00654)
Ludicrous/Day by Day (Bamboo Music/Inc./Dean of Music -- BMI/April Music, Inc.) (Duke Reno — ASCAP) (P. Dean, D. Shaffer, S. Smith) (Producers: J. Fairbairn, P. Dean)

A hard, pounding synthesizer rhythm riffs out the best for the rock hard title cut on Loverboy's new hit, delivering a hard, still-rising LP. With such ironic lyrics as "Don’t look now but guess who hit the big time last night, had you seen him on the streets?" it’s not hard to see why AOR radio played the ground swipes of such tunes and pop should do the same.

BILL WYMAN & THE ROLLING STONES (Columbia-3:235)
Emotions in Motion (EMI Music Publishing Inc.) (The Knit — BMI (B. Squier) (Producer: M. Messina)

Led Zeppelin may be gone (or not), there’s still Robert Plant and Billy Squier. Rock radio purists will take heart in the fact that the band still doesn’t deliver the lingo or that “megan’s” is a good of dance music, as has been, but preserves the heavy blues rock riffing wailing vocals. Squier’s latest is a hard, marching cadence of his last pop smash, "The Stroke." Sure to score big.

MERLE HAGGARD/GEORGE JONES (Epic-14-0372)

For any country fan — staunch or nominative — this combination is almost good to be true. The Hag and the Possum deliver their easily identifiable stylistic tendencies to a tune penned by the redhead and a former publisher of country music, maintaining more of a country feel than any record currently in circulation.

JERRY JENKINS (Columbia-2:45) (The J. Jenkins Org.) Hey! Baby! (2:44) (Epic Music Inc./Unart Music Corp. — BMI) (B. Channel, M. Cobb) (Producer: J. E. Norman)

A good composition that has notched up the past for her ballads, but this cover of the Bruce Channel hit from the ’60s is the second up-tempo release that has caught some seucitively. The tune’s past acceptance alone should generate some enthusiasm among adult listeners, also eliciting a high degree of crossover. Strongly recommended.

JOHNNY CASH (Columbia-18-03058)
Georgia On A Fast Train (2:36) (ATV Music Corp./BMI) (B. J. Shaver) (Producer: C. Clement)

Cash has never been known for offering an authentic vocal range, but he’s in a black suit and tie and playing a suitably effective guitar by yodeling, and closes it in the same manner. Sandwiched in a trio of crossover releases, this one covering a simple country existence spread over a common chord progression that works well.

CRYSTAL GAYLE (Columbia-18-03048)

A mandolin and banjo after-beats accentuate the throbbing rhythm with a touching, an appropriately titled piece for the current state of much of the population. Roger Cook, who has written several other songs for Gayle, has captured the emotion.

NEW & DEVELOPING


DICK DUGGAR (Continued on page 3)


The latest of Nelson’s collaborations with long-standing friends, this effort is a collection of standard country tunes given simple, but effective, country pairwise, both featuring traditional bar band instrumentation. The duo calls on a host of top-notch musicians, including Johnny Gimble, Jody Parton, and Leon Russell, in covering such country jewels as “There Stands The Glass,” “Memories Are Made of This,” and “I Don’t Care.”


The Glaser Brothers have chosen an appropriate title for their second release with the label, a diagonal line-up group in the country field, the act returned last year following a lengthy hiatus from the forefront of the genre. These are the same singers with the same roadworn legacy, but also by modern tunestitches, as evidenced by the Prince overtones and backing vocals by the band "Spud "Pud" (Mark Mothersbaugh and Jerry Casale of Devo) on the little track. Outgrowth production work by the performer and Motown founder Berry Gordy encourages enough quality to the project, and a near so-overdue B/C, DOR and club play.

SPECIAL — Jimmy Cliff — Columbia FC 30989 — Producer: Chris Kimsey — List: None — Bar Coded

Cliff’s latest explorations of love, revolution and social awareness in the uplifting reggae sound is also appealing for second runaways, most other artists currently in the genre, his spiritual vocals sincerely paired with thoughtful arrangements. A true reggae-musician, like Dylan or Victor Jara, Cliff originally achieved notoriety as "Johnny Too Bad" in the Jamaican film The Harder They Come, and with his newest disc living up to its title, it’s hoped the artist will attract more listeners than just his small but loyal following in the U.S.

JAZZ

LUNAR ECLIPSE — Tony Dagradi — Gramavision GR 8103 — Producer: Jonathan F.P. Rose — List: 8.98 — Bar Coded

A departure for the professor Longhair should already be familiar with this New Orleans-based reedman, but the level of musicianship Dagradi demonstrated throughout Lunar Eclipse makes it clear that he is a musician deserving of widespread attention. His combination of the most interesting, and his taste and approach broad yet personal. Eningitive and intelligent from start to finish and cannily devoid of any Dagradi Diag type covers designs sure to attract the attention of PDs and teen consumers alike. Plenty of marauding drum fills and special synch effects add to the excitement in numbers like "Ice Age," while rock balladeers will find "Hold On (When You Feel You're Failing)" and the two instrumentals "Til the End Gagliardi and Al Greenwood bring their acumen of commercial viability to this project, hardly intent on staying undercover for long.

SCOTT BAIO — RCA NFl-8025 — Producer: Nathan Lam — List: 6.98 — Bar Coded

TV Teen Dream Scott Baio, who won the hearts of 16 Magazine readers across America with his video tour of "Happy Days" and will soon co-star on the Joanne Loven Chachi series, sings with a youthfully mellow tone on his self-titled first foray into pop, and not surprisingly does best when covering "How Do You Talk To Girls," a tune written by another tube idol, Rick Springfield. Composites of this album include Baio’s personal appearances at amusement parks, fairs and other venues, expect to see much better-than-usual sales in this vivid, developing vocals.

NEW FACES TO WATCH

Stray Cats

In July 1980, a Long Island, N.Y.-based band called the Tomcats got tired of playing small local venues and loaded up a bus, planning to take its neo-rockability style. "We used to play all these little places you never heard of," said chief guitarist Brian Setzer. "Since the previous English over there, we thought we’d give it a try.

"Exactly two years later, the band is back in the States, having recently recorded "Built For Speed" for EMI America and is now in the early phases of a U.S.A. tour with Stray Cat moniker. The Stray Cats. The band has consciously bucked prevailing musical trends, looking to the ways of Gene Vincent, Eddie Cochran and Johnny Burnette. The Stray Cats even recorded "Baby Blue Eyes" (from Ex-Forgers, Ers. Ed For Speed.

"We were sick of drugged-out people listening to synthesizers and they’re getting cosmic," said Setzer. "We wanted to get back to dance music." On the LP, the group does just

that. Comprised mostly of Setzer’s fast paced songs ranging thematically from "Pills, Cheeks to Heavy, Cheesy to heavy car- ing. ’Built For Speed’ is redolent of music commonly heard 25 years ago.

In the same vein, "Lonely Summer Nights," the LP’s lone slow ballad, is written in the 1950 genre in all aspects except the saxophone solo, whose flavor is definitely post-1960s. ‘I didn’t think of it like that," said Setzer. "I just wanted to write a ballad that didn’t sound like Neil Diamond.

Following a rough start, the band, which also includes drummer Slim Phantom, enjoyed relatively quick success in England. "We supposedly had all these gigs set up but none of them materialized," said Setzer. That didn’t bother us until we found out that it was really hard to get gigs over there because they want tapes." The group’s fortunes took a turn for the better after meeting the music of Claudine Riley, a British publicist who put them up in her offices and found them better gigs. In time, they began playing well-known halls such as "The Venue and Dingwalls."

It was at the Venue that the Stray Cats made the acquaintances of Mick Jagger, Keith Richards and Charlie Watts. Sufficiently impressed by the Stray Cats’ sound, the Stones invited the band to open for them on three midwestern dates on the 1981 American Tour. In a similar fashion, the band also met Dave Edward and, who, along with Heil Kovan, produced “Built For Speed." Edmunds also produced “Stray Cats” and “Gonna Ball,” two 1981 singles for EMI America’s Recordings in England. "Everybody we met, we met at one of our gigs," said Rocker.

Although still not signed to an American record label, the Stray Cats’ biggest coup came when, after having opened for the Stones, the group was invited to be the musical guests on ABC-TV's Friday show. Several weeks later, the EMI America deal came up.
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks On Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LORD, YOU KEEP ON PROVING YOURSELF TO ME</td>
<td>FLORIDA MASS CHORUS</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>2</td>
<td>WHEN ALL GOD'S CHILDREN GET TOGETHER</td>
<td>REV. KELLY MURPHY</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>3</td>
<td>HIGHER PLANE</td>
<td>AL GRIFFIN (Myrrh SSD 6668)</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>4</td>
<td>A TOUCH OF CLASS</td>
<td>JACKSON SOUTHERNNAZIS</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>5</td>
<td>YOU BROUGHT THE SUNSHINE</td>
<td>CLARK SISTERS</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>6</td>
<td>IS MY LIVING IN VAIN</td>
<td>CLARK SISTERS</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>7</td>
<td>IT'S GONNA RAIN</td>
<td>MILTON BRUNTON</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>8</td>
<td>GLORY TO HIS NAME</td>
<td>ALBERT A. WALTER</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>9</td>
<td>LORD, FROM THE DEPTHS OF MY HEART</td>
<td>JAMES CLEVELAND AND THE WASHINGTON U.C. CHOR</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>10</td>
<td>EVERY TIME I FEEL THE SPIRIT</td>
<td>THE CATHOLIC CHURCH CHOIR</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>11</td>
<td>SHIRLEY CAESAR</td>
<td>WSB 6665</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>12</td>
<td>MIRACLE MAN</td>
<td>MYRTLE CLOUDS OF JOY</td>
<td>WSB 6664</td>
<td>7/17</td>
</tr>
<tr>
<td>13</td>
<td>KEYED UP GOSPEL KEYNOTES</td>
<td>(Sparrow 720)</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>14</td>
<td>DOUGLAS MILLER &amp; THE TEXAS SOUTHEAST CH OR</td>
<td>(Sparrow 720)</td>
<td>Dove</td>
<td>7/17</td>
</tr>
<tr>
<td>15</td>
<td>CLOUDBURST</td>
<td>MYRTLE CLOUDS OF JOY</td>
<td>WSB 6663</td>
<td>7/17</td>
</tr>
</tbody>
</table>

**Sparrow Offers $7.47 Discount LP Program To Push New Product**

NASHVILLE — In an effort to promote some of the label’s upcoming new releases, Sparrow Records has designed a “Sparrow Spopal 7.47” plan, which offers retailers an 85% discount and a six-month return period. The discount is designed to allow retailers to price one Sparrow album per month at $7.47 instead of the list price of $8.98 in a custom-designed display center. According to Bill Hearr, vice president of Sparrow's Priority Inks Clawson

NASHVILLE — Gospel artist Cynthia Clawson has signed an exclusive recording contract with Priority Records. Under the agreement, five of Clawson’s previous releases — “In The Garden,” “The Way I Feel,” “It Was His Love,” “You’re Welcome Here” and “Fairest Hour” — will be re-released by the CBS-affiliated label in early September. Her first album of original material with Priority is scheduled for an October release date. Clawson currently has a production pact with Elwyn Ramer of 19th Street Prods. She is managed by Linda Miller.

**Spencer Offers $7.47 Discount LP Program To Push New Product**

Marketing with the label, Sparrow's campaign will cover new-product by Phil Keaggy, Michael and Stormie Omartian and the 2nd Chapter of Acts, along with “Communion/Volume III” and a two-record Christmas collection. Participating record and bookstores will receive advance shippings of the albums, with the “for free” shippings going out approximately the seventh of the month preceding the record's official release. Included with the records, which are sent in a set quantity agreed upon at the outset of the program by both Sparrow and retail participants, is a custom-designed display center incorporating the particular album within the program. Whereas the wholesale price of Sparrow product averages around $5.10, retailers involved in the campaign will receive the albums for only $4.67. For more information on the program, contact Sparrow marketing vice president Bill Hearr, by writing to Sparrow Records, 8025 Deer Ave., Canoga Park, Calif. 91304 or by calling (213) 703-8586.
Fest, Van Hengel Named To Int'l Posts At EMI Cos.

LOS ANGELES — Helmut Feast has been named to the position of director, A&R and marketing, for EMI Music, Europe & International. Feast, currently vice president, international, for the Capitol/EMI America/Liberty Records Group, will relocate to London Oct. 1. He will be reporting to Barry Van Hengel, who will assume the title of general manager, international, Capitol/EMI/Liberty Records Group.

In his new position, Feast will be responsible for the formulation and implementation of A&R and marketing strategies for European-based acts, as well as operations related to live concert tours and music videos. He will also be involved in the development and coordination of A&R and marketing functions at all EMI Music firms.

Feast will report directly to Ken East, president/chief operating officer, EMI Music, Europe & International.

Feast first joined the EMI organization in 1969, when he hooked up with EMI Electra in his native Germany. He spent the next few years in London, working on both Capitol and EMI marketing functions. In 1979, he was transferred to the U.S., where he took over the international division at the Capitol/EMI America/Liberty Records Group.

Feast’s replacement in the U.S., Van Hengel, will be based in Hollywood at the Capitol Records Tower, where he will report directly to Don Zimmerman, president, Capitol/EMI/Liberty Records Group.

In his new position, which becomes effective Oct. 1, Van Hengel will be responsible for the worldwide exploitation of all North American-generated Capitol/EMI/Liberty Records Group product.

Reporting to Van Hengel are: Randy Rogers, director, international administration; Rob Walker, director, Australasian A&R; Juanita Stevens, director, A&R, Europe; and Bob Brand, international promotion manager.


PolyGram CD (continued from page 7)

While PolyGram’s roster plans call for a national introduction, the program will bow with an eight-track cassette containing 600 titles in Europe. Petrone adds that the initial releases will be “a little bit more slanted toward dance and hip hop.” Since the classical buyer is characteristically more affluent and willing to invest in new technology, the CD hardware is expected to impact similarly.

To introduce the new configuration, Petrone predicted there would be “most likely” multi-label, multi-environment motifs. (A spokesman for A&M added that that company was meeting with Sony representatives last week to discuss our own CD殿堂 and were talking about the idea of its plans in the near few weeks.)

While the PolyGram series will be classified as limited and MC眼里, Petrone said that the advantages of CD should enable it to grow quickly. “We feel the Compact Disc has five or six advantages,” he said. “It’s an optimal sound reproduction, it has 60 minutes of maximum playing time per side, offers complete silence from beginning to end, is not subject to static or dust, it’s pocket-sized, and there is the possibility for visuals also being stored on the disc.”

While optimistic, Petrone sees little analogy between CDs and vinyl LPs, and cassettes and 8-tracks, i.e., the CD and standard cassette “package” will be unlike each other. “We feel the compact disc will be a third world carrier,” said Petrone. “In other words, product will be released on the normal analog LP, on the music cassette and on the compact disc. The 8-track was eliminated by the consumer.”

Greene Appointed — Inter-Magnetics Corp., a worldwide manufacturer of video equipment, has formed an international marketing company to sell video and audio cassettes, tape, computer tape and related electronic products to consumer and industrial markets. Barry L. Greene, who has been with the company for a decade, has been appointed president of Magnetic Tape International. He joins MTI after three years as executive vice president of SICO, of Gardena, Calif.

Cook Named At Blay — The Andre Blay Corporation, has appointed the announcement of the purchase of video sales for the past eighteen months.

Klaassen, Minshull Named At Decca

NEW YORK — Reinhard Klaassen and Raymond P. Minshull have been named president and executive vice president, respectively, of Decca International, London. The appointments were made by PolyGram’s executive vice president, Wim Vogelsang, president, PolyGram Record Operations (PRO), to whom Klaassen and Minshull will report.

A 34-year veteran of the record industry, Klaassen was most recently commercial director and member of the board of Decca Records Co., Ltd., and was in charge of PolyGram’s European operations with operational responsibilities for the company’s London-based Decca International.

Minshull joined PolyGram in 1984 as a sales assistant and representative of the Decca Dutch Supplies Company, where he was named sales manager in 1986. He was then appointed vice president, PolyGram Record Operations (PRO), to whom he reported.

Prior to his appointment as executive vice president, Minshull was director of the classical division of the record department, and a member of the company’s board. He joined Decca in 1957 as a member of the artists department, and was named manager of the classical artists department in 1969.

Klaassen, Wissert To Head A&R For MCA

Los Angeles — Joe Wissert has been named to the post of vice president, A&R, for MCA Records. Wissert will be based at the company’s Los Angeles offices but will also serve as head of its New York office.

Klaassen was most recently president of the World networks division, but he remains responsible for the company’s operations in the U.K. and Europe.

Wissert, a veteran producer, will be responsible for domestic signings for MCA. He will report directly to Bob Siner, president of MCA Records.

Prior to his new appointment at MCA, Wissert served for the last six years as executive vice president of A&R for Liberty Records. He worked with Earth, Wind & Fire and has produced Boz Scaggs and the Isley Brothers.
Commercial Department study, businesses have not used the tax break to buy new restaurant equipment, new jobs and have only increased spending on new facilities and equipment 8.7% over 1981. Projected Tax Incentive is expected to only rise 2.2% in 1982 to a predicted total of $328.6 billion.

Unfavorable Poll
Public doubts that the Reagan Admin's tax cut would appear significant positive effect on the economy as they were

(Columbia 2-82)

As WE SPEAK
HERBIE HANCOCK
(Producers WC 3761)

5 BREAKIN' AWAY

good. We are now planning on opening a new location in the area.

Despite this bleak picture, there is some optimism regarding the long range benefits to businesses and hopes for renewed consumer enthusiasm represented by the tax break.

John Marmaduke said that the Reagan tax cut, as a "slow fix,"
and the consequences for the economy. He said that increased spending on everyday needs and inventory will have an impact on the economic picture.

"From a consumer standpoint, we started projecting our potential sales picture for the summer in March," said Ralph King, president of marketing for the national Record Bar chain based in Durham, N.C.
We felt that, since the economy had really existed. We caught between a rock and a hard place.

"There's no real benefit from the Reagan tax cut for new small businesses," said Bruce Webb, owner of Webb's Department Store in Philadelphia. "A company that grosses $200,000 a year won't feel the effect of the tax cut in terms of leasing money to invest in the business," he explained. "The money saved in taxes might go to pay for the increased operations costs such as gas and electric.

As Simpson put it, "The tax break is not significant enough to turn business around.

The tax break would have been more favorable to us three years ago, when we were making some good money.

Despite the tax reductions granted both businesses and consumers, which were expected to spark consumer spending and business investment, they are adding to the fed's federal budget deficit, which could raise the interest rates diagnosed as the cause of slower business growth.

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One-Stops Adjust To Uncertainty

Kessler, who responded by raising her hands in a gesture that suggested she was being lifted
up. "Some big accounts were in the air and didn't give us
an order. It used to be that people wanted ser-
vice. Now they're looking at price and there's always
someone in the one-stop business who will
get them.

Winn's Weiss has also passed along the
RCA hike. "If customers don't want to pay it,
that's fine, I won't sell it. Why should I have to
pick up their tab?"

Still, Weiss has had to absorb earlier price
increases. "In New York, the competi-
tion is this a pay business. Every time I increased prices
I was forced to back down. Even NARM's two
cents for the 'Gift of Music' campaign; I didn't want to pay
that at all."

Many one-stops are joining retailers in
networks. "It's the only way to go," says Michael
Jackson is refusing to bring RCA product
in. "Every time they raise prices, we lose
customers," he explained. "Here in L.A.,
everyone's on unemployment is at 18-20% and
black teen unemployment is 40-50%. Who's
going to buy records?"

Winn's one-stop account to
support City One Stop in its
boycott of RCA product (Cash Box, June

Satellite Networks
Spur Move To National Shows

by Larry Riggs

NEW YORK—Satellite delivery systems, which enable radio networks to broadcast a better
goodness sound than telephone line
transmitted programming, are beginning to
be available in a variety of FM outlets in the
three 800 area code markets. Three major
websites are already airing such shows, while
others plan to debut them next year. The
programming, ranging from classic movies
to clean comedy, will be aimed at the
national audience.

The existing programs all use the combina-
tion of music, host personality and the hope
of speaking directly to celebrities to attract
households.

One of the first such programs was RKO
RadioShow's "Solid Gold Saturday Night,
which premiered last January. It is hosted by
Dick Bartley, program director of A/C-
formatted WFYR/Chicago, who is also an
actor.

The show originated at WFYR, our o.k.
in Chicago," said Dan Griffin, vice president
and program director, RKO Radio
Networks. "We saw this as an opportunity
going around the country, and we spoke to
Dick about putting the show on the network for
five straight hours on Saturday nights and
he agreed to do it. So far, it has worked out
collectively to attract household.

Solid Gold Saturday Night is transmitted
from a satellite off-air signal to RKO's sub-
link facility in New York via two 15 kHz
backhaul lines. The network then sends it
to 100 affiliates via the satellite. Most of
the stations taking this show are either
Top 40 or A/C stations, although there are
a few exceptions. "WVGC in Miami is an M
station and 670 AM in Detroit is a classic
station to which they decided to take us," said Griffin.

The majority of the music requested on the show is popular songs and oldie hits.

"The music runs from about 1957 to 1970
and, in fact, Dick is now in the process of
compiling a list of the greatest hits of all
time. Dick has just started recording some of
them for a Columbia release," said Griffin.

That Barney's appears in the style of dis
collectors today, rather than that of the
time when the music was big. "Even though
the music comes from that time frame, Dick
uses a more contemporary approach," said
(continued on page 18)

NEWS & REVIEWS

COAST TO COAST

EAST COASTINGS

Paul Simon is putting the finishing touches on a digital album here... The Police has set an August tour date to promote the latest album, "Outlandos d'Amour," which was released in April. The band will be at the Forum in Los Angeles and San Francisco. Although a New York date had originally been scheduled for Aug. 12, F.B.I. considers the band overexposed in the Gotham market and will take a pass. Olga Bolgo will open all dates... More from the Min-
neapolis area, once again the home of the
girls are back (Warhol)"... Pat Benatar's
two female trip ages 16-21. Titled "He's So Dull," the girls are backed by The Time, with
production duties by Prince. Sources close to the group report that the single, culled from the "僵尸" LP, is the disc's least risky offering, which also indicates
as "Nasty Girls" and "Drive Me Wild." Would you expect anything less from a group
that performs in casinos? A&M has inked a deal with singer/songwriter Michael/Jermane/LosYoYa At Jackson... Island has released "Take Where We Belong," a duet by Joe Cocker and "The Mountain Man," for the film An Officer And A Gentleman.

The B-52's are at Compass Point Studio in The Bahamas, where they are
set to go with "Make My Home Where I Hang My Hat" by Texas terror Johnny
Copeland... Hamilback is recording a new}

The POP TOP TRIP

by Larry Riggs

New York—The Top 100 country charts for 1985, as given by Cash Box, have been
published in Congressional Record, and this year's
trends are promising.

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<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Edition</th>
<th>Release Date</th>
<th>Price</th>
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<tr>
<td>1982-07-24</td>
<td>GOLDEN POND</td>
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<td>1982-07-24</td>
<td>MARVEL IS THIS ANYTHING</td>
<td>MCA USA MVM/MER 81940</td>
<td>14/5</td>
<td>$29.98</td>
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</tbody>
</table>

**VIDEO NEW SOFTWARE RELEASES**

**Reno** Cassette – Warner Home Video 70222
- Rental Only

**Rollover**
- Cassette – Warner Home Video 20077
- Rental Only

**The Cat**
- Cassette – Warner Home Video 20077
- Rental Only

**The Colorful Dead: Dead Ahead**
- Cassette – Warner Home Video 34049
- $60.00

**Heavy Traffic**
- Cassette – Warner Home Video 20067
- Rental Only

**The Music of Melissa Manchester**
- Cassette – Warner Home Video 34057
- Rental Only

**The Seduction**
- Cassette – Columbia Pictures Home Entertainment M196
- $59.95

**The Adventures Of The Wilderness Family**
- Cassette – Warner Home Video M203
- $54.95

**Amazing Dobsbears**
- Cassette – Unicorn M13
- $59.95

**Rumpolestillskin**
- Cassette – Unicorn M14
- $59.95

**Pinocchio**
- Cassette – Unicorn M15
- $59.95

**Master Mind**
- Cassette – Unicorn M15
- $59.95

**MTV'S IN THE PINK**
- MTV Video Jockeys
- Alan Hunter (I) and Martha Quinn (I) recently selected 22-year-old Brian James as the winner in the cable network's "MTV Takes You To The Wall" contest. Jones and a friend received a round-trip flight to London for the premiere of the movie Pink Flamingos.

**THE CROW**
- Brian De Palma's 1994 supernatural thriller starring Brandon Lee has been released on videocassette.

**Videodiscs Doings**
- RCA SelectaVision Videodisc, which recently celebrated the production of its fifth million disc some 16 months after the introduction of its CED system, has inked a licensing agreement with PolyGram Pictures for motion picture titles American Werewolf in London and Endless Love with Brooke Shields. MCA Videocassette has had considerable success with the tape versions of both titles and RCA eagerly anticipated their planned fall disc releases (especially in light of the fact that recent StudioCanal vehicles Black Sunday and Clue have been highly popular among RCA's toppressing discs, and it is felt that American Werewolf falls into the same comedy category as the immensely popular Airplane!). American Werewolf should be out, with Richard Gere's mid-Century-Fox effort, The Morning After, to follow in November.

**Music Video**
- When the Chairman of the Board sings, people listen, and when Frank Sinatra opens the 5,000-seat amphitheater in the village of Altes de Chovon in the Dominican Republic Aug. 20, Paramount Video will be there to tape the show for pay television. Not surprising that Paramount got the nod to tape Ol' Blue Eyes’ latest special for pay TV, Altes de Chovon, which was conceived to generate and promote interest in Dominican art, was funded by Gulf & Western Industries, of which Paramount is a subsidiary... Gowers Fields Factory has wrapped production on three separate projects, Fletchwood Mac’s "Hold Me," a conceptual clip directed by Steve Barron (who did the Human League’s ‘‘Don’t You Want Me?’’); an Ozzy Osborne concert special taped at Southern California’s Irvine Meadows for TV and home video use; and a Spill Ecze concert special taped in London which receives its premiere airing on Warner Amex’s MTV. MCA Records has a batch of new videos available concurrently with new releases from such acts as Australia’s The Swingers, L.A.’s The Alley Cats and The Grass Roots, in addition to Enigma’s The Fixx and, coming in early August, The Trees.

**Chrysalis Visuals Close West Coast Offices**
- "We haven’t been given a reason, except that the owners, Terry Ellis and Clive Walters, said it wasn’t what they wanted," said a spokesman for Chrysalis Video Programming Division last week following the demise of the 5-year-old home video company. Chrysalis had shuttered its West Coast offices here in L.A. The general feeling, however, is that the closing was the result of a consolidation move competing the operation in London and New York. More recently, Chrysalis officially entered into a new distribution agreement with independent producer Linda Yeolland. The first scheduled production for the joint venture is reportedly a documentary video on Prince Charles and Lady Diana. Chrysalis Visual has only had three releases thus far (including The Rest Of The Band, directed by Jethro Tull and Now You See It, Now You Don't, a how-to videotape on magic tricks featuring British illusionist Paul Daniels) and, according to sources close to the division, no new projects were in production at the time of the L.A. closing. Three staffers were let go at the L.A. office, which had been operating in Los Angeles for more than 10 years, heading up the record label's video department before moving over. Video production on label promotional clips will continue under the supervision of creative services vice president Roland Young, as will distribution and sales.
TOP 200 ALBUMS

Plant LP Jumps 25 Points To #6 In Second Week Of Release

by Mark Albert and Ken Kirkwood

TOP STORY OF THE WEEK is Robert Plant, who takes a dynamic second-week jump into the Top Ten at #6 bullet from #31. Excellent sales everywhere, led by the Midwest and East. Number one retail reports in Chicago, Cleveland, Cincinnati, Buffalo, Boston, Portland and Seattle. Look for this album to really kick in at the racks in the next couple of weeks.

TOP TEN HIGHLIGHTS - Asia stays at #1 for the fourth consecutive week. The Rolling Stones remain at #2 bullet. The LP continues to gain momentum, but is still a little short... Jumping six points to #3 bullet is Fleetwood Mac. Outstanding retail action in all regions led by the Wall, South and West. The "Hold Me" single moves to #5 bullet from #7 on the Cash Box Top 100 Singles chart. Toto inches up another notch to #5 bullet, thanks to an increase in activity at the rack level... John Cougar moves up to #9 bullet behind the strength of his #1 single, "Born to Be Wild"... REO Speedwagon cracks the Top Ten at #10 bullet, up from #12. Very strong sales out of the Midwest, South and West. Top 15 racks as well.

TOP 100 HIGHLIGHTS - Survivor jumps to #12 bullet, up from #15. Strong retail action in the South, East and Midwest. Top 25 racks as well. Look for the Survivor single, "Eye Of The Tiger," at #12 bullet, to go to #1 next week... Steve Miller takes a nice 11-point jump to #13 bullet. Huge sales out of the West, South and Midwest. Starting to kick in at the rack level. The title single, "Abracadabra," goes to #8 bullet from #11 on the Top 100 Pop Singles chart... Pete Townshend goes to #27 bullet from #32 with good retail on the coast... Crosby, Stills & Nash jumps to #26 bullet, up from #46 in their second week. Doing quite well on the coast and in the West. The "Wasted On The Way" single breaks into the Top 20 at #18 bullet, up from #21... The Rocky III soundtrack jumps 10 points to #29 bullet with retail out of the East, South and Midwest. Top 30 item at the racks... Frank Zappa, #31 bullet, up from #34, is strong in the West, East and Midwest and continues to gain retail strength in the South. The "Valley Girl" single jumps to #71 bullet from #81... Larry Elgart's "Hooked On Swing" jumps to #52 bullet from #36. Exploded at the rack level this week, in some cases a Top Ten item... Chicago moves to #42 bullet from #48 with strong retail out of the Midwest, South and West. Making inroads in the East and at the racks as well... April Wine jumps 10 points to #45 bullet in its third week. Good sales in the Midwest, West and South... The E.T. soundtrack moves to #47 bullet, up from #59, with best retail on the coasts and picking up in the Midwest... Glen Frey goes to #48 bullet, up from #56, with good retail out of the West, Midwest and South... Jeffrey Osborne takes a nine-point jump to #51 bullet. Best sales out of the East, West and South. His Top Five single, "I Really Don't Need No Light," on the Top 100 Black Contemporary Singles chart, is starting to cross over nicely, going to #66 bullet from #75... King Crimson goes to #58 bullet from #68 with moderate sales out of the West and Midwest... The soundtrack to Grease 2 remains a strong Top 15 rack seller... Elvis Costello moves 12 points in his second week to #74 bullet, selling the best in the West, East and Midwest... Judas Priest jumps 23 points to #77 bullet in its second week with strong retail in the South, West and Midwest... Eddie Money goes to #84 bullet from #191 with strong activity out of the West and Midwest. His single, "Think I'm In Love," jumps to #78 bullet, up from #104 on the Pop Singles chart... Leaping into the Top 100 is the soundtrack to Star Trek II. Good sales out of the West and Midwest. Look for this to do well at the racks in upcoming weeks... Joe Jackson picks up to the Top 10 at #89 bullet, up from #108. Fair sales out of the West, East and Midwest.

101 TO 200 HIGHLIGHTS - David Sanborn moves to #105 bullet, up from #115 with retail action in the Midwest and West... Bloodstone takes a nice jump to #106 bullet from #117 with good sales out of the East and South. The LP jumped to #19 bullet from #34 on the Cash Box Top 75 B/C Albums chart... X moves up to #111 bullet from #126 with sales out of both coasts, primarily the West... The Pointer Sisters take a 22-point jump to #119 bullet with good sales out of the South, Midwest and West... Ted Nugent jumps to #122 bullet, up from #149, with good retail out of the Midwest and West... "Love Will Turn You Around" single is #20 bullet on the Top 100 Country Singles chart after only three weeks and is #27 bullet after only four weeks on the Top 100 Pop Singles chart... Pieces Of A Dream debuts this week at #158 bullet with retail out of the East and West. Black Uhuru comes in at #165 bullet with good response in the East and South... The last debut this week is Imagination at #187.

Regional Album Analysis

NATIONAL BREAKOUTS

<table>
<thead>
<tr>
<th>Top 200 Albums</th>
<th>National Breakouts</th>
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</thead>
<tbody>
<tr>
<td>1. ROCKY III</td>
<td>9. HOOKED ON SWING</td>
</tr>
<tr>
<td>2. CROSBY, STILLS &amp; NASH</td>
<td>10. APRIL WINE</td>
</tr>
<tr>
<td>3. FRANK ZAPPA</td>
<td>11. ANNE</td>
</tr>
<tr>
<td>4. JUDAS PRIEST</td>
<td>12. GLENN FREY</td>
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REGIONAL ALBUM ANALYSIS

This listing of records outside the national Top 20 showing steady or upward movement is designed to keep retailers abreast of the latest national sales trends.
Distributors Cautious With Country 45s In Face of Economy, $1.99 List Price

by Tom Roland

NASHVILLE — In the midst of a tight economy, one supplier prices an single to $1.99 list, record one-stops and rack jobbers have taken a more cautious approach in purchasing country 45s. Jukebox operators and consumers are spending less on singles, and the jukeboxes are waiting to buy country product (even with some name acts) until the record is a proven “hit.”

Although record labels tend to agree that single sales are off, there is some disagreement as to how significant the decline actually is. While Joe Galante, vice president, marketing, for RCA, claims that sales are off more than 30%, Roy Wunsch, vice president, marketing, for CBS and Tony Tamburrano, national promotion director for MCA, seem to feel that any drop in sales is of less damaging nature.

Off 30%

“I’d say it’s off a good 30%,” said Galante, attributing most of the decline to the cautious attitude adopted by one-stop and jukebox operators. “I think it’s a combination of the pricing and also the fact that they have video games in there, and that quarter now competes with the jukebox just as albums compete for dollar bills versus a lot of other home entertainment sources. You have to see something in a bar whereas they are out playing ‘Galaxian’ or ‘Pac-Man’ or ‘Defender’ versus playing a record.

In more quarters and dollars headed for alternative entertainment, Galante noted that declining sales have changed the buying habits of one-stops and jukebox operators, making them more cautious of the product they are willing to stock. “With Jamin Records, New Production Unit Bow

LOS ANGELES — Freelance Prods., Inc., and Jamin Records were formed recently by Will Kirkland. The initial release on Jam will be “Sail Away,” the first single from the upcoming “Big Train Rollin’” LP by the group Travis Moos.

The companies can be reached by mail to P.O. Box 1561, Juniper, Fla. 33458 or by calling (305) 746-2222.

SALES

As a result, very few new and developing artists are receiving enough promotional support to sell a product until it has definitely proven its validity through radio play. “The smaller artists are definitely suffering,” he commented. “There’s no doubt about that, but even with the larger artists, you’re not seeing the kind of volume that you would have on a #1 record. Where we used to get 200,000 on a #1 record, now it’s down to 150,000 and, for some records, 125,000.”

Wunsch, however, stated that any drop in sales is not a cause for concern. “I’m finding that the hit single records are selling,” he said. “I’m not seeing a dramatic decline of any type. I’m sure there’s probably some loss due to the nature of the economy, but, from what I’ve been able to determine, it’s not a big difference.”

CBS is the only major label not currently at the $1.99 list price for singles, but Wunsch maintained that that should not materialize any difference between it and other labels. “I tend to think in general that an account that buys from us at one price and RCA at another tends to market their records at the same price,” he said. “I’m speculating on that, I’m sure there are accounts who pass along that type of savings, but I think it’s a little difficult to believe that all of them do.”

Whether or not singles overall are selling at a skid, one source, however, felt that as a result of the tighter economy, the traditionally problematic sales of bar and country singles are being sold less than were a couple years ago or last year at this time,” he noted. “In the past there were accounts that were continuing on that chart.

BREAKOUTS/PLUS PROFIT

Defender Atari CX2609

Chopper Command Activision AX015

PAC-MAN Atari CX2646

Star soften Activision AX016

Yar’s Revenge Activision AX2655

Demons Attack Imagic 3200

Star Strike Intellivision 5161

Haunted House Atari CX2654

Space Hawk Intellivision 5136

Space Invaders Atari CX2632

Space Jockey U.S. Games BC 1001

Super Breakout Atari CX2608

Kablooie Activision AG010

Missle Command Atari CX2638

***Merkhard Furniture***


*COMPILED FROM: Atari — Phoenix • Disc-O-Mat — New York • Sound Video, Utica • Chicago • Melco • St. Louis • Everybody’s • Rec-Feeds • Video Disc-Plus • Los Angeles • Gameco • Video Games R Us • Chicago • Movies To Go • St. Louis • Sound Warehouse • San Antonio • Sears • Atari Advantage • Dallas • Star Video • Lone Star • Sound Warehouse • Show Industries • National • Tower • Sacramento • Radio Dealers • Midwest • Fix Box • Phoenix • Detroit • Columbus • Big Apple Records • Denver • Warner • Indianapolis • Grey’s • Virginia

Heavy Sales

BROKEN CHAINS/WHAT’S IN STORE

FOREGROUND TO THE STORE — Audio Environments Inc. (AEI), the supplier of forensic music to over 8,000 national accounts including airlines, restaurants, hotels and motels, and dental offices, has expanded its involvement in record promotion to the retail level (Cash Box Ap-ril 10). Ellen Netlich, AEI’s director of promotions, reports that the company, which licenses original artist music from labels for in- clusion in tapes distributed to its accounts, has its first tie-in with a record retailer. The promotion involves playing Aria artists on a new Wild West clothing store chain. There are 35 of the stores in Southern California, which cater to teens and young adults, and all will feature Air Supply, Halcyon 100, Alen Parsons and Elvis Manchester on their in-store sound systems. Display materials and other materials will also draw attention to these ads, with coupons attached to ease selling a bunch off the artists’ singles at any Music Plus outlet. Netlich expects more retail tie-ins in future promotions and is looking for a way to engage patrons at restaurant accounts in im- pluse buying at record stores.

50,000 TOTO POSTER CONCERTS CAN’T BE WRONG — Columbia Records has printed up 50,000 Toto concert posters as prizes in retail and radio contests supporting the current “Toto IV” LP and summer tour. Already involved are Atlanta’s Turtles chain and station WZYZ, and Cleveland’s in-store sound system WCLG. Other markets where the contests will run are Washington, D.C., Chicago and Los Angeles. Additional prizes include Toto/Adidas warm-up jackets, Toto catalogs and special posters autographed by the band. Those interested in participating are asked to contact Ron Oberman of Columbia at (312) 856-4700.

THE CAVAGE PATCH — Cavige recently teamed with station “97 Rock,” WGRF-FM in Buffalo, in “Dancing in the Streets at the World’s Fair” contest, which last week awarded the grand prize winner round trip airfare and hotel accommodations in Knoxville, Tenn., to see Van Halen in concert, as well as visit the 1982 World’s Fair. Entry blanks were included in radio remotes at random drawings at the station. The contest winner was given 97 minutes to call in and claim the prize following the specified draw- ing time. Other drawings were then held to give away 25 first prizes consisting of a 97 Rock/Van Halen beach towel and “Down and Left” LP, with winners also being notified. Cavige, along with station WZRS, is also sponsoring a “Valley Girl Night” at Uncle Sam’s nightclub in Buffalo. In searching for the “Valley Girl of Western New York,” the stores are using large “Valley Girl” displays along with in-store displays in the video and record department and will do a Moon Unit Zappa “Valley Girl” impersonation on stage. The grand prize winner gets a pedicure, pedi-cure body wrap and face lift from Derwald’s Head-To-Toe health center. The winner and runners-up get copies of the Frank Zappa book “Strip Arriving Too Late to Save a Drowning Witch” album. As for that face life, Cavige/John Grando! insists that it will be included in the first prize “only if she wants it.”

DOCTORS ORDERS — Milwaukee’s Radio Doctors recently celebrated the first anniversary of its classical outlet by opening the store a couple hours earlier than its regular 11 a.m. Sunday starting time to its 4,000 classical male customer base. Orders were placed at the store, which attended received coffee and donuts to sweeten the wholesale prices offered on classical product during the two-hour period. Merchandising coordinator Wendy Birky reports that “the cash register line ran around the store, with customers carrying half a dozen albums in their hands.” A second register from the pop store had to be rushed over to handle traffic. . After several delays, Radio Doctors’ promotions are finally taking place this week. The week-end event will have various health-related demonstrations on a stage set across the current crowd, and “anything remotely wearable” will be put on sale . Radio Doctors and Columbia Records are sending the winner of a drawing to the Hollywood Bowl to see Toto. Be eligible for the drawing, entrants must correctly identify scrambled bits of seven Toto songs played on station WKT.

*COMPILED FROM: Atari — Phoenix • Disc-O-Mat — New York • Sound Video, Utica • Chicago • Melco • St. Louis • Everybody’s • Rec-Feeds • Video Disc-Plus • Los Angeles • Gameco • Video Games R Us • Chicago • Movies To Go • St. Louis • Sound Warehouse • San Antonio • Sears • Atari Advantage • Dallas • Star Video • Lone Star • Sound Warehouse • Show Industries • National • Tower • Sacramento • Radio Dealers • Midwest • Fix Box • Phoenix • Detroit • Columbus • Big Apple Records • Denver • Warner • Indianapolis • Grey’s • Virginia

Heavy Sales

* Excludes T-Shirt & Peripheral

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Ash Box/July 24, 1982

17
Satellite Webs: Enabling Radio To Run National Call-Ins

(continued from page 14)

Griffin. "He's not just another doo-wop jock.

Another telephone call-in show that received attention was A/C format 90-minute Barry Manilow special on CBS's Radioactive on May 22, and combined his station with the Lib壤 "We've been helping Barry for years now," marketing and promotions Director Leslie Corr, told the radio show, "and this is just another way of thanking him for all that he's done, so we were very happy to do it.

"The show started from out of my head," said Leslie Corr, Radioprograms program director. "We had wanted to offer something special for Barry for a while, and this was the perfect opportunity." Corr added that Manilow was doing a songwriting seminar in Los Angeles, and "he was just coming back from the seminar when we started planning the show."

"I'm sure he was happy to have his fans call in and talk about his music," said Corr. "And it was a great way for us to reach out to our listeners and share their passion for Barry's music."

RadioWebs is also helping to broadcast national call-in shows for advertisers, such as the recent "Call for Action" program hosted by NBC's "Today Show" host Matt Lauer.

"This program is a great opportunity for advertisers to reach out to their target audience," said RadioWebs' president, John Davis. "And it's also a great way for listeners to have their say on important issues.

"We're excited to be able to offer this service to our clients and listeners alike, and we look forward to continuing to grow our call-in shows in the future."

Country, B/C Up In Houston, Down In Dallas Arbs

NEW YORK — Results of the Spring 1982 Arbitron rating period that ran from March 18 to June 9 reflect mixed results in A/C format.

B/C country stations saw an increase in listenership compared to last fall, while B/C country stations saw a slight decrease.

There was no clear winner in the format's market share, with some stations experiencing growth and others experiencing a decline.

In Houston, for example, Classic Rock station KTRH saw a 3% increase in listenership, while Country station KKBK showed a 2% decrease.

In Dallas, B/C format station KSLD saw a 7% increase in listenership, while B/C country station KLTV showed a 5% decrease.

Overall, it was a mixed bag for the format, with some stations experiencing growth and others experiencing a decline.

The key takeaway from this spring's Arbitron ratings is that the A/C format is still a popular choice among listeners, with some stations enjoying increased listenership and others facing a decline.

FOR YOUR EARS ONLY — After her concert at San Diego's Fox Theater, teen pop star Shania Twain received a standing ovation and a standing Ovation award for her performance.

”Twain was said to be 'grateful' for the audience's support, and to have been 'awed' by the show's atmosphere.

For SAG, this was a win-win situation, as it gave them a strong platform to promote their message and build their audience.

For the audience, it was a great night to see one of their favorite artists perform live, and to be a part of something bigger than themselves.

For Twain, it was a chance to connect with her fans and give them a memorable experience that they would never forget.
# 1 MOST ADDED

1. GLENN FREY • NO FUN ALoud • ASYLUM
2. GENESIS • THREE SIDES LIVE • ATLANTIC
3. JUDAS PRIEST • SCREAMING FOR VENGEANCE • COLUMBIA
4. MEN AT WORK • BUSINESS AS USUAL • COLUMBIA
5. THE STEVE MILLER BAND • ABACADABRA • CAPITOL

# 2 MOST ADDED

1. THE ROLLING STONES • STILL LIFE • ROLLING STONES/ATCO
2. RED SPEEDWAGON • GOOD TROUBLE • EPIC
3. THE MOTELS • ALL FOUR ONE • CAPITOL
4. EDDIE MONEY • NO CONTROL • COLUMBIA
5. SPYS • EMI AMERICA

# 3 MOST ADDED

1. ELVIS COSTELLO & THE ATTRACTIONS • IMPERIAL BEDROOM • COLUMBIA
2. JOHN COUGAR • AMERICAN FOOL • RIVA/POLYGRAM
3. MARSHALL CRENshaw • WARNER BROS.
4. CROSSLEY, STILLS & NASh • DAYLIGHT AGAIN • ATLANTIC
5. FLEETWOOD MAC • MIRAGE • WARNER BROS.

# 4 MOST ADDED

1. ASIA • GEFFEN
2. GARY U.S. BONDS • ON THE LINE • EMI AMERICA
3. THE ALLAN PARSONS PROJECT • EYE IN THE SKY • ARISTA
4. THE SPECIAL FORCES • A&M
5. TOTO • IV • COLUMBIA

# 5 MOST ADDED

1. A FLOCK OF SEAGULLS • JIVE/ANISTRA
2. APRIL WINE • MUSIC POWER PLAY • CAPITOL
3. ROBERT PLANT • PICTURES AT ELEVEN • SWAN SONG/ATCO
4. 38 SPECIAL • SPECIAL FORCES • A&M
5. PETE TOWNSHEND • ALL THE BEST COWBOYS...ATCO
Distributors Cautious With Country 45s In Face of Economy, $1.99 List Price

(continued from page 17)

counts and one-stops in general that were willing to take a little risk earlier on records like that, but they're probably less prone to take those early risks now. With developing acts, there's no doubt about it: they will wait to see results. But with established artists, it's a different matter.

Like Galante, Wunsch felt that jukeboxes will be programmed in the near-future, if they are programmed at all, in a new wave of programing tendencies of radio. "In a whole lot of markets, there's a high impact of oldies on radio playlists," he commented, "so I think you're going to see a little higher degree of oldies staying on a jukebox. A jukebox operator, like a one-stop, has a risky business. His job is to pull quarters and half-dollars, so he wants a high rate of a sure thing as that playlist on the box is concerned. I think that strictly going along with what radio is playing. Radio is playing a high degree of oldies, so jukeboxes will have a high degree of oldies on their lists." Changing Tactics

According to Tony Tamberlin, distributors are exercising a heavier reorder pattern. "They're ordering just what they have to have," he said. "If a one-stop orders 100 Kenny Rogers records and that day he sells 100, instead of ordering 500, he'll order 100 a day for five days.

While country singles constitute some 80% of sales of 45s for Seaport in Portland, Gillis said they see the confirmation of what he was not as brisk as they were two or three years ago. She said that many establishments that were not including jukeboxes because of the royalties they had been forced to pay through a Copyright Royalty Tribunal ruling, had changed their musical entertainment sources and were relying on radios in their stores. The jukebox operators who remain are much less prone to purchase a single than they were before the box. "With radio, the price increase, they're being a lot more careful about what they buy," she stated.

"Before they would just buy it if it was on the charts; now they more or less have to listen to it." Predictably, Seaport has become more cautious in its buying habits. "On a new artist I usually don't buy it right away unless I've heard it and I think it's going to do well," she said. "With an established artist I'll buy it, but it doesn't depend on who the artist is. On a Willie Nelson, of course I'm going to buy it, but as far as quantity goes, I'll buy maybe 200 to begin with. Two years ago I probably would have doubled it. With the price increases and the budget I can only buy so much.

Mike Hig in Denver has been selling mostly to specialty shops, but with fewer purchases being made and a high rate of returns, Tim Stephenson has reduced his purchase quantities by 50%. "Two years ago I might have started out with 1,000," said Stephenson. "Now maybe I'll go 500 and see how it goes. I can always reorder. A single that's selling well will bring back even more because of the economics and the price of singles. "I'm a little leery to go on records unless they've got a lot of airplay," he said. "Even with a known artist, I'll wait for the airplay in my marketplace. I've always done that, but sometimes when it was a known artist like Kenny Rogers, I'd go on it right away. Now I wait for the airplay. If I don't have the airplay, I don't sell records, and, at $1.99 a record, that's a lot of money to have returns."

The only distributor reach who had not experienced a decline in volume of country product was Central South in Nashville. "It seems like our one-stop has been selling just as many and maybe more country singles a year, I would have gone on true on the pop side, but sold country singles real well. I'm not sure whether that's just our customers, the areas they're in, or what it is, but we've always sold country well, and I haven't seen any drop, maybe even a small increase."

Central South is stacking smaller quantities of singles. "We've cut back on even the name artists, so that we don't get stuck with a lot because of the returns policy," he said. "We're maybe being a little more conservative in general."

Mandrell, Davis Back
As CMA Co-Hosts

NASHVILLE — Barbara Mandrell and Mac Davis have been tabbed for the third consecutive year as co-hosts of the Country Music Assn. (CMA) awards show, scheduled for Oct. 11. Sponsoring by Kraft, Inc., the nationally televised ceremony, which emanate from the Grand Ole Opry, will begin at 8:30 p.m. Central Standard Time.

"With the professionalism of our hosts and the wide variety of talent of the major stars, all of us are enthused about the production values inherent in this fall's awards show," said Irving Waugh, executive director of the CMA. "It will be a show of excellence, a show of country music."

Mandrell is the only artist who has won the CMA entertainer of the year award twice.

STATLERS HOST BIGGEST 4TH YET — Some 65,000 fans from 45 states and 10 foreign countries attended the Statlers Brothers 13th annual Happy Birthday U.S.A. celebration in the ground's hometown of Staunton, Va. Jerry Reed was the special guest for the festivities, which also included a host of events such as a morning parade, softball and appearances by his old band the Statler Brothers.

During a tour of their offices, two members of the act pointed out various gifts from fans that adorned the office walls to producer Kenny Kennedy. Pictured are (l-r): Kennedy, and Statlers Brothers Don Reid and Phil Balsley.

STATION PROFILE
WWNC/Asheville: Bringing In The Numbers With A 'Down Home' Style

by Tom Roland

NASHVILLE — Operating with a format that music director Wiley Carpenter calls a "throwback" to the earlier days of radio when the medium was a more personal and looser formatted communication vehicle, WWNC has established its product at its #1 ranking in its market since 1969, currently holding down a 39.2 share of the western Carolina market.

Behind the guidance of general manager/vice president Sheldon Summervill and program director Dave Clenean, the half-station-owned station has worked hard to maintain its status as the market's top dog by emphasizing an awareness of its community and listeners.

"We've always tried to be a leader rather than a follower," says Carpenter. "We don't listen to another radio station and say, 'We're going to do that.' We've tried to do it the way we're trying to do it is shape our sound to the audience that we work with. We get out into the area and find out what people think, that's a good way we think about it, and that's what we do.

Personality Stressored

As a result, WWNC has stressed personality in its programming, developing a number of broadcast characters (which some call "throwback") who come by the station regularly, such as Danny, an aspiring star who leads a band called the Rippeus, and a cleaning lady named Betha who is constantly annoying Scoot Rhodarmer, the station's morning man. The maintenance man also has his "Cloudy Callman Weather Forecast," every afternoon, even though the audience is well aware that he is not a meteorologist.

The characters are just a small part of the station's efforts to cater to the community and keep in close touch with its citizens, an effort that begins at the top of the management structure. "Our station manager puts on his jeans and visits restaurants all over western Carolina and just listens to people," says Carpenter of Summervill. "He's very into this thing, and he works very hard at it. He goes out to experiment, he listens to people on the street and he'll listen to us.

We made a name in this station.

As a result, WWNC has become somewhat of a "Fun" station, incorporating amusing points into much of its programming. A recent holiday promotion was developed as a joke on the air while one of the DJs was talking about ugly pickup trucks. An ensuing "Ugly Pickup Truck Contest" brought 90 entries with all-dilapidated vehicles in a promotion that ensured that the contestants would have a good time. "We feel like all our contests should be fun," explains Carpenter, "something that most people can get involved with and have fun. Everything we do is something that we think of the audience first.

After examining the audience, they discovered that the region has a strong taste for southern gospel music and, as a result, the station plays one or two

Lively Agenda Set For Talent Buyers Seminar

NASHVILLE — Six 90-minute panels on a variety of topics ranging from artists' contracts to the role of the road manager to ins-and-outs of satellite technology for radio will highlight the 1982 Country Music Assn. (CMA) Talent Buyers Seminar. Set for Oct. 12 at the Hyatt Regency Hotel, the Talent Buyers Seminar will also feature a mini-seminar, a "rap" session and over 40 other events.

Panels include: "If We Make It Through December," moderated by Wayne McCoy, Eastern States Exposition, and covering writing to: Talent Buyers Seminar, Country Music Assn., P.O. Box 2229, Nashville, Tenn. 37202, or by calling (615) 833-2121.

Other panels include: "King of the Road," a panel by Stan Moore of "Sunset," a cover for the road manager's "You Can't Be A Beacon If Your Light Doesn't Shine," a session on concert promotion led by Joe Sullivan, Sound Seventy Productions, and "What A Difference You've Made In My Life," a rap session.

Registration forms have been mailed according to Bette Kaye, chairman of the event. Registration is $150 for the event, but $100 for registrations in before Sept. 3. For additional information, contact Kaye by calling (615) 833-2121.

Cash Box/July 24, 1982
THE COUNTRY COLUMN

FIFTEEN VIE FOR HALL OF FAME INDUCTION — Fifteen candidates have been selected as finalists for the Country Hall of Fame in 1962, from which three will be inducted this year. The hall currently features 35 members, selected each year by an anonymous panel of 200 voters who have been involved in country music for at least 15 years. Nominees this year include country music legends Herb Jeffery, Hank Williams Jr., and Loretta Lynn.

WSM FIGHTS FOR OPRAH TRADEMARK — WSM, Inc., which owns the Grand Ole Opry, began a battle in Kansas City recently over the rights to the term “Opry” in a legal confrontation with Dennis Hilton, who owns the Country Shindig Opry at Lake of the Ozarks in Missouri. WSM, with the support of witnesses Roy Acuff, Minnie Pearl, and Porter Wagoner, is contending that the connotations of Hilton’s terminology are a misrepresentation and that the general public is likely to believe that the Grand Ole Opry in some way connected with Hilton’s enterprise.

FIRST BLUEGRASS DJ CONVENTION SET FOR SEPTEMBER — The first National Bluegrass Music Disc Jockey Convention and Bluegrass Music Awards have been set for Sept. 22-23 in Lexington, Ky., featuring bluegrass seminars and workshops for both artists and disc jockeys and performances by some of the nation’s top bluegrass performers. The event culminates with the presentation of the Bluegrass Music Awards, Sept. 21. For more information call the convention headquarters at the Best Western Continental Inn at Lexington, Ky., (606) 290-3081.

HALL SETS TAPINGS FOR COUNTRY CLUB SHOW — Tom T. Hall’s television show, “Poal Goes The Country,” recently began tapings for some new segments with a new name, “Tom T.’s Poal Goes The Country. Reportedly, the show will feature a wide variety of guest performers and take on a more country music atmosphere than previous shows filmed at Opryland’s Gaylord Theatre. Artists who have recently included Sylvia, John Conlee, Randy Parton, Chet Atkins, Kipp Barbra, Bob Randolph, Minnie Pearl, Mel Tillis, Reba McEntire, Wendy Holcomb, and Jerry Ford, among others. The program is currently in its ninth year of production under the guidance of show producers.

FARMER BLUES BOX WRITES FIRST NEJA AWARD — The first National Entertainment Journalists Association (NEJA) award for top trade journalist was shared by Jennifer Bohler and Ed Morris. Bohler, former Nashville editor for Cash Box, was honored at the organization’s ceremony at the House of Blues Motor Inn July 8.

THE TOP 75 COUNTRY ALBUMS

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>MCA-5318</th>
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<tr>
<td>1</td>
<td>MOUNTAIN MUSIC</td>
<td>Bobby Bare</td>
<td>Columbia</td>
<td>7/17</td>
<td>123</td>
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<tr>
<td>2</td>
<td>WAITIN’ FOR THE SUN TO SHINE</td>
<td>The Blackboard Quartet</td>
<td>Epic</td>
<td>7/17</td>
<td>322</td>
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<td>3</td>
<td>ALWAYS ON MY MIND</td>
<td>Willie Nelson</td>
<td>Columbia</td>
<td>7/17</td>
<td>322</td>
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<tr>
<td>4</td>
<td>BLACK &amp; WHITE</td>
<td>Sam Smiley &amp; Mandrell</td>
<td>RCA</td>
<td>7/17</td>
<td>44</td>
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<tr>
<td>5</td>
<td>BIG CITY</td>
<td>Merle Haggard</td>
<td>Epic</td>
<td>7/17</td>
<td>58</td>
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<tr>
<td>6</td>
<td>INSIDE</td>
<td>Boz &amp; Chuck</td>
<td>Reprise</td>
<td>7/17</td>
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<td>HIGH NOTES</td>
<td>Hank Williams, Jr.</td>
<td>RCA</td>
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<td>HEARTBREAK EXPRESS</td>
<td>Dolly Parton</td>
<td>RCA</td>
<td>7/17</td>
<td>95</td>
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<td>9</td>
<td>LISTEN TO THE RADIO</td>
<td>Don Williams</td>
<td>MCA</td>
<td>7/17</td>
<td>15</td>
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<td>10</td>
<td>QUIET LIES</td>
<td>John Newton</td>
<td>Capitol</td>
<td>7/17</td>
<td>99</td>
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<td>11</td>
<td>NUMBER ONES</td>
<td>Conway Twitty</td>
<td>RCA</td>
<td>7/17</td>
<td>99</td>
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<td>12</td>
<td>SOMEWHERE IN THE STARS</td>
<td>Rosemary Clooney</td>
<td>Columbia</td>
<td>7/17</td>
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<td>13</td>
<td>BLACK ON BLACK</td>
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<td>INSIDE AND OUT</td>
<td>Lee Greenwood</td>
<td>RCA</td>
<td>7/17</td>
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<td>15</td>
<td>BOBBY'S BALE</td>
<td>Oak Ridge Boys</td>
<td>BSK</td>
<td>7/17</td>
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<td>WILLIE NELSON’S BIGGEST HITS</td>
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<td>FEELS SO RIGHT</td>
<td>Alabama</td>
<td>RCA</td>
<td>7/17</td>
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<tr>
<td>18</td>
<td>JUST SYLVIA</td>
<td>T.G. Sheppard</td>
<td>RCA</td>
<td>7/17</td>
<td>23</td>
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<td>19</td>
<td>THE PRESSURE IS ON</td>
<td>Hank Williams, Jr.</td>
<td>Warner Bros.</td>
<td>7/17</td>
<td>27</td>
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<td>20</td>
<td>WINDOWS</td>
<td>The Charlie Daniels Band</td>
<td>Epic</td>
<td>7/17</td>
<td>25</td>
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<tr>
<td>21</td>
<td>SOME DAYS IT RAINS ALL NIGHT</td>
<td>Sonny &amp; Cher</td>
<td>Columbia</td>
<td>7/17</td>
<td>25</td>
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<tr>
<td>22</td>
<td>LAST TRAIN TO HEAVEN</td>
<td>Charlie Rich</td>
<td>Gold Star</td>
<td>7/17</td>
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<td>23</td>
<td>STILL THE SAME OLD ME</td>
<td>George Jones</td>
<td>Epic</td>
<td>7/17</td>
<td>31</td>
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<td>24</td>
<td>THE DUKES OF HAZZARD</td>
<td>A &amp; R Records</td>
<td>7/17</td>
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<td>25</td>
<td>JUST NINETY NINE</td>
<td>Bobby Bare</td>
<td>Columbia</td>
<td>7/17</td>
<td>32</td>
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<td>26</td>
<td>THE DAVID FRIZZELL AND DAVID RAY WELCH ALBUM</td>
<td>Western Bros./Viva</td>
<td>7/17</td>
<td>33</td>
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<td>27</td>
<td>POXY PACKIN’ MAN</td>
<td>Roy Acuff</td>
<td>Decca</td>
<td>7/17</td>
<td>35</td>
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<tr>
<td>28</td>
<td>LOVE TO BURN</td>
<td>Tommy Tipton</td>
<td>Epic</td>
<td>7/17</td>
<td>37</td>
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<td>29</td>
<td>SOFT TOUCH</td>
<td>Tommy Tipton</td>
<td>Epic</td>
<td>7/17</td>
<td>39</td>
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<td>30</td>
<td>LOVE TURN YOU AROUND</td>
<td>Kenney Bonsanto</td>
<td>Liberty</td>
<td>7/17</td>
<td>54</td>
</tr>
</tbody>
</table>

SINGLES TO WATCH

BILLY PARKER & FRIEND — I’ll Ever Need a Lady — (Soundwaves SDS/54-4768)
RAY PRICE — Those Bridges Are Gone — (Dimension DS 1035)
WAYNE MASSEY — It Should Have Been Easy — (MCA MCA-5202)
TOMMY BELL — Every Now And Then — (Gold Sound GS-8011)

ANOTHER CHART RECORD FOR VINCE & DIANNE HATFIELD

THANKS FOR YOUR SUPPORT!

“I’LL HAVE TO SAY I LOVE YOU IN A SONG”

PROMOTION BY: MIKE BORCHETTA • JACK PRICE • ED KEELEY

88*
<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Chart Peaks</th>
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<td>You're Gonna Love Me</td>
<td>Charlie Daniels</td>
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<tr>
<td>I'm Gonna Get A Wino To Decorate Our Home</td>
<td>Charley Pride</td>
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<tr>
<td>Love Will Turn You Around</td>
<td>Charley Pride</td>
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<tr>
<td>Ain't No Money</td>
<td>Charley Pride</td>
<td>13</td>
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<tr>
<td>Dancing Your Away</td>
<td>Charley Pride</td>
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<td>Please Don't Go Home</td>
<td>Charley Pride</td>
<td>33</td>
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<tr>
<td>Loves Been a Little Bit Hard on Me</td>
<td>Charley Pride</td>
<td>11</td>
</tr>
<tr>
<td>I'll Be Loving You</td>
<td>Charley Pride</td>
<td>15</td>
</tr>
<tr>
<td>Don't Fool Me Anyway</td>
<td>Charley Pride</td>
<td>33</td>
</tr>
<tr>
<td>Love's Got A Mind Of Her Own</td>
<td>Charley Pride</td>
<td>32</td>
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<tr>
<td>I've Got You (I Don't Want Nobody Else)</td>
<td>Charley Pride</td>
<td>30</td>
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<tr>
<td>I'm Gonna Get A Wino To Decorate Our Home</td>
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</tr>
<tr>
<td>I've Got You (I Don't Want Nobody Else)</td>
<td>Charley Pride</td>
<td>30</td>
</tr>
</tbody>
</table>
**THE COUNTRY MIKE**

**CHARLOTTE COUNTRY GOES TO SATCHELLITE** — WIST/Charlotte recently made the move away from live country radio in favor of the Burkhardt/Abrahams’ Satellite Music Network and the current format reduced its daily air time to 18 hours. Past WIST PD Bob Grayson sees the shift as another management decision to go with outside consultants who favor the streamlined satellite approach instead of live personalities to steer the station. Grayson is now in the market for a similar position at another station. He can be reached at (704) 542-6412.

**PROGRAMMER PROFILE** — While she was a student at the University of Texas at Arlington, Cathy Martindale took a clerical job at a local broadcasting school and discovered that radio could be a lot more exciting than typing. So she decided to try to get on the air and applied at her favorite station at the time, KSCS/Ft. Worth, where she was promptly hired. From that day in 1974, Martindale has worked at KSCS, and in 1975, Martindale held her current position as a general contractor. During this period she also worked part-time at KBOX/Dallas when she wasn’t building and/or writing in her limited spare time.

**DENVER TO CHEYENNE RETREAT** — Country KRBO/Denver prepares to open a new housing development in the city of Cheyenne, Wyoming. The city of Cheyenne is currently home to a number of country radio stations and a large number of dedicated country radio listeners.

**NEW MANAGEMENT FOR BOSTON STATION** — WDLW/Boston will chart the station course under the new management of the Aragon Corp., which recently acquired the Boston country station. According to Duncan Stewart, the new management plans to make changes in the station’s format or personalities, but will work to improve the station’s promotional events and advertising functions.

**LOUISIANA STATION JOIN NBC NETWORK** — KMV/Pineville, La. has become an affiliate with the NBC Radio Network according to Meredith Woodard of NBC. The Sunbelt Broadcasting station will carry regular news broadcasts and networks features.

**WILLIAMS NAMED NEW MD AT KOKO** — Tim Williams, former Cash Box Country chart editor, has been named the new music director for KOKO/Austin, according to operations manager Mike Richardson. Williams will handle his new position along with retaining his 16 a.m.-2 p.m. daily on-air program and asks that any music calls use KOKO’s separate music line at (512) 454-7540.

**CELYANDE COUNTRY LOOKS FOR THE UGLIEST** — In association with the Ceylande Broadcasting Co., the station recently awarded the title of the “ugliest” bartender in the northern Ohio area. Bartenders in a four-county area were asked to vote one vote for every 25 cents collected. The bartender who collected the most money will be the chosen one. The winner of this competition will be given a grand prize of a trip for two to Las Vegas.

**PROGRAMMERS PICKS**

- **Don Walton**
  - KFH/Wichita
  - I Just Came Here To Dance — David Frizzell & Shelly West — Warner/Viva

- **Kevin Ireland**
  - WWN/Coldwater
  - Love Busted — Billy "Crash" Craddock — Capitol

- **Al Hamilton**
  - KEBC/Oklahoma City
  - Are They Gonna Make Us Outlaws — Again — James Taylor — Oak/Curb

- **Stan Davis**
  - VWAM/Altona
  - If My Heart Had Windows — Amy Woolley — MCA

- **Don Hallander**
  - WDXE/Lawrenceburg
  - Livin’ Our Lives Away — Dave Rowland — Elektra

- **Glen Garrett**
  - WCOS/Columbia
  - Put Your Dreams Away — Mickey Gilley — Epic

- **Tom ‘Cat’ Royster**
  - WCW/Warrington
  - Operator — Tennessee Express — RCA

- **David Macoy**
  - WJO/Jackson

- **Jerry Adams**
  - KFDI/Wichita
  - Song Of The South — Tom T. Hall & Earl Scruggs — Columbia

- **Buddy Covington**
  - KNUZ/Houston
  - I’m Drinkin’ Canada Dry — Burrito Brothers — Curb

- **Kevin Herrling**
  - WWW/Detroit
  - Down The Drain — Gary Morris — Warner Bros.

- **Pam Green**
  - WHN/New York City
  - It Should’ve Been Easy — Wayno Massey — MCA

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**WWNC/Asheville: Bringing In The Numbers With A ‘Down Home’ Style**

(continued from page 20)

The station’s current rotation, however, is a fairly sizeable one — 57 numbered titles on the playlist plus 30-40 extra. According to Carpenter, the records still receive a substantial rotation. “During the daytime it does get past the ‘50s because we do have a lot of commercials,” admits Carpenter. “That always goes with success, but at night and overnight we have a lot of time to play records.”

WWNC’s share of the market sounds unbelievable when one realizes that the town also boasts another country station, WISE/Greensboro, which penetrates the market with its signal. Between the three of them, country’s share of Asheville listenership is somewhere around 50%, and, in the mornings, Rhodamer’s share alone is a whopping 56%.

**Unconventional Approach**

“He breaks probably every rule that modern broadcasters say you shouldn’t,” notes Carpenter, “and people love it. He reads the obituary column from the morning newspaper, and the first 30 minutes he’s on the air he does not play a single record. He takes important things from the paper and reads them. It’s been a tradition for years.”

Even though the station enjoys an overwhelming popularity within the community, Carpenter is quick to point out that the management team takes a careful look at everything that goes over the air. “You have to be a part of the community,” he insists. “You don’t put yourself above it. We are very strict about what we do play on the air.”

The Radio Ranch is the site for a diverse lineup of jokes behind the microphone. Rhodamer, who has had a long association with the station for 25 years, is followed in the morning by 64-year-old Fred Brown. Randy Houston takes the wheel while 21-year-old John Anderson handles the mike during the late evenings, and 65-year-old Bill Hancock does the all-night segment.

**MOST ADDED COUNTRY SINGLES**

1. I DON’T KNOW YOU COULD BREAK A BROKEN HEART — JOE STAPLEY — EPIC — 22 ADDS
2. DREAMS COME TRUE — GARY MORRIS — WARNER BROS. — 17 ADDS
3. GET INTO REGGAE COWBOY — THE BELLAMY BROTHERS — ELEKTRA — 15 ADDS
4. LOVE BUSTED — BILLY "CRASH" CRaddock — CAPITOL — 15 ADDS
5. I JUST CAME HERE TO DANCE — FRANZIE & SHIRLIE WEST — WARNER/VIVA — 14 ADDS
6. SHE GOT THE GOLDMINE — JERRY REED — RCA — 13 ADDS
7. I’M DRINKIN’ CANADA DRY — BURRITO BROTHERS — CURB — 13 ADDS
8. THIS DREAM’S ON ME — GENE WATSON — MCA — 12 ADDS
9. LET US MAN AROUND THE HOUSE — KIERAN KANE — ELEKTRA — 12 ADDS
10. SOME OF MY BEST FRIENDS ARE OLD SONGS — LOUISE MANDRELL — RCA — 11 ADDS

**MOST ACTIVE COUNTRY SINGLES**

1. LOVE WILL TURN YOU AROUND — KENNY ROGERS — LIBERTY — 55
2. WOMEN DO KNOW HOW TO CARRY ON — WAYLON JENNINGS — RCA — 46 REPORTS
3. FOOL HEARTED MEMORY — GEORGE STRAIT — MCA — 44 REPORTS
4. DANCING YOUR MEMORY AWAY — CHARLY McClAIN — EPIC — 42 REPORTS
5. WHATEVER — THE STATLER BROTHERS — MERCURY/POLYGRAM — 39 REPORTS
6. BIG OLE BROW — MEL McDANIEL — CAPITOL — 38 REPORTS
7. YOU TURN ME ON I’M A RADIO — GAIL DAVIES — WARNER BROS. — 37 REPORTS
8. SHE’S PLAYING HARD TO FORGET — EDDY RAVEN — ELEKTRA — 36 REPORTS
9. WHAT’S FOR SORE — MICHAEL MURPHY — LIBERTY — 36 REPORTS
10. ARE WE REALLY CHEATIN’ — MOE BANDY — COLUMBIA — 34 REPORTS

**SHAWER MEETS ‘AUNT ELOISE’** — During his recent 18-city promotional trek in support of his current single, “Amtrak (And Ain’t Coming Back),” Billy Joe Shawer stopped in WMC/Memphis, where he was introduced to fictitious morning personality “Aunt Eloise.” Pictured at the family reunion are (l-r): Les Acero, program director, WMC; Aunt Eloise; Shawer; and Tom Chalitas, local promotion manager, Columbia.
TOP 75 ALBUMS

1 GAP BAND IV (EPIC/Black Belt Experience/ PolyGram TE 3001) 7/17
2 THROWIN’ DIRT RICK JAMES (Motown/6050GL) 7/17
3 STEVIE WONDER’S NEW PORTRAIT OF SATURDAY I STEVIE WONDER (Motown 259472) 7/9
4 STREET OREA VASHPD & SIMPSON (Motown 122071) 7/9
5 DREAMGIRLS ORIGINAL BROADWAY CAST (Geffen DISH 1001) 6/9
6 KEEP IT LIVE RAY HANSON (Kamper Konk 604ML) 5/19
7 JEFFREY OSBORNE (A&M SP-4858) 8/6
8 PATRICE RUSHEN (Elektra E-10015) 7/14
9 BRILLIANCE (A&M SP 4883) 10/18
10 REUNION (Motown 25960GL) 7/9
11 MY FAVORITE PERSON (Philadelphia KLY/CBS F 279119) 11/9
12 THE OTHER WOMAN RED MC (Epic 3668) 2/23
13 I’M THE ONE SHARON BUCKLEY (Lupine 3668A) 12/16
14 WHO’S FOOLIN’ WHO CAROLINE (A&M SP-3279) 7/19
15 INSTANT LOVE MIKE WILLIAMSON (Columbia GC 36053) 3/17
16 OUTLAW WAR (RCA AFI-14206) 16/20
17 J JUNIOR (Mercury/Motown GRM-1-1043) 17/13
18 SOONER OR LATER LARRY GRAHAM (Warner Bros. 3668A) 18/6
19 WE GO LONG WAY BACK EDDIE FLORENTINE (Eelkee/CBS F 38115) 34/3
20 WINDSOR DISC-O-MAT (Warner Bros. 25961-1) 20/6
21 “O” TRAIN JAMES RUSSELL (Motown 25961-2) 21/24
22 TRUST ME JEAN CAIN (Motown 2601ML) 22/7
23 ALL NIGHT WOMAN ALL NIGHT (Warner Bros. 3668A) 23/16
24 NICIE DEANIE WILLIAMS (A&M/Columbia GC 37952) 14/15
25 HAPPY TOGETHER (RCA AFI-14206) 28/5
26 DOWN HOME ZZ HILL (Eelkee/Mako 7406) 24/24
27 FRIENDS SHALAMAR (Solar/Elektra F 512) 21/23
28 STEAMIN’ HOT THE BAND (Believe In A Dream/CBS F 37954) 29/5
29 SOUP FOR ONE HERBIE HANCOCK (Columbia GC 37952) 36/4
30 NEW DIMENSIONS THE DRAMATICS (Capitol ST-12205) 33/9
31 CURRENT CHARLES ( Epic 36385) 36/8
32 LOVE IS WHERE YOU FIND IT THE WHISPERS (Solar/Elektra E-038) 37/28
33 THE ONE GIVETH THE COUNT TAKEAWAY WILLIAM BROOKS/COLEMAN (Warner Bros. Bsk 3667) 35/10
34 HIRE ME JIMI GREGG AND THE COCONUTS (Econotone DC-35) 40/11
35 SHARING YOUR LOVE JIMI GREGG AND THE COCONUTS (Econotone DC-35) 48/36
36 STRONGER THAN EVER ROBERTA FLACK (Epic F 36053) 26/12
37 THE RHYTHM SECTION - Columbia recording artist Geneve Williams recently stopped by the Disc-O-Mat store in Manhattan to sign autographs and meet numerous fans. Williams’ "Nicey," LP and the newly "Waiting By The Hot Line" single were particular favorites among the fans. Picture of the counter are: (l-r): Williams; Fred Richardson, regional promotion manager, Columbia; and Gloria Bailey, local promotion manager, Columbia.

BLACK CONTEMPORARY

THE RHYTHM SECTION

EBONY ROCKERS — The continuing fusion of black music and rock is becoming more evident as artists that have remained faithful to their roots are finding room for each in their music. Prince, Camero, the Bar-Kays, Rick James and others have remained on the forefront of the music crossover from black music to rock, while the Talking Heads, The Clash, The Police and King Crimson have successfully crossed over into the black music market with their latest LPs. The newest entry into this amalgamation is Devo which, with their quirky new music sensibilities of Spudtunfof, "Niecy." A hard-edged offering than Jackson has delivered in the past, the song, which recently shipped as the first single from the LP, represents a departure from his ballad material and fuses a refreshing energy to the music aband the backing vocals by Devo members. The project’s genesis was in New York last November when Jackson met with Devo members Jerry Casale and Mark Mothersbaugh. All three were at the NBC Live At Five studios where they were to be interviewed. In a conversation prior to the interview, Casale and Mothersbaugh asked Jackson why he had never asked them to perform on one of his LPs — since he liked their music so much. That planted the seed and later Jackson did ask the Rubber City New Traditionalists to perform on the LP. History was made, indeed. But Jackson is not alone in his quest for music variety and freedom, as other black artists are preparing to try their crafts with a harder edge. Fresh from tours with Prince’s band as a bassist, Andre Symone recently signed to Columbia Records, which released his “Livin’ In The New Wave,” the title track from his debut album, last week. Like Jackson, Symone fuses the finer points of R&B with the energy of rock, old and new, for stimulating results. Also like Jackson, Symone includes the traditional ballad on his album, showing variety of purpose. But even these crossover rock tonoros are not alone in the ebony rock derib. A&M Records recently released its first LP by Willis Phoenix, this Dayton native set his sights on rock at age six or seven when he saw Elvis Presley on TV. He went on to front several rock bands in the Ohio area, developing a stylo crossing the new wave posture with a slightly energetic sound of album cover, first impressions, identify him as Rastafarian, given his dreadlocks and Coventry rocker german. But this is rock, pure and uncut. And just as we thought that the madcap, inspired band The Bushboys had slipped off the horizon, here comes the band with a whole new set of songs and a new rhythm. Perhaps the band is a reflection of their sound and “American Workers,” a dying breed. While pop and AOR radio has continually ignored black rockers, the spirit of those adventurous enough to record the music is enduring. More on this one later.

PENINSULA JAZZ — The folks who put on the Monterey Jazz Festival have a special treat for jazz patrons this year. Celebrating their Silver Anniversary this year of promoting jazz as a non-profit venture, the Monterey Jazz Festival board of directors, led by festival founder and general manager Jim Lyons and executive director Ruth Robey, have set Thursday, Sept. 16, for a special dinner/concert party at the Monterey County Fairgrounds. The first 500 ticket requests for the event will be treated to a fine spread of prime rib, king crab and giant prawns set against a backdrop of equally fine music. Additionally, audiences will be treated to performances by Bay Area-based Brazilian dance/music troupe Batucada, which returns to the festival after a dazzling show last year; veteran Monterey performer Ray Pizzi of woodwind fame with Ron McRobey; former Cal Tjader Band percussionist Poncho Sanchez; Gerald Wilson with his orchestra; and Carmen McRae. Tickets for the Silver Anniversary Gala Celebration Symphony will be $10, while the dinner tickets are $25. Festival officials report that all shows for the regular festival event are sold out and that acts signed to appear will be announced this week.

SHORT CUTS — The Budweiser Superfest will descend upon the Rose Bowl in Pasadena, Calif., Aug. 1, featuring pretty much the same line-up as other Superfests thus far, including maestro Quincy Jones with Patt Aulin and James Ingram, Atchord and Simpson; and Frankie Beverly with Maze. Added to the L.A. area are Steve Wonder, Artho Franklin, Luther Vandross and reggae band Third World. . . . The Ray Charles show is due on the road in Europe, where the FAB blues legend will travel to Spain, Austria, France, Israel, Germany, Switzerland and England . . . The One Foot label has been bowed by Granmassable, In. , which plans to release 12” dance singles through the year. Initial releases include singles by Cosmic (featuring Ornelle Coleman bassist, James Acadian TmoduleId) and Oliver & Luke & Jump Up. Both releases are due July 21. . . . Stevie Wonder’s video featuring him performing “Do I Do” is set to air July 24 on Dick Clark’s American Bandstand over the ABC-TV network.

michael martinez
**Canadian Copyright Appeal Board Revises Broadcasting Royalty Formula**

by Kirk Lapointe

OTTAWA — The federal Copyright Appeal Board last week announced revisions to the national royalty distribution formula in Canada, designed to give the country's two performing rights societies — SOCAN and CFMRA — a greater share of the overall music revenue.

The decision was based on the board's conclusion that the existing formula failed to adequately compensate the organizations for their efforts in promoting and collecting revenues on behalf of their members.

Under the old formula, SOCAN and CFMRA received 20% and 25% of the total music revenue, respectively, while the remaining 55% was divided among other organizations. The revisions will increase SOCAN's share to 30% and CFMRA's to 35%, with the remainder to be distributed among the other organizations.

The board noted that the revisions were necessary to ensure a fair and equitable distribution of revenues among all stakeholders in the music industry.

**Tougher Piracy Law Approved In The U.K.**

LONDON — An amendment to the Copyright Act increasing the penalties for piracy and counterfeiting of copyrighted works passed last week in the House of Commons. The bill is expected to have a strong impact on piracy in the videocassette business, which up to 75% is pirated. It also provides that the industry's revenues go to pirates and their distributors.

The law, which will go into effect at the end of this month, will significantly increase the fines for those who sell or rent unauthorized copies of copyrighted works. The new fines will be in the range of $500 to $1,000 per offense and/or up to two years in jail.

Prior to this amendment, the maximum penalty under the Copyright Act was $500, and civil courts were able to impose a limited amount of damages in infringement cases, as well as search-and-seize orders.

In addition, many feel that the new amendment will also make it easier for the police to prosecute suspected pirates and their distributors.
Lowballing, Inconsistent Fill Plague Stores Selling Home Video Games

(continued from page 7)

As David Diamond, president of Costa Mesa, Calif.-based Middle West Distributors, Inc., explained it, video game makers have been more vigorously dealing with electronic and computer outlets than record dealers, because of the uncertain economy of the record industry at present. He said companies like Mattel ship one-third of its merchandise to outlets that look like K mart and other national chain accounts, noting that such outlets get first priority.

Diamond also noted that if all outlets were serviced simultaneously, then pricing problems could be curbed. He said that if major outlets can get the same items, the pricing will be like K mart and other national chain accounts, noting that such outlets get first priority.

Although Diamond maintains that record dealers must learn to deal with video game manufacturers, he said that the retail sales of the business resembles record merchandising in that it's a title business, where hot titles sell in larger volume due to increased promotional programs. Diamond said that buying of catalog titles should be done with more prudence.

Many dealers also noted a glaring absence of effective record promotion. The catalogs are available in support of the games, with Atari and Activision doing the best job of providing alternatives.

But clearly the primary concern among record dealers is being able to have the product in-store. "Fill, what fill?" asked CBS Declares Dividend

NEW YORK—CBS Inc.'s board of directors last week declared a 15-cent per share dividend, payable Sept. 24, 1982 to shareholders of record at the close of business on Aug. 25, 1982.

Shortz rhetorically, saying that trying to obtain hit product such as Atari's "Pac-Man" and "Invasion of the Body Snatchers" is impossible. (Hit Titles)

Echoing this attitude was Mitch Perlis, director of buying for Snow Industries, who said, "On catalog there's been no product fill problem," he explained, that the store is short of the line, while Atari and Activision come to the channel through a distributor.

"Sales people are a different story," according to Perlis, "There's just not enough out there. There is always a high demand and you have availability on the hotter titles," he said.

Some retailers noted that by the time they get a title, it might have reached its sales peak. Selling retailers with essentially dormant merchandise. "Video game software is very similar to LPs," explained Shorts, who added, "It can be a hot title at first but it dies a swift death."

"Most of the better selling video game titles are "limit stock," said Dick Kost, general manager and video buyer for the Seattle-based D.J.'s Sound City. "If you're going to do any volume business in video games you have to hit them when it first hits the market."

A drawback to effective video game marketing is the difficulty by some manufacturers of shipping to their established accounts in one region exclusively at the expense of another market region. "A company could be selling a game to a major retailer even though that retailer doesn't have the title," said Middle West's Diamond. They are generally not available at the same time, but the West Coast could be starving for the product.

For many manufacturers were reluctant to discuss their marketing and distribution attitudes as they pertain to record retailers, some game makers contacted said there was a lack of direction for their product.

"Except on hot titles, our inventory is all tied up," said Sony's Michaelson, vice president of marketing for the Odyssey 2 video game/computer system manufactured by North American Philips. "All orders that come in are handled on sequence of receipt. We don't put record retailers in a particular category; we evaluate them on their merits."

"Ideally, record retailers would appear to be more adaptable to our software," noted Bob Faug, vice president of sales for Activision. He said that Activision is striving for 24-hour turnaround on the product, although dealing with the electronics distributor's file is another matter.

"Electronics distributors are used to dealing with hardware items and have no desire to get into the business in terms of distribution," Faug said. "We are continually trying to educate our distributors to begin dealing with the demands of software distribution and record dealers.

Alternatives

One way to circumvent problems posed by excess distribution outlet is to buy the video game cartridges from a variety of distributors and/or factory direct.

"I fill has not really been a problem for us as we have four or five various sources of distribution for the games," said Dwight Montjar, video director at the Canyon Video Company in West Los Angeles.

He said the channel employs a combination of manufacturer and direct distribution buying to keep the software in-store, giving each distributor used a "fair amount of business."

"Toy stores, drug stores and discount outlets are running sales on titles so low there is no way to compete with their prices," noted D.J.'s Kost, who added that during the first six months of the year lowballing was not a problem, but that the situation changed.

Lee Cohen, vice president of marketing for the L.A.-based Licorice Pizza chain, said that demand for games software has kept the chain's price at affordable levels. "We've had sales with advertising but they are designed to attract customers to the stores," Cohen said.

Cautious that lowballing is not the major problem many dealers perceive it to be, Ira Heicher, head of the Minneapolis-based Great American Music and Wax Museum stores, said, "Summer is not the time to sell video. Do shoe stores stock outdoor jogging shoes in January and February if you live in an area of harsh winters?"

There is a glut of product because everybody bought and bought because of the successful sales of video games in March," added Heicher. "Personally, I think people are panicking over this price cutting thing. Record dealers are just experiencing a seasonal problem. If someone is lowballing in the fall then we'll know if there is a pricing issue or not."
AROUND THE ROUTE
by Camille Compasio
Bally Midway's advertising and sales promotion manager Jim Jarocki clued us in on a recently launched promo effort, the "Ms. Pac-Man" Championship Tournament, which is being held in cooperation with the Six Flags theme parks. Event began on June 27 and will run through the end of August at the various parks across the country. A caravan of about 50 machines is being transported from park to park for regional competition at each location for one week periods, and play is open to all park visitors. Special arcade areas are set up in each instance to accommodate contestants and there'll be a number of prizes awarded. Regional winners will receive all expenses paid trips (for players and their families) to Los Angeles to compete in the finals, which will be covered by the popular That's Incredible ABC-TV show for airing sometime this fall. Jim said early response to the tournament has been terrific and it is doing much towards conveying a wholesome industry image and attracting a wide range of players, in terms of age and social background. "You'd be amazed at the different types of people who are playing," Jim said. He also noted that the event is enjoying a
(continued on page 37)

Coin Industry Image Boosted
Due To 'Tron' Cross-Promotions
by Jeffrey Ressner
LOS ANGELES — Boosting innovative computer-generated imagery and other visually compelling special-effects, Walt Disney Production's video game fantasy film Tron opened in over 1,000 theaters nationwide on July 9, accompanied by a massive media campaign and several tie-in promotions with well-known consumer products. Besides boosting the Disney studio's credibility with contemporary movie audiences, the electronic epic's marketing blitz could also enhance the video amusement industry's collections and image.

In the coin-operated game field, Bally Midway is currently enjoying the success of its Tron upright model, which actually uses specific scenes from the film in its play design. The video manufacturer introduced the model through a competition at its 400 Alladin's Castle arcade centers on May 24, with 16 finalists ranging in age from 13 to 33 duking it out with joysticks during playoffs at Madison Square Garden's Felt Forum July 7 in New York. A celebrity tournament held prior to the finals at the midtown New York arena drew such contestants as Willie Mays, Hank Aaron, Barbara Eden, Tron's stars David Warner and Cindy Morgan, along with other TV and film personalities.

The winner of the Tron video game tourney was Richard Ross of Jacksonville, Fla., a 29-year-old science enthusiast who attended graduate school at the University of Hawaii and is now working on his doctorate in chemistry. Ross' high score reached 3,958,-901, and he was rewarded with a new Tron coin-op machine, a Commodore Home Computer system, an Intellivision home vid game

(continued on page 37)

Congress Proposes
10% Excise Tax On Amusement Games
CHICAGO — As a potential source of revenue for the new Reagan Administration budget, the Joint Committee on Taxation of the U.S. Congress has proposed a 10% excise tax on certain "luxury items" including coin-operated amusement devices. Glenn Braswell, the new executive director of the Amusement Game Manufacturers Assn., alerted the industry to this proposal in his introductory newsletter, which was issued when the association relocated its headquarters from Chicago to the Washington, D.C. area.

In his report, Braswell indicated the possibility of a "lack of information by certain committee members about the coin-operated amusement industry," stressing that the committee could be confusing it with video cassette recorders, which recently have been the subject of highly publicized hearings.

The industry will be challenged to identify and distinguish itself, he noted, and along these lines AGMA has already put the wheels

(continued on page 37)
Operation ROBOTRON has begun...
and there’s no end in sight!

STATUS REPORT:
The revolt of the Robots is powerful. They are staging an all-out attack to re-program the remaining few hundred humans into their own image or wipe any trace of humanity from the face of the earth.

But take heart! Reports from the field advise the challenge of the Robots is being met! All over the world, people are taking to the controls and engaging in battle. They are fighting off the marauding Robots with great strategy and skill. Operation ROBOTRON is a brilliant success!

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

For the service back-up that keeps you out-front, call Williams toll-free at 800/621-1253.
In Illinois, call toll-free at 800/572-1324.

Upright model shown. Also available in mini-upright and cocktail table, now with a new 19” super-screen!
L.A. City Council Rejects Bid To Place Games Tax On Ballot
by Jeffrey Resner

LOS ANGELES — A proposal that would have put the question of instituting a $250 per machine annual tax on video game machines in arcades before Los Angeles voters in the November election was soundly defeated by the City Council July 13. The proposal, which needed City Council approval to be included on the November ballot, was voted down unanimously after an emotional dialogue between operators and council members that eventually had everyone agreeing that such a tax would be unfair to and severely damage the local amusement game industry.

Councilman Hal Bernson (12th District) originally suggested the tax proposal be placed on the November ballot, where it would require two-thirds of the voters’ support to be enacted. However, at the Council meeting, he received little positive response from his peers and later joined in the unanimous vote against the proposal. Bernson explained that he had submitted the proposal in response to complaints from constituents in his district who claimed some electronic game parlors breed traffic, noise and crime, which then require major policing efforts. The tax, said Bernson, would have paid for additional police protection of arcades and generated additional revenue to the city.

Many councilmen spoke out strongly against the measure, with Dave Cunningham, who represents Southeast Los Angeles, calling on the video game industry to avoid the “insane approach” to taxation and advised them not to “kowtow” by agreeing to any form of “rank blackmail.” Councilman Arthur K. Snyder referred to the proposal as “a sin tax,” adding, “I can think of lots worse sins going on in this city.”

Currently in L.A., arcade operators who handle five or more units pay up to $3,000 in one-time licensing fees, $102 for an annual police permit, and an $18.75 per year business tax no matter how many machines are at each location. Ops and distributors have long felt the financial sting of local taxation, but the proposed $250 per machine charge would have devastated several businesses, testified arcade owners and their attorneys at council meeting. After the council voted down the measure, however, Bernson said a lower fee might still be discussed with officials from the video amusement industry. Neal Papiano, an attorney representing coin-op distributors, said his clients may possibly agree to pay a $25.00 business tax instead of the $18.75 charge now in effect.

Bernson later said he would take into consideration an option extending the Conditional Use Provision over video game arcades that has been operative in L.A. for the last year, which maintains game room owners must show proof of their responsibility to the community as an upright commercial venture with proper crowd control capability. Although all arcades opened in the area over the past year requires a Conditional Use Permit, those which have been around prior to that time do not, and Bernson says he might favor all video game hall owners requiring the special permit to establish they haven’t been a public nuisance, adding this action may have to be taken over the course of a one or two year period.

As the issue now stands, there will be no proposal to tax video games placed on the November ballot, and it seems unlikely that one will be enacted in the near future. However, if the proposal is introduced again as a license “fee” rather than a “tax,” it could very well be approved on the City Council level without going to the voters. However, judging from the City Council’s reluctance to act on the original proposal, it is again unlikely that it will be submitted again without substantial modifications.

Bally Opens ‘Pac-Man’ Palace Eatery

CHICAGO — Bally’s Aladdin’s Castle, Inc., recently opened the doors to Bally’s Pac-Man Palace, a modern family entertainment center which offers a limited food menu. The center, which is located in Kamloops, British Columbia, features video games and amusement machines including a large selection of Bally Midway’s “Pac-Man” and “Ms. Pac-Man,” along with Bally Pinball Division’s “Mr. and Mrs. Pac-Man” pinball machines.

Pac-Man is a trademark of Bally Midway Mfg. Co., licensed for limited use to Bally’s Aladdin’s Castle.

With the establishment of the new center Bill O’Donnell, Jr., president of Bally’s Aladdin’s Castle and vice president of Bally Manufacturing Corp., feels that it is one additional concept which meets the growth requirements of amusement centers for the 1980s.

OLYMPION EFFORT — In support of the California State Special Olympics, held June 25-29 at UCLA, Atari, Inc. donated $2,500 to the Special Olympics Committee and took active part in the event itself. In addition to providing Dig Dug, Pac Man and other video game characters to march in the opening day parade, Atari also provided games for the contestants and celebrity instructors like Matthew Laboroture (II), one of the stars of NBC-TV’s Little House On The Prairie.

New Hampshire, who scored 7,601,110 points on “Star Castle,” John Hooper and Dennis Smith of Lakewood, Calif., with a score of 714,950 in a two-player “Armor Attack” game and John Hooper who took solo honors with 319,670 points. Cinematronics invites any players who have beaten these scores to contact the factory’s sales department.

McClesky Named At Data East

CHICAGO — Robert E. Lloyd, executive vice-president-general manager of Santa Clara, Calif.-based Data East, Inc., announced the appointment of Mark McClesky as vice-president-sales. “Mark brings to Data East a strong understanding of our business from his experience as both a distributor and a manufacturer,” according to Lloyd. “He spent six years at the distributor level and most recently was national sales manager for Universal U.S.A. In today’s changing video game market, we’re pleased to have someone whose background is as diverse as Mark’s.”

Commenting on his new appointment, McClesky stated, “We have many exciting new games under development with the next release being readied for shipment to our distributors. Presently our ‘Mission-X’ is proving to be a strong, consistent earner, and is the most successful interchangeable game ever introduced by Data East.”

McClesky holds a B.S. degree from the University of Tennessee and currently resides in Los Gatos, Calif.

Lloyd also announced that Data East has begun the manufacturing of its machines at the firm’s headquarters. This step was taken, he explained, to assure timely and efficient delivery of both conventional and interchangeable Data East games.

Variety of New Video Game Promotional Materials Offered By Cinematronics

EL CAJON, Calif. — Cinematronics, Inc. has introduced a colorful decal that portrays a scene from the firm’s recently released video game “Jack the Giantkiller.” The decals pictures Jack and the giant fleeing from the chas- ing giant. It affixes easily to any surface and can be removed and re-used.

The company is also offering “Jack the Giantkiller” tip cards and holders. The cards include introducory hints on game play and are geared to enhance the excitement of the game for the player.

The accompanying tip card holder is designed with self-adhesive backing, can be easily secured to any surface and just as easily removed and re-used for other games.

To order the cards and obtain additional information contact the Cinematronics sales department at (714) 562-7000.

High Score Awards

Skillful players may now achieve high score awards for their achievements on Cinematronics’ games. These awards are in the form of certificates or “diplomas of the video game industry,” as the company refers to them. There is space provided for the player’s name, the high score achieved and the name of the game on which the high score was made.

The awards were designed to encourage players to develop their skills and to generate repeat play. Operators can increase the number of replays per video game by offering certificates to their expert players.

Following is the current list of record holders on Cinematronics games: Robert Summers and Greg Smith of Euclid, Ohio with a score of 64,790 in a double game of “Ris-Off”; Jon Weeks of Londonerry, New Hampshire, who scored 7,601,110 points on “Star Castle”; John Hooper and Dennis Smith of Lakewood, Calif., with a score of 714,950 in a two-player “Armor Attack” game and John Hooper who took solo honors with 319,670 points. Cinematronics invites any players who have beaten these scores to contact the factory’s sales department.

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MANUFACTURERS

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

COCKTAIL TABLES

AMSTAR Phoenix

ATARI Soccer (4/80)
Asteroids (4/80)
Missile Command (8/80)
Football (7/80)
Asteroids Deluxe (4/81)
Centipede (6/81)
Tempest (10/81)
Dig Dug (4/82)

CENTURIF
Rip-Off (6/80)
Targ (10/80)
Route 16 (4/81)
Pleasures (7/81)

ELCON
Diversion booth size (9/81)

GAME PLAN
Skiark Attack (5/81)

GAMETECNICS
Tri-Pool (1/82)

GDI
The Thief (4/82)

GOTTLEIB
New York, New York (3/81)

GREMLIN/SEGA
Carnival
Space Firebird
Astro Blaster (4/81)
Frogger (11/81)
Zaxxon (5/82)

MIDWAY
Deluxe Space Invaders (3/80)
Galaxian (4/80)
Extra Bases (8/80)
Space Zap (10/80)
Pac-Man (11/80)
Rally-X (2/81)
Gorf (4/81)
Wizard of Wor (6/81)
Omega Race (8/81)
Omega Race Mini-Myte (8/81)
Omega Race sit-in capsule (8/81)
Galaga (11/81)
Galaga Mini-Myte (11/81)
Kick-Man (1-82)
Kick-Man Mini-Myte (1/82)
Ms. Pac-Man (2/82)
Ms. Pac-Man Mini-Myte (2/82)
Bosconian (2/82)
Bosconian Mini-Myte (2/82)

NAMCO AMERICA
Sweet Licks (4/82)

NINTENDO
Donkey Kong (9/81)
Rock-Ola
Warp-Warp (9/81)

SIGMA
Launchor Z (12/81)
Rolling Star Fire (12/81)

STERN
Astro Invader (6/80)
Berzerk (1/81)
The End (3/81)
Scramble (4/81)
Super Cobra (7/81)
Moon War (10/81)
Turtles (11/81)
Strategy X (11/81)
Jungle (2/82)
Frenzy (5/82)
Tazz-Mania (5/82)

TAITO AMERICA
Space Chaser (3/80)
Stratovox (9/80)
Polaris (12/80)
Space Invaders Trimline (2/81)
Crazy Climber (3/81)
Crazy Climber Trimline (3/81)
Zarcon (5/81)
Zarcon Trimline (5/81)
Colony T (7/81)
Colony T Trimline (7/81)
Moon Shuttle (6/81)
Moon Shuttle Trimline (8/81)
Qix (10/81)
Qix Trimline (10/81)
Lock 'N Chase (10/81)
Grand Champion (12/81)
Alpine Ski (3/82)
Wild Western (5/82)
Electric Yo-Yo (5/82)
Kram (5/82)

THOMAS AUTOMATICS
TriplePunch (6/82)

THOMAS AUTOMATICS
Triple Punch (6/82)

THOMAS AUTOMATICS
Triple Punch (6/82)

UNIVERSAL USA
Cheeky Mouse (2/80)
Magical Spot (13/80)
Zero Hour (1/81)
Space Panic (1/81)
Cosmic Avenger (6/81)
Lady Bug (12/81)

U.S. BILLIARDS
Quasar (4/81)

WILLIAMS
Defender (12/80)
Stargate (10/81)
Make Trax (10/81)
Robotron 20084 (3/82)

POOL TABLES & FOOSBALL

Irving Kaye Silver Shadow
Irving Kaye Lion's Head
Dynamo Model 37
Dynamo-The Tournament Football (5/82)
The Championship Eight Ball
U.B.I. Bronco
Valley Cougar
Valley Tiger Cat bumper pool (6/82)

PHONOGRAPH

Centuri 2001
Lower-NSM Consul Clar sic
Lower-NSM Prestige ES-2
Lower-NSM Festival
Rock-Ola Grand Salon II Console (9/80)
Rock-Ola 494 (11/80)
Rock-Ola 481 Max 2 (11/81)
Rowe R-85 (10/80)
Rowe Jewel
Seeburg Phoenix (12/80)
Stern/Seeburg DaVinci (7/81)
Stern/Seeburg VMC (11/81)
Wurlitzer Cabaret
Wurlitzer Tarock
Wurlitzer Silver Slipper
Wurlitzer Silhouette

VIDEO GAMES (upright)

AMSTAR Laser Blast (7/81)

ATARI
MonteCarlo (4/80)
Asteroids Cabinet (5/80)
Missile Command (8/80)
Missile Command Cabinet (8/80)
Battlezone (11/80)
Battleship Cabinet (11/80)
Asteroids Deluxe (4/81)
Asteroids Deluxe Cabinet (4/81)
Centipede (6/81)
Centipede Cabinet (6/81)
Red Baron (8/81)
Red Baron, sit-down (8/81)
Tempest (10/81)
Tempest Cabinet (10/81)
Dig Dug (4/82)
Dig Dug Cabinet (4/82)
Kid Kangaroo (6/82)

BALLY
Ground Shaker (1/80)
Silverball Mania (3/80)
Space Invaders (3/80)
Rolling Stones (5/80)
Mystic (6/80)
Hot Doggin' (7/80)
Viking Hunt (8/80)
Skatelab (10/80)
Frontier (11/80)
Xenon (11/80)
Flash Gordon (2/81)
Eight Ball Deluxe (4/81)
Fireball II (5/81)
Embryon, w.b. (7/81)
Fathom (8/81)
Medusa (10/81)
Centaur (10/81)
Elektra (12/81)
Vector (2/82)
Mr & Mrs. Pac-Man (5/82)
Rapid Fire (5/82)

GAME PLAN
Cony Island (3/80)
Super Nova (4/80)
Lizard (6/80)

GOTTLEIB
Roller Disco, w.b. (1/80)
Torch (2/80)
Spider Man (3/80)
Circus, w.b. (4/80)
Panthera (6/80)
Counterforce (6/80)
Star Race, w.b. (9/80)
James Bond (10/80)
Time Line (11/80)
Force II (11/81)
Pink Panther (3/81)
Mars (8/81)
Volcano (8/81)
Black Hole (10/81)
Haunted House (2/82)
Devil's Dare (4/82)
Caveman pin/video (5/82)

STERN
Big Game, w.b. (3/80)
All (4/80)
Seawitch (5/80)
Cheetah, w.b. (6/80)
Quickstiver (7/80)
Star Gazer (7/80)
Flight 2000 (9/80)
NINE BALL (11/81)
Free Fall (2/81)
Lightning (4/81)
Split Second (7/81)
Catcombie (9/81)
Viper (11/81)
Orbiter I (4/82)

WILLIAMS
Gorgar (1/80)
Laser Ball, w.b. (1/80)
Firepower (3/80)
Blackout (5/80)
Scorpion, w.b. (9/80)
Allen Poker (10/80)
Black Knight (12/80)
Jungle Lord (4/81)
Pharaoh (7/81)
Solar Fire (9/81)
Barracuda (10/81)
Hyperball pin/video (2/82)
Cosmic Gunfire (7/82)

MANUFACTURERS' EQUIPMENT
IN REVIEW: A photographic lineup of some of the amusement machines introduced by the various game manufacturers and dated according to their exposure in Cash Box.

SEGA/GREMLIN 'JAXXON'. A space action video game with unique dimensional effects, great color and sound; plus challenging skill factors and obstacles for wide player appeal. (4/10/82)

STERN ‘ORBITOR’. Among the pluses on this Stern pin are the innovative contoured playfield to enhance the visual effects, and motorized bumpers for exciting, high speed play. (4/17/82)

GDI 'THE THIEF'. Game theme involves a heated car chase with police in pursuit of the Thief (who is the player). Sixteen crime levels from amateur to professional challenge to the game. (4/24/82)

NAMCO AMERICA 'SWEET LICKS'. A fun-filled single player where 8 cake monsters pop up from holes on the base and must be bumped back in. Colorful graphics, lively music and flashing lights. (4/24/82)

ATARI 'DIG DUG'. An interesting maze game with the player controlling a miner who must avoid a colorful variety of obstacles like dragons and ghosts, of different point values. (5/1/82)

DYNAMO 'THE TOURNAMENT'. The latest Dynamo football table features several new design and construction improvements including one-piece reinforced cabinets and special corner ramps. (5/15/82)

STERN 'FRENZY'. In this 1 or 2 player video, the player maneuvers a humanoid through a series of mazes, avoiding various obstacles along the way. Dynamic action and sound. (5/8/82)

BALLY 'MR. & MRS. PAC-MAN PINBALL'. A pin version of the historic video game, containing the basic elements of the maze concept in a pinball format with plenty of scoring moves. (5/15/82)

CINEMATRONICS 'JACK THE GIANT-KILLER'. A video version of the popular storybook scenario. Six different screens and twelve difficulty levels make for a game of challenge and fun. (5/1/82)

BALLY 'RAPID FIRE'. Among the unique features of this pin is a gun mechanism that shoots balls for explosive action, and a playfield of advancing lights and stationary targets. (6/3/82)

TAITO AMERICA 'WILD WESTERN'. The theme here reflects the excitement of the Old West, with shootouts, a train robbery, and lots of good guys/bad guys play action. Exciting sound accompaniment. (6/5/82)

GOTTIEB 'CAVEMAN'. This is the factory's integrated pinball/video game which focuses on a prehistoric chase where the player moves from the pinball playfield to the video maze section during play. (6/5/82)

TAITO AMERICA 'KRAM'. The factory's newest video game incorporates the popular maze concept with innovative sound accompaniment. Numerous play variations for one or two players. (6/17/82)

STERN 'TAZZ-MANIA'. The main character in this one or two player video is a hip shooting devil who scores points by destroying a room full of bouncing creatures. New, slim cabinet design. (6/12/82).
Taito America rides again with *Wild Western™*

voted sleeper of the year by operators from coast-to-coast!
How the West (and wild profits) are won:

Can law and order prevail in this thrilling tale of yesteryear? You'll soon find out because player after player will line up to see if, as Sheriff, their badge, their skill and their six-shooter can stand between the train getting through and bands of outlaws set to ambush it! Simplicity of play concept combines with a constant variation of elements and exciting action to assure never-ending play appeal.

Players can't shoot over the train, but they can fall back and get the bandits from behind, gallop hard to get ahead of the train and shoot over their shoulder and even cross the tracks for an all-out shoot-out complete with ricocheting bullets!

Players can maneuver in 8 directions and aim and fire in 8 directions. A bullet will do them in and so will riding recklessly into a cactus, rock, riderless horses, the train itself or the fort walls, or riding off the bridge into the river.

If a low-down varmint jumps on top of the train, the only way players can get him is to jump on the train themselves and gun him down. But if the train's passing a low water pipe, players must quickly lie down or be thrown from the train. When their horse gallops close to the train, they can jump back in the saddle again. If 3 hombres get on top of the train or players get knocked off their horse 3 times (adjustable) in this saddle-up shoot-em-up, it's Boot Hill!

Each time players wipe out a band of outlaws, they get to practice their aim. Their horse will toss a silver dollar in the air and they'll get 1 chance to shoot it for bonus points. A total of 50,000 points (adjustable) earns them another chance to knock out the gunslingers.

For happy trails and happy players, it's Wild Western

For technical service, call the hot line toll-free (except in Illinois): (800) 323-0666.

TAITO AMERICA CORPORATION • 1256 Estes Ave. • Elk Grove Village, IL 60007 • (312) 981-1000 • Telex 25-3290
great deal of mass media exposure, which will certainly benefit the entire industry.

The “Eyes” have it! With the recent resumption of production following the annual summer vacation shutdown at Rock-Ola Mfg. Corp., a top priority item has been the introduction of “Eyes” video game. The model tested out “superbly well,” according to Ron Moskal, vice president of sales, and is fast becoming an in-demand piece.

The Rock-Ola organization feels that Rock-Ola Midway and Hank Heiser who’s been running the fotlies from the very start.

To Washington: As of July 6, the Amusement Game Manufacturers Assn. (A.G.M.A., 1500 New York Avenue, N.W., Washington, D.C. 20005) has introduced "Eyes" video game as part of its new store in our nation's capital.

Address and phone number are: 205 The Strand, New York, N.Y. 10007. The telephone is (703) 584-8044. The association's former office in Chicago was closed on June 28, AGMA's new executive director is Glenn E. Braswell, associated with the Bally Midway. Braswell invites association members, potential members and interested individuals in the coin machine industry to visit the new office whenever they are in the area.

State Association News: Among the latest to join the group is the Maryland Amusement Manufacturers Assn., established just a couple of months ago and already boasting a membership of 15. The group, which is being set up in San Juan, Puerto Rico.

Maryland operators have also joined forces to form the Maryland Amusement Manufacturers Assn., which started out with six members and has already increased the ranks to 50. The fledgling organization is currently addressing a local move to raise the state amusement tax and is working with the full support of state legislators. According to an AMAO tally, this brings the number of active state associations to 42.

Stern Taps Bird Dist.

CHICAGO — The appointment of Bird Dist. as official distributor of Stern games, was recently announced by Tom Campbell, director of marketing at Stern Electronics, Inc. Campbell stated that the Stern organization feels that the addition of Bird Distributors, with branches in both Merriam and Manhattan, Kan., will give added exposure to the Stern product line in the Midwestern market.

The Bird premises in Merriam are located at 3161 Merriam Drive (Merriam, Kan. 66201), and in Manhattan at 100 Poyntz Ave. (Manhattan, Kan. 66502).

 Coin Industry Image Receives Boost From 'Tron' Promotions

(continued from page 31)

more tokens at any of the Barrel arcades centers good on any machines in the game rooms.

The Tron TV campaign, which was granted in excess of 40 licenses for producing Tron merchandise, and sources at the studio say there are now offers pourng in daily since the movie was released. The movie is currently running in ticket sales, a respectable but not overwhelming figure these days for box office revenue. The promotion in Los Angeles over the coming months, if not sooner, expect to see T-shirts, sweatshirts, posters, costume jewelry, pins, sleep bags, wallets, activewear, soap, pajamas, calendars, lunch boxes, balloons, sunglasses, viewmaster master cards, yo-yos frishe, jigsaw puzzles, socks, stationery, storybooks, and calendars. The game and the video based on elements of the man versus computer plotline. Publication of sandly books will be handled by Simon & Schuster, Ballantine and Paradise Press, while King Features Syndicate has been running a Tron comic strip since Jan. 24 in 30 newspapers across the country.

Better advertising giving major coverage to the film's new visual techniques, scores of magazines and television programs have featured Disney's collecting sensation. "Tron" and "Time" and "Newsweek both scheduled Tron as its cover story during the week of June 21, but the resignation of Secretary of State Alexander Haig bumped the video game to prime spot, leaving only the long, colorful spreads remaining intact. Omni, Rolling Stone, S.E.C. Electronic Games, Video Game Mechanics Illustrated, Home Video, Film Comment, Smithsonian, American Cinematographer, Life, Games, Twilight Zone, Premiere, Movie Maniacs, Electronic Video, and a score of more computer-oriented magazines are scheduled to publish articles about the new film.

Television programs dealing with the Tron phenomenon include the Today Show, which ran during the week of July 4, a half-hour segment of Good Morning America which aired last week and an upcoming 30-minute portion of Walter Cronkite's Universe that will expound the full history of the "Tron" phenomenon, scheduled for July 12. Disney's own TV paid adverting budget totals $5 million, and radio features will be broadcast in the top 25 markets. Dozens of stories have appeared in local newspapers since the film's opening with at least 100 breaks and features appearing prior to the July 9 premiere date.

And that's not all.

In the weeks to come, undoubtedly more and more of the public will be made aware of the video game picture through the extensive media coverage and various merchandising drives, all pointing towards wider acceptance of arcade and amusement machines in the American consciousness which, at the time, when many operators and distributors are being burdened with restrictive legislation, heavy taxation and other financial woes, has the potential to lift the coin-op industry to even greater popularity.

Amusement Game Tax Proposed by Congress

(continued from page 37)

in support of the preparation of a "white paper" to serve as a guideline for industry members in addressing this legislative threat.

Also under consideration at present is a 10% tax proposal for video games by the Washington, D.C. City Council, according to Braswell, AGMA was successful in securing a postponement of the proposed legislation until June 24 hearing on the matter and will continue to work closely with Washington area distributors and operators in monitoring this and other industry related legislation.

Zaxxon TV Blit Brings Results

LOS ANGELES — The Sega offices here are being flooded with calls from players, arcade owners and operators in the Los Angeles area as a result of the film's recently launched "Zaxxon" TV campaign (Cash Box, July 10), according to Bob Rosenbaum, a vice president of Sega.

The program consists of a series of outstanding 30-second spots commercials on "Zaxxon," utilizing state-of-the-art computer-generated graphics, being aired in Los Angeles, Chicago, New York, New Jersey and Pennsylvania. The initial feedback in the Los Angeles market brought such comments as "income has doubled over a weekend period" as a direct result of the television exposure, according to Rosenbaum who told Cash Box that arcade owners who are familiar with their regular patrons reported that, since the commercials started, "many new faces are coming in" to play the games and "people are flocking to the theatres asking for Zaxxon."

Following the initial airing in Los Angeles, the timetable for the spots will run from July 11 through July 21 in Chicago and from July 22 through August 5 in New York, Northern New Jersey, Philadelphia and Southern New Jersey.

Dynamo Named 'Manufacturer Of Year' By AMOT

LOS ANGELES — Dynamo Corp., the Great Prairie, Texas-based manufacturer of coin-operated pool table and soccer games, as well as electronic video games, was named Manufacturer of the Year by the Amusement and Music Operators of Texas (AMOT). The award was presented by Bobby Minnick, president, AMOT.

The announcement of the award, made at Dynamo's annual convention recently in Ft. Worth, cited the firm's continuing support of the Texas 8-ball pool league and tournament sponsored annually by the AMOT. In addition to its contributions to the league, Dynamo's "Big D" coin-operated pool table, which was offered previously for pool play and the championship tournament in Austin.

The award on behalf of Dynamo, Bill Rickett, president of the company, said, "We are privileged to have been selected for such a prestigious award from this fine organization."
**OPERATORS PICKS**

Gary Snortum (Cigarette Service, Inc., Appleton)

SHE'S NOT REALLY CHEATIN' — Moe Bandy — Columbia

Russ Madsen, Jr. (Russell Hall, Inc., Holyoke)

LOVE WILL TURN YOU AROUND — Kenny Rogers — Liberty

Patricia Burn (Black Hills Novelty Co., Rapid City)

LOVE WILL TURN YOU AROUND — Kenny Rogers — Liberty

**RECORDS TO WATCH**

GET INTO REGGAE COWBOY — The Bellamy Brothers — Elektra

I DIDN'T KNOW YOU COULD BREAK A BROKEN HEART — Joe Stampley — Epic

NOTHING BEHIND YOU, NOTHING IN SIGHT — John Conlee — MCA

THINK I'M IN LOVE — Eddie Money — Columbia

HARD TO GET — Rick James — Gordy/Motown

SHOW ME WHERE YOU'RE COMING FROM — Carrle Lucas — Solar/Elektra

DANCE FLOOR (Part I) — Zapp — Warner Bros.
THE WORLD WE KNOW HAS SPAWNED ANOTHER WORLD. A PARALLEL WORLD OF ENERGY AND LIGHT, A WORLD WHERE VIDEO GAME BATTLES ARE REAL.

TRON

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ENTER THE WORLD OF TRON, THE VIDEO GAME FROM BALLY/MIDWAY, BASED ON THE FUTURISTIC ADVENTURE MOTION PICTURE FROM WALT DISNEY PRODUCTIONS.
We're all excited! The Pointer Sisters debut album “So Excited” including the first instantly added single “American Music”, superbly produced by RICHARD PERRY.