CASH BOX CONTINUES ITS TRADITION OF PRESENTING THE FINEST COVERAGE OF COUNTRY MUSIC WEEK

BE A PART OF A TRADITION AS THIS YEAR CASH BOX SPOTLIGHTS NASHVILLE & ITS ARTISTS

DEADLINE: OCTOBER 4, 1982
ISSUE DATE: OCTOBER 16, 1982
FOR FURTHER INFORMATION CONTACT:

LOS ANGELES
ALAN SUTTON
213 • 664-6241

NASHVILLE
JIM SHARP
615 • 244-2898

NEW YORK
J.B. CARMICILE
212 • 586-2640
EDITORIAL

As we enter the fourth quarter, it seems appropriate to sit back and reflect a little. So far, this has been a very trying year, what with the straining effects of the recession, increasing competition from other forms of leisure time entertainment and the bitterly divisive quarrels over home taping royalties.

What has become of the "wild and crazy" record industry?

In some quarters, word is that 1982 has already been written off — that the only thing left is to bite the bullet and hope for a fresh start in 1983. Where anticipation of new releases and enthusiastic planning for the biggest sales season of the year once prevailed, it seems that many are now sitting back defeated — as if for their jobs or their company's or just totally confused as to how to turn the slump around.

Cash Box is painfully aware of the current state of business, but that isn't any reason to sit back and watch the industry go down the drain. What is needed now, in this time when many in the national press and even those who work in it sometimes predict the demise of the industry, is a renewal of effort. Now is the worst time of all to give in and quit.

Sure, there is fierce competition from the video arcade game and home video game industry, and the losses to home taping have had their effect too, but if this industry is to survive, it will have to convince the public once again that recorded music is indeed the best value around.

An event like the recent US Festival, which attracted over 400,000 people over a three-day span to listen to live rock shows, makes the point that people still care. All of the people in the industry must now use their knowledge and skill to convince these people to once again become recorded music consumers.

Don't Give Up
Pro-Taping Data Presented at Congress Hearing
by Earl B. Abrams

WASHINGTON — Hopes for legislation this year dealing with home video and audio taping faded last week as Congress prepared to recess for the forthcoming election season. Even if Congress is called back into session after the elections, copyright legislation is considered well down the list of priorities that are principally headed by budget appropriation matters and the economy.

Pending before Congress are proposed changes to the Copyright Law that, on the one hand, would permit home taping without copyright liability and, on the other, would permit this but would impose a royalty fee on the sales price of both recorders and blank tape. The subject is expected to come up again in the next Congress. Meanwhile, in one of the last hearings on the subject, a House Judiciary copyright subcommittee was told Wednesday, Sept. 22, that home audio taping was mostly for non-music purposes and had no impact on record sales. The subcommittee also heard representatives of two television production companies and of a national video retail chain testify in favor of a change in the present “first sale” provision of the copyright law. A public TV station official stated that his members favored the royalty fee proposal.

An audio taping survey, by Yankelovich, Skelly & White (see separate story), was presented to the Congressional panel by Arthur H. White, Jr., of the survey firm, and Nina W. Cornell, Washington economist. White emphasized the salient features of the survey: that many audio home tapers make recordings for family, entertainment, educational and business reasons. The minority that does do tape prerecorded music do so, he noted, for a variety of reasons — customized selections and convenience, including listening to radio, watching TV and using audio tapers, he said, are heavy buyers of recorded music and are most likely to own large collections of records and prerecorded tapes.

Cornell stressed that the survey showed that home audio taping of commercially available prerecorded music is “not primarily a substitute for buying, . . . rather it is a complementary activity . . .” She emphasized that the survey showed that a majority of home taping is of non-copyrighted material, a royalty fee means that consumers would be paying a royalty on that.

(continued on page 9)

Over 600 Firms Represented at 8th Musexpo Meet
NEW YORK — Seminars on cable television, video and radio programming, music licensing, video marketing and distribution, and A&R and artist development at record labels were among the events marked and ViDeX conferences at Miami Beach’s Bal Harbour, Sept. 30—Oct. 3.

In addition, more than 600 audio and video companies from over 40 countries have registered for the marketplace event, according to Roddy Shashoush, president, International Music Industries Association, which organizes the event.

Panelists confirmed for the International Licensing/Lawyers Seminar include Judge Robert Lord of Florida, Katterman, Heine, Underberg & Casey; Edward Gilnert of Gilnert & Assoc.; Kim Guggenheim of EMI Music Publishing; Nina W. Cornell, head of the audio media division of Benson, Ellis & Simon; and Reni Silakos.

(continued on page 16)

Fall Programs Stress Catalog, Reissues Despite Hit Albums
by Martinez

LOS ANGELES — Although most major record labels plan release of titles by superstar acts and new artists during the fourth quarter of 1982, many manufacturers have targeted their initiatives to capitalize on the emphasis on catalog product — both frontline and midline — during their fall sales and marketing campaigns.

According to a Cash Box survey, record manufacturers are offering a wide range of promotional and market support in connection with their fourth quarter releases. Some stress extended dating on catalog titles (a move highly lauded by dealers), while others are relying on some form of advertising support on programs or discount deals. Few labels are offering a combination of both elements in their expansive form during the fourth quarter.

Less accentuated than in previous years will be tie-ins with the Christmas sales season, although many connected will be stressing the National Assn. of Recording Merchandisers (NARM) “Gift of Music” theme in store display material and advertising. Both merchandising and advertising resources will be relegated to pro forma expenditures, for the most part, new campaigns being developed in this area.

A similar approach will be taken with label support of new titles coming out during the first three months of 1983. Many labels contacted said that they would be releasing the bulk of their new product in October in order to give their new albums playsets will still be open to new product.

Fourth quarter releases will offer a balanced selection of music ranging from jazz and folk to heavy metal and new wave. Highlighting the upcoming year-end product are titles by Bruce Springsteen (Columbia), Pat Benatar (Chrysalis), The Police (Warner Bros.), Michael Jackson ( Epic), Donald Fagen ( Warner Bros.), Earth, Wind & Fire (Columbia), Moody Blues (Threshold/ PolyGram), Chet (Atlantic), Grover Washington, Jr. (Elektra/Asylum) and Spyro Gyra (MCA).

(continued on page 10)
NORM Retail Committee Meet Set

LOS ANGELES — The National Assn. of Recording Merchandisers (NARM) retailers ad-
visory committee will hold a business meeting on Oct. 7 and 8 at the Houstounian Hotel
and Club in Houston, Tex., to discuss the recording industry's future projects and oppor-
tunities. A cocktail party and dinner meeting is scheduled to take place on the eve of October 6.

A wide range of topics will be covered during the two-day meet, such as "a Gift of Music"
update and fourth quarter plans; a formal marketing proposal for capitalizing on the an-
nual Grammy Awards show, especially in light of the Awards' upcoming 25th anniversary;
status reports on methods used to improve communications, such as UPC bar coding and
computer-to-computer technology linking manufacturers and retailers; and the results
and evaluation of a cassette pricing test in which retail chains studied the effects of reduced
price cassette sales.

Chu McCullar, CMD's former internal industry to be analyzed at the Houstonian gathering include
alternatives to radio air play promotion, special products, the identification of pirated
product, possible future profits in digital recordings, and plans for the 1983 NARM con-
vention.

Latin Recording Academy Formed

LOS ANGELES — The International Latin Academy of Recording Artists has established its first
committee and a number of new initiatives are now being distributed in the United States and all
Latin American countries.

Academy founders include Ray Tarace, president; Sandy Sirkus, senior vice president;
Thomas Feudora, vice president; Dorothy Kantstein, vice president; Deily Cancell,
secretary-treasurer; and Jack Gold, legal counsel.

According to Tarace, 5,000 membership applications will be distributed to artists,
managers, booking agents, record companies and others involved in the Latin music industry.

The Academy was formed to promote Latin music both here and abroad. To this end, an
annual Latin Music Awards show will be presented with the winners determined by a vote of the
accredited industry members. The society will present the "Latin Record Award," symboliz-
ing the mythical golden goddess of the Spanish Conquistadors.

For more information, contact the International Latin Academy of Recording Artists
at 10300 Owensmouth Ave., Chatsworth, Calif. 91311. The telephone number is (213) 700-
9579.

A&M To Bow $8.98 Audophile Cassette

LOS ANGELES — A&M Records will release Supertramp's new album, "Latest
Words," Oct. 26 in prerecorded cassette form on premium BASF chromium dioxide tape,
the standard list price of $8.98. Resulting from a special agreement between A&M
Records, BASF and the German-based company's United States subsidiary, BASF Corp., the
double-quality gold and silver tape sold at regular list, and label spokespersons say all future major releases may be produced in similar fashion.

Chromium dioxide (CZO) tape is a high bias compound that delivers extended dynamic
range, lower background noise and greater wear life. Because of its exceptional sonic re-
production, the tape has been a staple of audophile tape companies, whose prerecorded
cassettes usually list from $13-20.

Supertramp selected Supertramp for this important event," said A&M

A&M To Bow $8.98 Audophile Cassette

LOS ANGELES — A&M Records will release Supertramp's new album, "Latest
Words," Oct. 26 in prerecorded cassette form on premium BASF chromium dioxide tape,
the standard list price of $8.98. Resulting from a special agreement between A&M
Records, BASF and the German-based company's United States subsidiary, BASF Corp., the
double-quality gold and silver tape sold at regular list, and label spokespersons say all future major releases may be produced in similar fashion.

Chromium dioxide (CZO) tape is a high bias compound that delivers extended dynamic
range, lower background noise and greater wear life. Because of its exceptional sonic re-
production, the tape has been a staple of audophile tape companies, whose prerecorded
cassettes usually list from $13-20.

Supertramp selected Supertramp for this important event," said A&M

A&M To Bow $8.98 Audophile Cassette

LOS ANGELES — A&M Records will release Supertramp's new album, "Latest
Words," Oct. 26 in prerecorded cassette form on premium BASF chromium dioxide tape,
the standard list price of $8.98. Resulting from a special agreement between A&M
Records, BASF and the German-based company's United States subsidiary, BASF Corp., the
double-quality gold and silver tape sold at regular list, and label spokespersons say all future major releases may be produced in similar fashion.

Chromium dioxide (CZO) tape is a high bias compound that delivers extended dynamic
range, lower background noise and greater wear life. Because of its exceptional sonic re-
production, the tape has been a staple of audophile tape companies, whose prerecorded
cassettes usually list from $13-20.

Supertramp selected Supertramp for this important event," said A&M

A&M To Bow $8.98 Audophile Cassette

LOS ANGELES — A&M Records will release Supertramp's new album, "Latest
Words," Oct. 26 in prerecorded cassette form on premium BASF chromium dioxide tape,
the standard list price of $8.98. Resulting from a special agreement between A&M
Records, BASF and the German-based company's United States subsidiary, BASF Corp., the
double-quality gold and silver tape sold at regular list, and label spokespersons say all future major releases may be produced in similar fashion.

Chromium dioxide (CZO) tape is a high bias compound that delivers extended dynamic
range, lower background noise and greater wear life. Because of its exceptional sonic re-
production, the tape has been a staple of audophile tape companies, whose prerecorded
cassettes usually list from $13-20.

Supertramp selected Supertramp for this important event," said A&M

A&M To Bow $8.98 Audophile Cassette

LOS ANGELES — A&M Records will release Supertramp's new album, "Latest
Words," Oct. 26 in prerecorded cassette form on premium BASF chromium dioxide tape,
the

A&M To Bow $8.98 Audophile Cassette

LOS ANGELES — A&M Records will release Supertramp's new album, "Latest
Words," Oct. 26 in prerecorded cassette form on premium BASF chromium dioxide tape,
the standard list price of $8.98. Resulting from a special agreement between A&M
Records, BASF and the German-based company's United States subsidiary, BASF Corp., the
double-quality gold and silver tape sold at regular list, and label spokespersons say all future major releases may be produced in similar fashion.

Chromium dioxide (CZO) tape is a high bias compound that delivers extended dynamic
range, lower background noise and greater wear life. Because of its exceptional sonic re-
production, the tape has been a staple of audophile tape companies, whose prerecorded
cassettes usually list from $13-20.

Supertramp selected Supertramp for this important event," said A&M

A&M To Bow $8.98 Audophile Cassette

LOS ANGELES — A&M Records will release Supertramp's new album, "Latest
Words," Oct. 26 in prerecorded cassette form on premium BASF chromium dioxide tape,
the standard list price of $8.98. Resulting from a special agreement between A&M
Records, BASF and the German-based company's United States subsidiary, BASF Corp., the
double-quality gold and silver tape sold at regular list, and label spokespersons say all future major releases may be produced in similar fashion.

Chromium dioxide (CZO) tape is a high bias compound that delivers extended dynamic
range, lower background noise and greater wear life. Because of its exceptional sonic re-
production, the tape has been a staple of audophile tape companies, whose prerecorded
cassettes usually list from $13-20.

Supertramp selected Supertramp for this important event," said A&M

A&M To Bow $8.98 Audophile Cassette

LOS ANGELES — A&M Records will release Supertramp's new album, "Latest
Words," Oct. 26 in prerecorded cassette form on premium BASF chromium dioxide tape,
the standard list price of $8.98. Resulting from a special agreement between A&M
Records, BASF and the German-based company's United States subsidiary, BASF Corp., the
double-quality gold and silver tape sold at regular list, and label spokespersons say all future major releases may be produced in similar fashion.

Chromium dioxide (CZO) tape is a high bias compound that delivers extended dynamic
range, lower background noise and greater wear life. Because of its exceptional sonic re-
production, the tape has been a staple of audophile tape companies, whose prerecorded
cassette...
Have an affair with

ALPHONSE MOUZON

When radio was introduced to Alphonse Mouzon's new single, "I Don't Want To Lose This Feeling," it was love at first sound!

Maybe it's time you made a date to put Alphonse Mouzon's album "Distant Lover" in your store.

There's no telling how many customers he might seduce.
NEWS & REVIEWS

REVIEWS

(continued from page 8)

GREATEST HITS — Dolly Parton — RCA AM-4122 — Producers: Various — List: 8:89 — Bar Code

With Dolly’s triumphant appearance in The Best Little Whorehouse... this remake of the soundtrack (now in a different position on the country album charts), RCA’s “best of” disc couldn’t have arrived at a more opportune moment. In fact, a pair of film’s tunes are included on the album, along with the theme from 9 to 5 and other self-penned numbers such as “Ap- ple Pie,” the title song, and theme music from the collection of favorites packaged in a slick, colorful gatefold jacket with photos of the songstress. Different stages of her career, it should attract strong retail action.


The third album from this tantalizing Glasgow songstress kicks up a string of hits beginning with the #1 “Morning Train” shows a marked maturity, particularly in her renditions of her mid-tempo numbers “Wish You Were Here” and Janis Ian’s “In The Winter.” But that doesn’t mean she’s lost any of her youthful pop pep, either, for when she moves to “Machinery,” and the zippy, dance-oriented rocker, “Are You Man Enough” aptly demonstrate.


Although he began his career in the late ’50s as a successful British pop star, Cliff Richard shed that image a few years later, was “born again” and continued performing rock albeit in a clean-cut mode. Some of the tracks on “Now You See Me...” reflect this responsive spirit, particularly “Be In My Heart” and “Little Town,” but the in- strumental quality makes this more a groove for AOR than religious outlets, as a listen to “The Only Way Out” or “First Date” will certify.


The country-rocker make an impressive label bow with this collection of tunes by band co-founder late 60s/early 70s bass player and current member Paul Cotton, and it may prove to be Poco’s best-received LP since the gold certified earlier this year. Cotton’s vocal and songwriting abilites shine through most notably on the opener “Break Of Hearts,” and his searing axe licks highlight the perky “Special Care,” while Young succeeds in the eerie title number, with its images of “long shadows,” “gray walls,” and “broken window pane.” MOR should cue Young’s “Shoot For The Moon” for its gentle, man- ton.


Joining the Thrasher parade of passers returning to the scene, The Rivingtons’ “Papa-Oom-Mow-Mow” has been released as the second album from the group, a sequel to their LP, 1979’s “Relaxing.” The five-year old group continues to win in respect. The Rivingtons, now performing as Papa-Oom-Mow-Mow, still sound as fresh as they did in those pre-Beatles days.

BLACK CONTEMPORARY

FOREVER ALIVE — Day After Love — Vanguard — Epic FE 38235 — Producer: Vanguard — List: None — Bar Code

Since he entered the music industry in 1974, Luther Vandross has had an amazingly prolific career, singing behind David Bowie, Marvin Gaye and James Brown, writing songs for the Broadway show The Wiz and producing recent LPs by Aretha Franklin and Cher. And in a way he’s also become one of the premier contemporary soul vocalists, and this album, his second for Epic, should only help to increase his popularity. While all of the disc should entertain his audience, the lead-in track, in which he seques a new original (co-written by Marcus Miller) called “Bad Boy” with the Sam Cooke chestnut “Having A Party,” emits the most fire.

NEW & DEVELOPING


Ann-Frid (Frida) Lyngstad, best known as a member of the international-famous pop quartet ABBA, makes her first solo foray since joining the super-star band back in 1974. Produced by Genesis front- man Phil Collins and assisted by Police and XTC studio pro Hugh Padgham. Frida’s re- cording offers both delicately “Machineries,” and the zippy, dance-oriented rocker, “Are You Man Enough” aptly demonstrate.

DIANA ROSS (RCA JB-13348) Muscles — (4:36) (M) & (B) M Jackson (Producer: M. Jackson)

Michael Jackson has constructed a more-than-comfortable setting for Ross here, with a song that hits quick, sharp crescendos on the hooks... Then when he dialed a slow, sultry finger snappin’ groove, only to rise again and again. It’s truly sexy in a way that few songs are these days and destined to become a major hit. High debut at #66 bullet this week on the pop charts.

NEW FACES TO WATCH


SM’s drummer Garry Mallabar and guitarist Kenny Lewis have provided Miller with a light, straightahead pop/rocker that, in places, brings to mind the Beach Boys or the Beatles for his second single from the “Abracadabra” LP. It’s got a tough act to follow, with the title track sitting at #1 for the past several weeks.


The title track from this venerable country rock outfit’s Atlantic debut represents a further addition to its stage of symphonic, with strings blend with lead guitars and a country rhythm. It’s slightly melancholy, but very melodic stuff.


Once upon a time pop/rock attack gives Ronstadt room with a tuneful, full-throttle vocal on this playfully rambunctious first single and title cut from her new LP. The B-side, a stirring duet between Linda and J.D. Souther on “Sometimes You Just Can’t Win,” is an added bonus.

BILLY SQUIER (Capitol 5163) Brides Of (3:45) (Songs Of The Knight — BMI) (B. Squier) (Producers: Mack, Billy)

Whirring electronics and finger snaps crackle into drive a med-tempo rocker from “Emotions In Motion” that has already seen some AOR play as a preferred track from the LP. As with most of Squier’s material, it’s got an updated Led Zeppelin-type sound that’s already won rocks fans’ ap- plause.

GEORGE THOROGOOD & THE DESTROYERS (EMI America 8140) Bad To The Bone (3:38) (DelSound Music — BMI) (G. Thorogood) (Producers: Delaware Destroyers, K. Irwin, J. Nagy)

Delaware’s latter day Johnny B. Good stuff is a rock track first, an “original” blues rocker that’s un- questionably a nod to the Mannish Boy himself, Muddy Waters.

BLACK CONTEMPORARY


The family Jackson has been blessed with more talent than any clan could hope for, as the latest member to prove it is Janet. Here the sister of Latoya, Randy, Jer- maine, and Michael struts her own stuff to a yet-to-be-discovered LP. The LP is an impressively recording duo Rene & Angela.

MISSING PERSONS (Capitol 5161) Destination Unknown (3:40) (Private Life Music After Life/Private Parts Music) — ASCAP/BMI) (Bozio, Bozio, Cucurul- lo) (Producer: K. Ostrander)

Polished “new wave” pop/rock from a group that’s already established a sizable following now that they’ve added first LP (which also contains this track). The bouncy beat and Dale Bogo’s lead guitar draws you in, and vocals have made it appealing to teeenyboppers.

BUCKNER & GARICA (Columbia 18-03167)


Pat-Mem Farmer hasn’t died out, but Steven Spielberg’s extra-terrestrial, for all the imagery, the laughter, and tension, and heart, of the American public B&G have created an ode here that at least equals the movie in sheer sentimentality.

Clock Box/October 2, 1982
ARRC Study Claims Minimal Effect From Home Taping (continued from page 5) suppression of copying that home music tapers are the biggest purchasers of records. The survey did not ask whether home taping has ever prevented tapers from purchasing prerecorded music. "Very Important" The third finding, that home tapes record a lot more music than public library programs of selections, was based on 72% of those surveyed rating it "very important." When reporting tapes, one reason was a reason for preferring home-recorded tapes to prerecorded tapes. The issues of portability, convenience, quality, technology which suggest that tapes offer something that records do not were also highlighted in the survey. Seventy-five percent of those surveyed who listen to home-recorded tapes on their home systems rated it "very important" that "tapes can sometimes be played in the car or elsewhere that a record cannot." That 80% of all tapes use one or more portable playing devices and that half of the time tapes are spent listening on a portable system were also cited as supporting the conclusion. Additionally, the survey claimed that quality and availability are more important to music tapers than prerecorded tapes.

Claiming that saving money is not the primary motive behind home taping of prerecorded music, the survey supported its contention that "tapes not only satisfy a desire to save, but also satisfy a desire to purchase, and they show sometimes listen to home-recorded music instead of records listed only for the price of the record."

92% of those who considered cost a reason for using home-recorded tapes said they had fewer or more reasons other than cost. Virtually everyone (99%) who cited cost as a factor said there were other reasons they used home-recorded tapes. The reaction cost more than home-recorded tapes was rated "very important" by 45%.

Pro-Taping Data Presented At Congress Hearing (continued from page 6) music copyright tax for recording non-coprighted material. Congress" would indicate that a high percentage of "home tapes indicated that this activity is not related to costs. She warned that a "tax" on blank tapes could impose a "blanks" technological change in that it could force potential users of magnetic tape to use other, more costly technologies for storing information — such as floppy discs, integrated circuits and bubble memories. The only serious question during the hearing was from Rep. Robert W. Kastenmeier (D-Wis.), who is chairman of the subcommittee. He expressed the belief that Congress should be on the lookout for any attempt to elicit the answer. The only other subcommittee member present was Rep. James T.rafalik (R-III.). Supporting that section of the royalty fee proposal that would authorize copyright owners to establish their own rental retail service was Steve Roberts, 21st Century-Fox; James P. Jimirio, Walt Disney, Prods., and Ron Berger, president of Record City, a retail video chain. Roberts and Jimirio promised substantial reductions in the wholesale price of video recordings. In addition, since, they said, producers impose a surcharge on their prerecorded cassettes of the retail price of renting instead of selling the product, a rental test cassette prices would be cut by up to 50%; Jimirio by from 20-40%.

SILVER JAZZ — Hornman Dizzy Gillespie was one of the most brilliant highlights during the recent Silver Anniversary Monterey Jazz Festival. Pictured is Gillespie (c) with bassist Michael Howell (l) and guitarist Ed Cherry. Cash Box photo by Michael Martinez has joined PolyGram Classics Jazz as national booking manager. He can be reached at the company's New York office. The Brooklyn Academy of Music has stated his jazz program for late fall and winter. Among those scheduled to appear are Nat Adderley Quartet featuring Sonny Fortune; James Moody; Sheila Jordan with Harvie Mirsky and Randy Brecker, and an 11-piece jazz outreach The Blue Note will celebrate its first anniversary on Sept. 28 with a special jam session featuring Dizzy Gillespie ... Some Peter's Jazz Ministry will present its annual "All Nine Soul" jazz concert, featuring over 250 musicians. ... Griff's Seaside Plaza, a midtown-eatery, has instituted a jazz policy Tuesday through Saturday nights. The September line-up includes a rare New York appearance by Chicago pianist John Coates and classically trained performers and composers, has kicked off at 2:28 W. Broadway. The October line-up includes John Zorn, Anthony Davis and Earl Howard. The telephone number is (212) 431-1022.

Jazz

TOP 30 ALBUMS

AS WE SPEAK (Warners) 7.92650-1
2 HANDS DOWN (Sony) 7.92653-1
3 OFF THE TOP (Sony) 7.92653-1
4 DESIRE (Rolling Stone) 7.92656-1
5 LOOKING OUT (MCA) 7.92657-1
6 BREAKING AWAY (Warner Bros/BARK 57671)
7 THE DUDE (JVC) 7.92658-1
8 BROTHERS IN THE WILD (Capitol) 7.92659-1
9 FEET OF FIRE (A&M) 7.92660-1
10 THE INNOCENTS (Atlantic) 7.92661-1
11 THE MIND (Columbia) 7.92662-1
12 TOUCHSTONE (Columbia) 7.92663-1
13 WINTER INTO SPRING (Columbia) 7.92664-1
14 ECHOES OF AN ERA (Columbia) 7.92665-1
15 IN LOVE'S TIME (Columbia) 7.92666-1
16 tracing by: Ed Cherry (Cash Box)
**Ohga Named Head At Sony/America**

NEW YORK — Norio Ohga, the recently appointed president and chief operating officer at Sony Corp., Tokyo, has been named chairman of the board at Sony Corp. of America.

Ohga was elected president and chief operating officer and representative director of Sony on Sept. 4, succeeding the late president Kenzo Iwamatsu, who had served in that position since March 1978.

Ohga joined Sony in April, 1963, and was named general manager, tape recorder division and president of the company's West Coast subsidiary, Sony America Inc., in 1973. He has been president of the company since January 1978.

Concurrent with Ohga's promotion, Sony made several other top management changes. They included elevating Mitusuo Matsuoka to president of the company's Los Angeles subsidiary, Sony Records, and naming Masafumi Iwata general manager and president of the company's headquarters in Tokyo.

**Blonstein Named VP For Monument**

LOS ANGELES — Marshall Blonstein, who until recently served as president of Monument Records, has been named vice president of Monument Records. According to a statement from the company president Bob Feagin, Blonstein will be involved in all phases of the label's operation, based out of the company's L.A. office.

Prior to his tenure with Monument, Blonstein was president of Island Records for two years. He was previously vice president and general manager of A&M Records for eight years. Blonstein began his career working in promotion for Columbia Records.

**Wallace Named MGM/UA Video Programming VP**

NEW YORK — Ronna Wallace has been named vice president, programming, West Coast at MGM/UA Home Video and vice president, programming, MGM/UA Records.

In her new position, Wallace will handle all program acquisition and development for MGM/UA Home Video and will also continue to help develop and supervise programming at MGM/UA Records.

Wallace was previously director of programming at MGM/UA Home Video. Previously, she was director of programming for WJLA, a CBS affiliate in Washington, D.C. She also held positions at Viad America and Warner-Amex's Qube. Wallace will operate out of Los Angeles.

**Katzel Named VP, Accord/Townhouse**

NEW YORK — Bud Katzel has been named vice president, marketing and sales at Accord/Townhouse Records. He brings experience earned in many areas of the recording industry.

Katzel entered the business at Decca Records as national promotion director. He then became vice president and director of marketing and distribution for Roulette Records.

His next move was to ABC Records, where he served as vice president, marketing. Next, he moved up to vice president and general manager, ABC Records Division. Between 1969 and 1978, he was vice president and general manager of Avco Records. More recently, he was general manager of Tenk Productions.

In his new position, he will work with Capitol Records' sales department and Capitol's artist personnel, as well as the district offices. He will also work with national accounts and retail chains to develop sales program and promotions.

**Blonstein Named VP For Monument**

LOS ANGELES — Marshall Blonstein, who until recently served as president of Monument Records, has been named vice president of Monument Records. According to a statement from the company president Bob Feagin, Blonstein will be involved in all phases of the label's operation, based out of the company's L.A. office.

Prior to his tenure with Monument, Blonstein was president of Island Records for two years. He was previously vice president and general manager of A&M Records for eight years. Blonstein began his career working in promotion for Columbia Records.

**Maitland Named VP, Singles Sales, At Warner Bros.**

LOS ANGELES — Mark Maitland has been named to the position of vice president/national singles sales manager at Warner Bros. Records. He was promoted from his previous post as national singles sales manager, a position he held for six years.

Maitland joined Warner Bros. after working at WEA. He served as regional singles sales manager for WEA's Los Angeles branch after being transferred from his previous position as branch marketing coordinator at WEA's Atlanta branch.

Maitland first joined the record industry as manager of Sunshine Records in Los Angeles.

Commenting on Maitland's appointment, Warner Bros. Records chairman and president Mo Ostin said, "Mark has proven his considerable abilities in the singles field time and again. We could not ask for a more competent and creative person to become an officer of Warner Bros. Records."

**Clouse Named At Arlato**

— Jeff Walker, president of Aristo Music Associates Inc., has announced the addition of Kathleen Clouse to his staff as executive assistant.

Clouse will be working closely with him in the public relations and media management operations of the company.

**Label Fourth Quarter Programs**

— We're offering seasonal compilation packages along with their catalog and frontline titles.

— Of all the labels contacted, WEA was the only one to respond with a single, four-song catalog product in its fall program. Covering 345 of the Warner Bros./Elektra/A&M/Atlantic/Tiles, the WEA program, encompassing the theme "Music Entertainment That Lasts a Lifetime," was launched Sept. 7 and will run to Oct. 15 and offers a five percent discount on LPs included in the program and a more substantial 10 percent discount on cassettes bought through the promotion.

— Payment of orders under the program will be permitted on two-day deadlines — half by December 15, the other half by November 15. Returns credit will reflect the WP and cassette discounts under the program.

— One company that is combining an extended five percent discount on LPs with a dating deal on its entire catalog is PolyGram, which has already begun at the Capitol store. The deal is part of the company's "As One" LP and "Signals," the new album by Rush.

— According to Harry Losh, senior vice president for marketing for the company, "We believe that the new albums by Kool and Rush can be the cornerstone for our winter marketing plan during the fourth quarter."

— Both releases are the subject of an intensive marketing plan comprised of radio advertising teasers, ads on Warner Bros. talent display means, and a press release to the trade. For the Kool LP, PolyGram has developed a "Now in Stock" window display streamer that is shipped with the record. In Los Angeles, a display for the Rush album is being placed in the heavier airing in 12 markets. A poster campaign has been developed for Rush along with the MTV advertising. Losh said the some print advertising is scheduled for later in the year. To this end, the label has manufactured 800 ad mats to be used in local radio.

— Both the Kool & the Gang and Rush releases also receive additional billing on the Cue Card through the Department of the Print and Radio, which are segments of the new mail order campaign.

— An interesting detail is the February release of the new album by the new band The B-52's, which is a special holiday release. The band's "The Age of Consent" is due in January and the other during February.

— "It was our feeling that dating is more essential for the older retailer than the younger," said Losh. "Dealers are more concerned with when they have to pay than with which product, especially with LPs of this caliber."

— Another label hoping to successfully mix new format launches with established sales is Capitol Records, who where a number of previously unreleased compilations and greatest hits packages and albums. Capitol's "The Capitol Sound" campaign of early February.

— Twenty of the Beatles' #1 singles on a solo disc will be offered during October at a..."
Labels Experiment With Ways To Increase Cassette Sales

(continued from page 8)

made free for home taping, is not an entirely new concept. On Island Records' One Plus One series, an album is prererecorded on cassettes; to rebroadcast the tapes, the flaw that the duplicate copy can either be taped over with other material by the consumer, or left alone so the album can be heard again by merely turning over the tape in stead of having to rewind it. Currently Island is wrapping up negotiations with a big new independent product, for putting out major artisit recordings in the format. One Plus One is tentatively called, which will be utilized for the subsidiary labels, Mango and Antilles, each of which has approximately 12 titles in the One Plus One line.

Another strong commitment to the cassette format can be found in the year-old Reachout International Records, announced "(reach)" concept, headed by Neil Cooper. ROIR produces only album-length cassettes unavailable on record, with a high-fidelity label, for example, a background noise and increased frequency response, as well as greater wear life. For example, off record, has manifested a culmination of all this while also granting an undistorted treble response and upgraded dynamic range it makes popular with state-of-the-art audio enthusiasts and is expected to be used in forthcoming major releases by the label.

A second mini-cassette of three new songs by Devo, set to ship on Sept. 29, will mark Warner Bros. Records' entry into the field of 12 inch singles marketed in cassette form. A dance video mix of the group's forthcoming "Peek-A-Boo" single as well as the tune "Find Out" will be used in the campaign that will be released a week after the regular 7 inch is in stores, and several weeks prior to the release of the album.

Columbia Records has distributed Sire label on Oct. 1 is an eight-song cassette featuring selections from previous albums, including material from Heads as well as from solo projects by individual band members and the Tom Tom Club. Called "Portable Music" and listing for $5.98, will be sold solely in cassette form and includes songs from Harry Jordan's "The Red and the Black," the "Tom Tom Club," the "Catherine Wheel," the "Tom Tom Club's Under the Boardwalk" and Taking Heads' "The Name of This Band is Talking Heads."

The first 12 inch single to be marketed in cassette form hit the streets last week, a three-track offering from Sharon Redd on Broadway's Prelude label. Suggested list price on the tape, which includes a previously unissued track will be available at most stores at the same title track from Redd's "Best of the Street" LP and an instrumental version of "I Don't Want to Be Alone," and its initial run calls for 4,000 tapes to be shipped to 4,000 markets on the east coast: Baltimore, Washington, D.C., Philadelphia and New York City.

According to Broadway's production manager, the cassette will run just shy of 20 minutes on one side, and the other side will contain blank tape. The product will be packaged inside a standard LP jacket rather than in a noilace case, and will depict a large cassette with the song title and artist name imprinted in bold lettering.

The idea of putting prerecorded music on one side of a tape, with the other side

Word Announces Promotion Plans For Fourth Quarter Album Releases

NASHVILLE — Word, Inc. held a special sales conference Sept. 16-18 at the Amfac Hotel in Dallas, Texas, to unveil all products and accompanying promotions scheduled for fourth quarter release, according to Roland Lundy, vice president, director of sales.

"With close to 40 records being shipped out during this period I feel an extra push on this product," Lundy says. "We introduced new products and merchandising promotions during the meetings. One of the programs, we believe, will be a big one on the industry as our 'one free with four program' did when it was first introduced. We will also present a new singles campaign covering the entire product. Birthright and Starsong Records."

Starsong, an independent contemporary Christian label based in Houston, whose catalog includes material by Petra, Steve &

Cash Box/October 2, 1982

11
list price of $9.98. Sammy Hagar’s best material for the label will be packaged as a three-CD box set, along with “Greatest Hits” by Natalie Cole.

According to Walter Lee, vice president of marketing and sales of Motown’s compilation department, the company has several other new releases, including Little River Band, Missing Persons, Melba Moore, Various Artists, The Miracles, Al Green, McBride & Whitehead and Ebonie Webb.

Lee declared to reveal dealer terms for the programs and plans to unveil the later announcement that included 100-150 titles included in a catalog program.

Planning to offer a five-to-seven percent discount on selected titles, including current best sellers and more than 100 catalog albums is RCA, according to retail sources. Although RCA would not confirm the reports, dealers say that the RCA program follows the Motown pattern, and comes due Dec. 15. The label also recently bowed an extensive midlife catalog campaign where the label added 19 new titles to its “Best of the Best” series of budget LPs (Cash Box, Sept. 4).

At Motown, merchandising and advertising programs are being planned on the label’s Christmas-oriented product through in-store merchandising, print and radio advertising. Lee adds that a majority of the sales at the company, said that several Christmas packages are coming from the label, in addition to releases of live At Get-Ulmer and a previously released live recording of Green cut from performances in Tokyo.

The Motown letter would reveal dating and discount plans, he cited note that the company would provide substantial advertising and merchandising support for its “Christmasintensity” program, pointed out that Motown’s list price on singles has remained $1.69 as opposed to the industry norm.

But despite the emphasis on catalog, reissues and seasonal product, there is an abundance of new, best of and greatest hits lies to be found in the fourth quarter.

The following is a label by label list of fourth quarter releases, the bulk of which will be available in early October through the latter part of November. Few labels, recognizing the difficulty in obtaining airplay during the holiday season, will release product during that month.

A&M (October) Andy Summers and Robert Fripp, Jane Jackson, English east (I.R.S.), Supergroup, Spools and Motown The Miracles/Parliament/Funkadelic (continued from page 10)"
ARE SUPPLIERS REALLY CUTTING BACK ON RELEASES? — Andre Blake, head of Embassy Home Entertainment (formerly Blay Video), founder of Magnetic Video (before it was sold to 20th Century-Fox and then merged to become CBS/Fox Video) and recording artist for CBS/Fox Video, has recommended that suppliers cut back on the number of titles he’d planned to release for the fourth quarter from “six or eight” to just three or four per quarter. “Bray said this was in recognition of the fact that the market is not quite as tenacious as we’d like. We’re concentrating on whether to be our ‘A’-type titles and let the market decide what’s worth doing,” he added, noting that other companies were doing the same. “Just look at a CBS/Fox,” he stated, and, indeed, several video retailers have noted a decline in advance orders for new titles through November. Producers, said Blake, and Warner Home Video have cut back heavily on ‘B’-title releases, with a great many “maturing” being moved to the rental-to-sale conversions. We placed a call to CBS/Fox and vice president of public relations for the company, Michael McNulty, that there has been no official word of a cut back “that I know of,” but added that he’d “get back to us” on it after conversations with the company’s executives.

DISNEY EXPANDS DISC LICENSING PACT WITH RCA — Walt Disney Telecommunications, licensing executive Mark Greenberg, “the objectives of the Disney home video sales (formerly in L.A.) which will run through Oct. 17) are precisely as they were in New York,” when MTV ran the same spots just prior to Manhattan Cable picking up the 24-hour service (Cash Box, Aug. 28). “What our modus operandi is to license to cable companies the right to use our home video packages, which are seen as shepherding our heavy commitment to promoting MTV,” said Greenberg. “A number of those cable systems are affiliating with us or are in negotiations to affiliate with us.” The Los Angeles market, which MTV has a time is high priority for our reasons. “There are a lot of potential national advertisers out there,” noted Greenberg. “We want to be highly visible in L.A. because it’s also a major entertainment center.” The major cable systems in L.A., which include Century-Cable, Group W Cable territory, and that franchise, Greenberg stated, “is surely as important to us as Manhattan Cable.” MTV has been “in constant contact” with Group W (“after all, we have The Movie Channel on Group W,” he pointed out), but as yet there’s no firm word on when (or if) MTV will begin airing. A member of Group W’s public affairs department in its Santa Monica office couldn’t provide us with any more clues on the status of negotiations, but she did say that although the telephone operator there “hadn’t received a barrage of calls” yet, there were “a few inquiries from people asking for MTV.” (“That’s music channel, isn’t it?” she asked. Oh well.) The spots, we’re told, will begin airing in the San Francisco market Oct. 4. In other Warner Amex quarters, executives at both WASEC and American Express pooh-pooed rumors that the joint venture “are on the rocks,” as the less than in the marketing newsletter The Gallagher Report indicated. The item stated that American Express “weighs pullout” from the three-year-old venture and was “reluctant to commit further funds to cable operations.” The joint venture “is being considered for build-up of Sherborn, Leorh Rhodes investment firm into major banking/financial services operation.” However, David Kalis, vice president of corporate information for American Express, called the claims “utterly unfounded and not considered.” Indeed, “I can’t understand why The Gallagher Report would print such a thing. Usually they’re pretty accurate.”

BROADCASTERS SEEK JUDGMENT IN BLANKET LICENSING CASE — New York — Plaintiffs in the class action antitrust suit against the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) last week submitted a “Form of Judgment” to U.S. District Court Judge Leo P. Korman, which recently ruled that blanket licensing of local television stations by music performing rights societies is a restraint of trade and a violation of antitrust laws (Cash Box, Sept. 4). Judge Gagliardi now awaits a joint counterjudgment from the defendants before entering his order. According to ASCAP general counsel Bernard Korman, the counterjudgment will be ready Oct. 1. BMI president Edward Cramer expects the judge’s order within three weeks thereafter. According to James Quinn, an attorney for the five local broadcasting entities who acted on behalf of themselves and some 750 other local broadcasters in bringing suit, the plaintiffs’ form of judgment includes a permanent injunction with regard to ASCAP and BMI licensing of local stations. This would bar the societies from the current comprehensive licensing offered to local TV stations blanket licensing of performing rights, which now amounts to $30 million annually. Quinn also provides for a one-year “period wherein local stations would not be required to make payments for music used.” He added that the “30-day grace period” was the “best we could do” so as to provide a relatively competitive “source licensing” system, which calls for payment for performance rights at the source by programming suppliers. According to Cramer, the plaintiffs’ proposed order is “disastrous.” “The stations can stop payment in 30 days,” he said. “I am not due a new material,” he said, “This is not just retroactive but prospective.”

Korman agreed. “I understand that stations to stations to perform music now on film or tape forever,” he said. “We think it highly inappropriate that cable companies should have the right to broadcast the music rights from ASCAP or BMI.”

Korman noted an additional concern with the plaintiffs’ proposed order. “If the order is signed as proposed it will mean serious disruption for a number of people, particularly those dependent on BMI or ASCAP earnings from television such as older writers who are no longer active. It will create enormous hardship for a group of people who on good faith for 30 years expected to get residuals and are suddenly cut off.” Both ASCAP and BMI have suspended advance cash advances to writers and publishers in light of the Gagliardi decision. Cramer confirmed the report saying he has not heard of any royalties being paid by local broadcasters following the decision, but would not give figures. He did say that the “definite ob- volutions in the industry” have continued until a few days ago.
**TOP 200 ALBUMS**

**Rush's 'Signals' Off To A Fast Start, Debuts At #19 Bullet**

by Mark Albert and Ken Kirkwood

**TOP STORY OF THE WEEK** is Rush and its new album, "Signals," which is this week's top debut at #19 bullet. Outstanding retail action in all regions of the country, particularly the Midwest and West. This LP should be a very big item at the rack level in upcoming weeks. The single, "New World Man," takes an 11-point jump to #55 bullet on the Cash Box Pop Singles chart as well.

**TOP TEN HIGHLIGHTS** — John Cougar spends his fifth consecutive week at #1 with the help of his #1 single, "Jack & Diane," which moved into the top spot this week. Michael McDonald jumps three places to #6 bullet. Retail continues to be strong in all areas led by the West, Midwest and South. Top 50 rack sales reported this week. His album also goes to #21 from #24 on the Black Contemporary (B/C) Albums chart. . . . Billy Squier moves up a notch to #7 bullet. Good retail out of the Midwest, South and East. His new single, "Everybody Wants You," debuts on the Pop Singles chart at #89 bullet. Look for album sales to increase after his live concert appearance on national TV. TV this past weekend with Pine Knoll and CATS. . . . This week’s new entry in the Top 10 is Michael Sembello, who moves up a point to #10 bullet. Retail activity was very good everywhere, led by the South, West and Midwest. His "Eye In The Sky" single goes to #5 bullet, up from #6 on the Pop Singles chart.

**TOP 100 HIGHLIGHTS** — The Who jumps four points closer to the Top 10 at #12 bullet in its third week. Strong retail action, led by the East, West and Midwest. The "Athena" single goes to #43 bullet, up from #49. . . . Men At Work moves up two spots to #16 bullet with good retail reported on the coasts and in the South. The group scores its first Top 10 single with "Who Can It Be Now" which jumps to #9 bullet, up from #11. . . . Santana goes to #22 bullet from #25. Best retail in the West, Midwest and South with rack activity starting to kick in. The "Hold On" single goes to #35 bullet from #37. . . . Kenny Loggins moves six points to #35 bullet in his third week. Heaviest sales are still in the West, Midwest and South. Strong initial rack reaction this week as well. . . . The Time takes a big 17-point jump in its third week up to #46 bullet from #63. Outstanding retail activity in the South and Midwest, with good retail in the West. The album also goes to #4 bullet from #14 on the B/C Albums chart. The "777-9311" single jumps into the Top 10 on the B/C Singles chart at #9 bullet, up from #12. . . . Aerosmith jumps to #51 bullet from #58. Good retail in the East, Midwest and West with sales starting to build in the South. Evelyn King jumps 11 points to #63 bullet in her fourth week. Propelled by her B/C #1 single, "Love Come Down," the LP is selling quite well in the East, West and Midwest. The album goes to #8 bullet on the Billboard #1 Albums chart. The single moves to #44 bullet from #31 on the Pop Singles chart as well. . . . Kim Carnes takes a 12-point jump to #65 bullet in her third week. Selling well in the West, South and Midwest. The "Voyeur" single goes to #27 bullet from #30. . . . The duo of Merle Haggard & George Jones jumps to #82 bullet, up from #92. Good retail out of the South and regions holding it. The album moves to #13 bullet from #10 on the Country Album chart, and the "Yesterday's Wine" single moves to #5 bullet from #9 on the Country Singles chart. . . . Two new entries into the Top 100 this week are by ABC, at #108, "She's A Woman," and Sylvia, at #99 bullet, up from #111. ABC is a big retail item of the coasts and its "Look Of Love" single goes to #58 bullet from #64 on the Pop Singles chart. Sylvia is retailing best in the South and Midwest. Her LP goes to #2 bullet, up from #44, on the Country Albums chart. Her "Nobody" single takes a six-point jump to #23 bullet on the Pop Singles chart.

**RECORDS TO WATCH** — Mike Rutherford jumps from #109 bullet to #122 in his second week. Good retail reaction out of the West, East and South. . . . Barry Manilow leads 13 points to #120 bullet. Good second week activity reported in the Midwest and South. Beginning to make some noise at the rack level. . . . Steel Breeze bullets up to #134 from #150 in its second week. Showing good retail response out of Baltimore/Washington, D.C., Miami, Atlanta, New Orleans, Los Angeles and Sacramento.

**DEBUTS** — Besides the previously mentioned Rush album, another debut in the Top 50 this week is Olivia Newton-John, who comes in at #44 bullet. Doing very well in the South, Midwest and East. Her "Heart Attack" single goes to #17 bullet from #20 on the Pop Singles chart. Watch for this to be huge at the racks in the weeks to come. . . . Koool & The Gang debut at #66 bullet on the Pop Albums chart and at #16 bullet on the B/C Albums chart. Good initial reaction out of the West and East Coasts. . . . Peter Gabriel come in at #71 bullet with retail happening in the West, East and South. . . . Ricky Skaggs debuts at #136 bullet on the Pop Albums chart and at #84 bullet on the Country Albums chart. Good retail out of the South and West. His "Heartbreak" single goes to #24 bullet from #30 on the Country Singles chart in only its third week. . . . Icehouse debuts at #172 bullet with respectable initial reaction out of the West and Midwest. . . . Other debuts this week include Alicia Myers at #177, Gwen Guthrie at #180, Kurtis Blow at #186, and Vanity 6 at #191.

**RECORDS ON THE ROCKS** — Steve Winwood stumbles at #26 after seven weeks and loses his bullet. His "Still In The Game" single never really broke in a big way, which probably contributed to album sales generally declining in all regions. . . . Teddy Pendergrass loses his bullet at #45. Retail remains moderately good in the Midwest and East, while trailing off considerably in the South and West.

**REGIONAL ALBUM ANALYSIS**

**NORTHEAST**
1. A FLOCK OF SEAGULLS
2. OLIVIA NEWTON-JOHN
3. KOOL & THE GANG
4. PETER GABRIEL
5. STRAY CATS
6. EVELYN KING
7. SANTANA
8. AEROSMITH
9. BAD COMPANY
10. THE TIME

**SOUTHEAST**
1. KENNY LOGGINS
2. A FLOCK OF SEAGULLS
3. OLIVIA NEWTON-JOHN
4. SANTANA
5. THE TIME
6. KOOL & THE GANG
7. KIM CARNES
8. RICKY SKAGGS
9. EVELYN KING
10. PETER GABRIEL

**BALTIMORE/WASHINGTON**
1. A FLOCK OF SEAGULLS
2. KENNY LOGGINS
3. OLIVIA NEWTON-JOHN
4. EVELYN KING
5. SANTANA
6. STEEL BREEZE
7. THE TIME
8. PETER GABRIEL
9. AEROSMITH
10. KOOL & THE GANG

**DENVER/PHOENIX**
1. STRAY CATS
2. KENNY LOGGINS
3. THE TIME
4. SANTANA
5. GEORGE THOROGOOD
6. OLIVIA NEWTON-JOHN
7. KOOL & THE GANG
8. KIM CARNES
9. ANNE MURRAY
10. PETER GABRIEL

**SOUTHERN ALABAMA**
1. STRAY CATS
2. KENNY LOGGINS
3. OLIVIA NEWTON-JOHN
4. THE TIME
5. DON HENLEY
6. PETER GABRIEL
7. KIM CARNES
8. EVELYN KING
9. SCORPIONS
10. GEORGE THOROGOOD

**SOUTH CENTRAL**
1. KENNY LOGGINS
2. OLIVIA NEWTON-JOHN
3. THE TIME
4. DON HENLEY
5. MIKE RUTHERFORD
6. ANNE MURRAY
7. KIM CARNES
8. STYX
9. GEORGE THOROGOOD
10. MERLE HAGGARD/GEORGE JONES

This listing of records outside the national Top 20 showing steady or upward movement is designed to keep retailers abreast of the latest regional sales trends.
U.S. Retail Chains’ LP & Singles Sales, Shelves Price Rise To Tro, Dealers Cite Higher Wholesale Tag

(continued from page 12)

we think this depends on market location. Spec offers a $5.88 sale price for its $5.98 list except for new releases, which are $7.99. Stark/Camelot also has two sales price points for its $7.99 and, when advertised, $6.99.

Maxie Maxie’s sale pricing varies by vendor, but promotion. WEAS sells its $7.99 and $5.89 at a $4.44 with other labels ranging from $3.99-$5.44 depending on special buy-ins. In $8.98 list, when advertised on the radio the sale price is $5.49; on TV it is $4.99-$5.49 depending on cost. Newspapers ads are at $5.99. Sales price for $13.98 products are $9.99 depending on cost and type of advertising.

Record Bar shelves 12 singles at list prices of either $4.98 or $5.88. Tower’s 12 shelf sales are $3.99 for $4.99 list, $4.44 for $5.88 list, and $5.99 for imports. Record World/TSS sells current singles for $1.69 and oldies for a dollar more.

The survey found that most chains price cassette equivalents of $8.98 list record products at the same as the LPs. But Spec’s sale and shelf prices its cassettes two cents below the LPs, and Maxie Maxie’s sells its $8.98 cassette titles 30 cents above the albums, while sale prices are 50 cents higher if advertised in print.

TOP SELLING VIDEO GAMES

TOP SELLING ACCESSORIES

PLUS PROFIT

MERCHANDISING

WHATS IN STORE

SIMMONS’ QUBE STAKE — When QUBE Presents Richard Simmons is repeated in Cincinnati (where it was produced and shown) on six other QUBE circuits, the interactive cable system will offer viewers the opportunity to order the inimitable health guru’s “Reach” exercise album simply by “touching in” on their QUBE home consoles. According to Mark Greenberg, vice president of advertising and publicity relations of Warner Bros., the new QUBE show, which is also available in two Warner Bros dieting tomes Never Say Diet, Never Diet Cookbook, will be shown to viewers along with instructions to touch the appropriate console button if interested in ordering the show. “This type of programming is the wave postcard” having a separate detachable card to be returned in confirming the QUBE order.

WAX GOES... The 18-store Washington, D.C. Wax Maxie chain last week concluded its introduction of video games into all outlets except its three inner city stores.

So far only Atari and Atari compatible cartridges, accessories and game units are being carried, and this week the chain will advertise heavily in print on Atari. Incidentally, manager David Blaine has discovered a “logical connection” between video games and prerecorded cassettes sales. “I like playing ‘Atlantis,’ but I don’t like the bees and other noises that the game makes. So I turn down the volume and put on a musical cassette like Kenny Loggins”.

GOODIE BAGS — Five stores in Los Angeles are giving away vinyl “Goodie bags” in support of Robert “Goodie” Whittred’s hit single “Do Something.” The participating stores are Delicious Records, Fortune Records, V.I.P. Records, Record Industry and Unique Records. Whenever Whittred’s song is played on station KDAY, the first caller is told to go to the nearest of these stores to pick up his Goodie bag containing coupons for fried chicken, chocolate chip cookies and skin care products, with 20 of the bags also offering tickets to the next opening Goodie concert. Goodie is currently touring for the Gap Band, and Goodie, Gap and Four Tops singles are also in the bags. The bags have a picture of the “Call Me Goodie” LP cover together with the KDAY call letters and the Epic/CBS Records logo. While at the store, bag winners can also enter to win a trip to Hawaii, though this contest is open to all customers.

DELIVERING DOLLY TO THE DEALERS — In support of Dolly Parton’s new “Greatest Hits” album, RCA Records put together a comprehensive merchandising package and sent it out with the “pre-promotion managers” associated with the recording. The packages, which were to arrive in the recipients’ hands 10 days before this week’s album release, contained all point-of-purchase materials including a full-size poster, 15 1/2 x 23 inch album cover wrapped in plastic and easel-backed dis-cuts of Dolly, full press kit, black-and-white photos, a 30-second TV spot, a 60-second radio spot and a videotape of Dolly’s press conference in Nashville prior to the premiere of ‘The Best Little Whorehouse In Texas.” Advertisements to RCA administrator of advertising Randy Lavigne, the project was the first time the label had put together such an extensive merchandising package together with so many materials that were ready at the same time.

LEARNING NEW TRICKS — Seems like Roy Clark has been doing a lot of things that he’s never done before this summer. You’ll recall that Clark’s concert with the Magic in the Stars/ Camolet concert was his first ever performance before a convention audience (Cash Box, Aug. 14). Now David Webb, vice president and director of sales for Clark’s record label, reported that the country group recently starred at his first in-store appearance at the Sears store in Calmum City Mall, Calumet City, Ill. Clark’s projected 45-minute stay actually lasted two hours and 1,500 fans showed up. As Clark always been against in-store gigs but he had so much fun when he may do more in the future,” says Webb, “Roy has been saying that Clark and sales managers should be doing things they should try!” As Clark learned to play the guitar at age 15 on a Sears Silvertone, Sears saw fit to commemorate its role in the master’s career by presenting him with a new model in the store.

Jim bessman
KLOS Tops L.A. As AOR Battle Heats Up Arbs

(continued from page 11)
delayed points away from the other
rockers as WPLJ lost an entire share,
getting a 3.5 this around. NEWW-FM
dropped from second to 3.9. NEWW-FM
does have the disadvantage of
close dial proximity to WAPP.
Otherwise, it was pretty much business
as usual Friday as, for example, UTC outlet
WKTU dropped to 5.5 from 6.2 but still
retained the #1 spot. WBLS placed second,
as did WMET/WDRE/WXPN, an urban
station, dropped .1 to 5.2, tying in
with its AM sister talk station WOR. A/C
outlet WNYT is giving the urban outlets
a run for their money as it has gained listeners in
three straight books and rose to 5.0
from 4.7 this time.

It is unclear whether changing its format
to talk really helped former AM Top 40
station WABC since it only rose .4 to 3.0
this time. That may also have been caused
to by WABC’s changing of its format to talk.
Chicago’s patterns were worse this summer.
While WBBM-FM’s “Hot Hits” format
came in with a 5.6, WWNO fell to 5.3 from
2.7, it apparently stolen listeners from
determined Top 40 outlet WLS-AM, which
also fell to 5.3 from 4.7.

AOR seemed to gain as WLUP rose to 4.2
from 3.8 last Spring, while WMET contin-
tued to hold at 7.4. WLS-AM was the second
outlet XRT gained half a share, posting
2.1 this time around.

The number one Big B/C did not do well this
time, as WGGI fell to 6.1 from 6.6, WPIC from
3.7 to 2.9 and WVON from 2.4 to 2.1. WBXM,
however, gained modestly to 5.2 from 5.1. On
the Children’s Radio Network, all games
must have aided talk outlet WGN, which
rose to 9.3 from 7.8, still holding the
domestic #1 spot.

A/C and baseball dominated the San
Diego market as station KFMB rose to 11.6
from a 7.3 last time around. Probable
causes included Padre’s broadcasts and
format. The A/C took the top spot away from
AOR station KGB, which plummeted to 5.8 from 12.2. WOR
format KPRI rose to 5.6 from 4.4 while Tijuana
AOR station XTRA-FM slightly posting
2.4 to 2.3.

All figures quoted here represent average
quarter-hour shares 12-Mondays-
Saturday, 6 a.m.-midnight, June 24-Sept. 1.

Airchil Named Control Data VP

NEW YORK—A. Airchil, executive vice
president and chief operating officer for
Arichil, Inc., has been named as a vice
president at Control Data Corp., Arichil’s parent company. He
retains his current position.

Before being promoted to two years ago
to executive vice president at Airchil,
Airchil served as vice president of
government relations at Arichil. In
1979, he served as the Arichil advisory
committee, created the quarterly measurement idea and
extended Arichil’s services to include homes
without listed telephone numbers.
Airchil joined Airchil in 1972 as vice
president, marketing and information
applications. Arichil also promoted to vice presi-
dent, marketing services and development,
in early 1974.

In 1974, George Arichil, Airchil was
president and co-founder of Marketronics,
a computer service firm specializing in
programs for advertising and media plan-
ing and for the post-evaluation of sales
and marketing efforts.

WHO’S FIRST — The Who’s first international radio interview, syndicated
by Westminster, will be released in the U.S. for the first time in December. It is
available in book form with band leader Pete Townsend, lead vocalist Roger Daltry,
bassist John Entwistle and drummer Kenny Jones. It also tracks known Who tunes and cuts
from the group’s latest Warner Bros. album, “My Generation’s Last Roll Call.”

NEW YORK—The Who have released
their first radio interview, which is
done with band leader Pete Townsend,
lead vocalist Roger Daltry, bassist John
Entwistle and drummer Kenny Jones. It
also tracks the band’s tunes and cuts
from the group’s latest Warner Bros.
album, “My Generation’s Last Roll Call.”

A&O Top 40 stations for the first time.

A&O Tops L.A. As AOR Battle Heats Up Arbs

AIRCHIL NAMED — Airchil, Inc., executive vice president and chief
operating officer has been named as vice
president at Control Data Corp., Arichil’s parent company.

A&O Tops L.A. As AOR Battle Heats Up Arbs

AIRCHIL NAMED — Airchil, Inc., executive vice president and chief
operating officer has been named as vice
president at Control Data Corp., Arichil’s parent company.

A&O Tops L.A. As AOR Battle Heats Up Arbs

AIRCHIL NAMED — Airchil, Inc., executive vice president and chief
operating officer has been named as vice
president at Control Data Corp., Arichil’s parent company.

A&O Tops L.A. As AOR Battle Heats Up Arbs

AIRCHIL NAMED — Airchil, Inc., executive vice president and chief
operating officer has been named as vice
president at Control Data Corp., Arichil’s parent company.
7 BILLIE SQUIER • EMOTIONS IN MOTION • CAPITOL
ADDS: None. HOTS: KMET, WBAB, KSJO, KSHE, WBAB, WNMC, WGRQ, WQRB, KNCN, WMMS, WOUR, WQRO, KEZY, KSHE, MEDIUMS: KLOL, PREFERRED TRACKS: Everybody, Learn, Title.
SALES: Good in all regions.

1. BRUCE SPRINGSTEEN • NEBRASKA • COLUMBIA
ADDS: WFYE, WKLS, WNEW, WBAB, WSHE, WGRQ, WQRC, WMMS, WOUR, WQRO, KEZY, WBML, KMET, HOTS: None. PREFERRED TRACKS: Open.
SALES: Just shipped.

5. GO-GO'S • VACATION • I.R.S. • A&M
ADDS: None. HOTS: WNEW, KROQ, WBAB, WQRO, KEZY, KNAC, KMET, MEDIUMS: WKLS, WMMS, PREFERRED TRACKS: Get Up, Title, Good.
SALES: Good to moderate in all regions.

26. JUDAS PRIEST • SCREAMING FOR VENGENCE • COLUMBIA
ADDS: None. HOTS: WBAB, KNCC, WMMS, WQRO, WQRO, KEZY, KSJO, MEDIUMS: WKLS, WBLM, PREFERRED TRACKS: Diablo, Bloodstone.
SALES: Moderate to fair in all regions.

35. KENNY LOGGINS • HIGH ADVENTURE • COLUMBIA
SALES: Good to moderate in all regions.

49. THE CLASH • COMBAT ROCK • EPIC
ADDS: WGRQ, HOTS: WNEW, KROQ, WBAB, WSHE, WGRQ, WQRO, KNAC, MEDIUMS: WKLS, PREFERRED TRACKS: Should I Stay?
SALES: Moderate to fair in all regions.

50. FAST TIMES AT RIDGEMONT ROAD • SOUNDTRACK • FULL MOON/ASYLUM
ADDS: None. HOTS: KMET, WKLS, WNEW, KROQ, WBAB, WSHE, WQRO, KEZY, KLML, MEDIUMS: WKLS, WMMS, WQRO, KEZY, MEDIUMS: WKLS, PREFERRED TRACKS: Somebody's Somebody's.
SALES: Moderate to fair in all regions.

51. A FLOCK OF SEAGULLS • JIVE/ARISTA
ADDS: None. HOTS: WYFE, WKLS, WNEW, KROQ, WBAB, WMMS, WMMS, WQRO, KEZY, MEDIUMS: None. PREFERRED TRACKS: :I Ran, Space, Telecommunications.
SALES: Good to moderate in all regions.

12. THE WHO • IT'S HARD • WARNER BROS.
ADDS: None. HOTS: KMET, WBAB, WSHE, WBAB, WMMS, WQRO, KEZY, KSHE, MEDIUMS: WMMS, PREFERRED TRACKS: It You, Title.
SALES: Weak in all regions.

174. THE JOHNNY VAN-ZANT BAND • THE LAST OF THE WILD ONES • ATLANTIC
ADDS: None. HOTS: KMET, WMMS, WYFE, WQRO, KEZY, KSHE, MEDIUMS: WMMS, WBAB, WMMS, WQRO, KEZY, KSHE, MEDIUMS: KLOL, PREFERRED TRACKS: It You, Title.
SALES: Weak in all regions.

230. REO SPEEDWAGON • COUNTRY MUSIC PLAYERS • ETIQUette
SALES: Good to moderate in all regions.

LISTED ALPHABETICALLY BY ARTIST
1982

17th

ANNIVERSARY - DINNER / DANCE
UNITED JEWISH APPEAL-FEDERATION OF JEWISH PHILANTHROPIES
UNITED JEWISH APPEAL-FEDERATION OF JEWISH PHILANTHROPIES

HONORING

herb alpert & jerry moss

ON OCTOBER 30, 1982
HERB ALPERT AND JERRY MOSS
WILL BE HONORED
AT THE 17TH ANNIVERSARY DINNER DANCE
GIVEN BY THE MUSIC INDUSTRY DIVISION OF THE
UNITED JEWISH APPEAL-FEDERATION OF JEWISH PHILANTHROPIES.

For the past 34 years, the United Jewish Appeal-Federation of Jewish Philanthropies has provided humanitarian aid for all citizens of Israel—Arabs, Christians and Jews. Contributions are specifically earmarked for social services such as child care, community centers, family welfare, Jewish education and rabbinical services. It has always been the policy of UJA, a position strongly supported by the State of Israel, that funds collected are never to be used for political or military purposes. Our goal is to improve the quality of life for all the people of Israel now and through future generations.

GUEST SPEAKER
ALEXANDER HAIG

MUSIC
THE COUNT BASIE ORCHESTRA

SATURDAY, OCTOBER 30TH, 1982 AT 7:00 P.M.
SHERATON CENTRE • IMPERIAL BALLROOM • 53RD STREET AND SEVENTH AVENUE • NEW YORK CITY

FOR FURTHER INFORMATION CONTACT:
MUSIC INDUSTRY DIVISION • UNITED JEWISH APPEAL-FEDERATION OF JEWISH PHILANTHROPIES CAMPAIGN
130 EAST 59th STREET, NEW YORK, N.Y. 10022
(212) 980-1000
Country Divisions Set Fairly Light Release Schedule For Final Quarter

by Tom Roland

NASHVILLE — In spite of the presence of several ambitious re-packaging efforts on the part of CBS and Monument, the fourth quarter will see a rather light release schedule for the majority of labels' country divisions, marked by a small number of super-studio sessions and a few notable artist showcases.

Included in the group's fourth quarter output is what CBS executive Richard H. Fricke terms "the year's most significant Super Bowl event," "The Concert for Desert Aid," to be held March 1 in Las Vegas. The event is being produced by Country Music TV's Chuck Fisher and CBS Records' Jerry Jeff Walker. It is to feature a roster of country stars, many of whom have been invited to participate in the show.

Other projects that can be expected from CBS include new releases by Merle Haggard and the Strangers, with whom the label has retained the rights to the artist's catalog. The album "Lonesome, On'ry and Mean" is expected before the end of the year. Also scheduled is the release of the long-awaited "The Country of Johnny Cash," which was recorded in 1969 but remained unreleased until now.

MCA shipped "The Best of Tanya Tucker," Ed Bruce's "I Write It Down," "Making Love From Memory" by Loretta Lynn, and the Thresher Brothers' "Country In My West," all the latter two released through MCA's "Pettit, Proctor, Em- mylou Harris, Merle Haggard, Eddie Rab- bit and Waylon Jennings & Willie Nelson." Much of the product that will provide strong moments for the final quarter of the year will be dedicated to the holiday buying season, which is expected to be a significant one for the industry.

Included among such releases were "Steve Wariner" and "Loretta Lynn." The latter album is expected to be a significant release for MCA, as it is the first of a three-album set titled "Steve Wariner's Country & Western Milestones." The album features a collection of hits from Wariner's career, including "The Best Of Steve Wariner," "The Best Of Steve Wariner II," and "The Best Of Steve Wariner III.

In addition, the second quarter of 1993 will see the release of the soundtrack for "The Concert For Desert Aid," which is expected to be a significant release for CBS. The album features a collection of hits from the artists participating in the show, including "The Best Of Tanya Tucker," "Ed Bruce's "I Write It Down," "Making Love From Memory" by Loretta Lynn, and the Thresher Brothers' "Country In My West," all the latter two released through MCA's "Pettit, Proctor, Emmylou Harris, Merle Haggard, Eddie Rabbit and Waylon Jennings & Willie Nelson." Much of the product that will provide strong moments for the final quarter of the year will be dedicated to the holiday buying season, which is expected to be a significant one for the industry.

Included among such releases were "Steve Wariner" and "Loretta Lynn." The latter album is expected to be a significant release for MCA, as it is the first of a three-album set titled "Steve Wariner's Country & Western Milestones." The album features a collection of hits from Wariner's career, including "The Best Of Steve Wariner," "The Best Of Steve Wariner II," and "The Best Of Steve Wariner III.

Music City Recorders

Changes Name, Owners

NASHVILLE — The Si-Jon Music Group has announced the acquisition of Music City Recorders, a 4-track recording facility's name to Studio 19, according to general manager Charles E. Howard, Jr. With the changeover, John Theis, Skip Henry, and Jerry Jeff Walker will serve as an administrative controller and head engineer, respectively, and Jack Logan, long associated with the studio, will continue as a consultant.

We're designing Studio 19 to appeal to new producers and producers who don't have an enormous budget to work with," Howard says. "We're raising studio quality and lowering the rates to $35 an hour."

Studio 19 will sell some of its existing equipment as a way of offsetting the costs for another business. The studio has a new telephone number, (615) 327-4927.

JONES SETS RECORD WITH BROMO PROMO — Mercury/PolyGram artist Tom Jones set an all-time record for Bromo Distribution's Sound Warehouse chain in Houston when he received an in-store appearance at one of the retailer's locations on Friday, Oct. 18. Jones is scheduled to have 20 in-store appearances, including 15 in Houston, before the end of the year, with the remaining 5 to occur in Florida, Louisiana, and Missouri.

The store appearance schedule includes 12 on-the-air appearances and 8 in-store appearances. Jones is scheduled to perform in-store appearances at 12 locations on Oct. 18, including Simon & Schuster, Barnes & Noble, and several independent bookstores. Jones is scheduled to perform in-store appearances at 12 locations on Oct. 18, including Simon & Schuster, Barnes & Noble, and several independent bookstores.

In addition, the store appearance schedule includes 12 on-the-air appearances and 8 in-store appearances. Jones is scheduled to perform in-store appearances at 12 locations on Oct. 18, including Simon & Schuster, Barnes & Noble, and several independent bookstores.

In addition, the store appearance schedule includes 12 on-the-air appearances and 8 in-store appearances. Jones is scheduled to perform in-store appearances at 12 locations on Oct. 18, including Simon & Schuster, Barnes & Noble, and several independent bookstores.

In addition, the store appearance schedule includes 12 on-the-air appearances and 8 in-store appearances. Jones is scheduled to perform in-store appearances at 12 locations on Oct. 18, including Simon & Schuster, Barnes & Noble, and several independent bookstores.

In addition, the store appearance schedule includes 12 on-the-air appearances and 8 in-store appearances. Jones is scheduled to perform in-store appearances at 12 locations on Oct. 18, including Simon & Schuster, Barnes & Noble, and several independent bookstores.

In addition, the store appearance schedule includes 12 on-the-air appearances and 8 in-store appearances. Jones is scheduled to perform in-store appearances at 12 locations on Oct. 18, including Simon & Schuster, Barnes & Noble, and several independent bookstores.

In addition, the store appearance schedule includes 12 on-the-air appearances and 8 in-store appearances. Jones is scheduled to perform in-store appearances at 12 locations on Oct. 18, including Simon & Schuster, Barnes & Noble, and several independent bookstores.
SOMEWHERE BETWEEN RIGHT AND WRONG — EARL THOMAS CONLEY — RCA — 41 ADDS
2. TIE YOUR DREAM TO MINE — MARTY ROBBINS — COLUMBIA — 35 ADDS
3. I DON'T REMEMBER LOVING YOU JOHN CONLEE — MCA — 39 ADDS
4. CAN'T EVEN GET THE BLUES — REBA McENTIRE — MERCURY — 29 ADDS
5. REDNECK GIRL — BELLAMY BROTHERS — WARNER/CURB — 16 ADDS

MOST ACTIVE COUNTRY SINGLES
1. WE DID BUT NOW WE DON'T — CONWAY TWITTY — ELEKTRA — 64 REPORTS
2. WAR IS HELL — T.G. SHEPPARD — WARNER/CURB — 55 REPORTS
3. HEARTBROKE — RICKY SKAGGS — EPIC — 55 REPORTS
4. BREAK IT TO ME GENTLY — JUICE NEWTON — CAPITOL — 52 REPORTS
5. SURE FEELS LIKE LOVE — LARRY GATLIN — COLUMBIA — 50 REPORTS

SINGLES REVIEWS

JERRY REED (RCA JX 13555)
Following his #1 “Goldmine” single, the country rapper continues to use the talents of producer Rick Hall with another worthy piece about a talking bird that imitates such country notables as Willie Nelson and George Jones. The title track from his forthcoming (L.P. “The Bird” is much the same feel as his two previous outings, and his impressions of Nelson and Jones are to be commended.

FEATURE PICKS

GEORGE STRAIT (MCA MCA-52120)
Marina Del Rey (3:00) (Hall-Clement Pub. c/o Wek Music Group/Golden Opportunity Music — BMI /SESAC) (D. Dillon, F. Dycus) (Producer: B. Weirs)
EMMYLOU HARRIS (Warner Bros. 7-29698)
Lost His Love On Our Hill Date (3:27) (Acuff-Rose Pub., Inc. — BMI) (C. Twitty, F. Kramer) (Producer: B. Aharen)
ROSANNE CASH (Columbia 38-02383)

EDDIE RABBITT WITH CRYSTAL GAYLE (Elektra 7-69993)
You and I (3:58) (Four Winds ASCAP) (F. Myers) (Producer: D. Malloy)
JOE STAMPLEY (Epic 34-03290)

NEW AND DEVELOPING

MARLOW TACKETT (RCA JX-13347)
534-5759 (2:55) (East Memphis Music Corp./Living Music Inc./Pronto Music Inc. — BMI) (S. Coppel, E. Floyd) (Producer: H. Shedd)
Tackett, working with Alabama’s producer, Harold Shedd, falls into a slow groove on his second single, offering his telephone number as a means of acquiring comfort. In actuality, the number doesn’t work with Ma Bell, but it still holds possibilities for putting up the request lines as Tackett’s strong performance, accented by sultry backing vocals and a smooth Alan Tenney-like production, should appeal to female listeners.

ALBUM REVIEWS

MAKING LOVE FROM MEMORY — Loretta Lynn — MCA MCA-5354 — Producer: Owen Bradley — List: 8:00 — Bar Coded
Loretta Lynn has come to symbolize everything good about country music, with an inherent simplicity and innocence rooted within her vocal texture. She follows the old adage “dance with that braving yin,” and, without breaking into any new territory, she should continue to dance with the same constant buyers who have frequently supported the coal miner’s daughter since her inauguration into the music industry in the early ’60s.

D.A.C. — David Allan Coe — Columbia FC 38093 — Producer: Billy Sherrill — List: None — Bar Coded
Coe has built up a huge cult following over the years despite a lack of radio recognition and has been noted as a songwriter of distinction. On his latest effort, even his vocal abilities have improved to the point where broadcasters should give the rebel serious consideration. Effective packaging, which includes a personal and sincere dedication for each cut on both sides — the thinking side and the drinking side — enhances what are already both poignant and entertaining tracks.

COUNTRY RADIO

SPECIAL FICAP SEMINAR SET — The Federation of International Country Air Personalities (FICAP) will hold a special seminar titled “Will You Survive After 3 A.M.?” during DJ week. The special session will be held at the Opryland Hotel on Friday, Oct. 15, from 10-11:30 a.m., according to FICAP public relations director Tim Williams of the Country Air. Tom Prift of KRM/Shreveport, George Thomas, producer, and Bob Elliott from Abrams-Burkhardt Consultants, Atlanta, will act as moderator for the discussions. To help answer questions from FICAP members and others, a panel of radio personalities has been formed. Panelists included Smokey Hyde, general manager at KRM/Shreveport; George Thomas, program director at KKL/Okahoma City; and Bob Burke, general manager for KDBH/Natchitoches, La.

MUTUAL SATES SPECIAL FOR THANKS GIVING — The Great Entertainers radio special will once again air on the Mutuals this Thanksgiving weekend, with interviews with Johnny Cash in the special tribute segments. Others to be spotlighted will be Willie Nelson, Bar- ry Collins, and Charlie Rich.

THE COUNTRY MIKE

Lambrell Does The Charleston

When Barbara Mandrell appeared recently at Poplar Creek, a suburb of Chicago, she was visited backstage by John Charleson, music director for the Windy City’s WJEZ-FM. Pictured are (L-R): Charleston, Mandrell, and Bob Walker, regional promotion, MCA.

Lee Arnold to serve as the special host.

COUNTRY STATION AT CAROLINA STATION — Country radio station WBXK/Edenton has named Ai Twine music director for the North Carolina outlet following the resignation of Mata Banshelf. Twine will continue to air his regular evening air shift along with hosting his new duties on mornings, thus helping the station get the kind of exposure to which he was accustomed as assistant music director for the new Mack Sanders station for Knoxville, WKNX-FM, which is scheduled to go on the air in mid-October. As assistant music director for WNOX’s sister station, Banshelf will broadcast a midnight-6 a.m. all-night show and work with the station’s music director, Jim Denavan, and program director, Paul Ament, on new air alignment in Austin — Music director for KOK-FM/Austin, Tim Williams, has made known some air shift changes for the Texas country station. Williams will move his show from midnight to morning, with Megahn Bihrose hired as Mike Richardson taking over the midnight slot with a new duet air show. Jonathon Fricke will relinquish his on-air duties to move back into the sales department for KOKO. Williams will now take all music calls from 10 a.m. to noon, Monday thru Friday, on his line at (512) 454-7940 along with airing his show in addition to his duties.

COLUMBIA STATIONS HELPS RAISE $4,000,000 — In cooperation with the Cleveland area chapter of the National Multiple Sclerosis Society radio station WHK/Cleveland has helped collect over $41,000 for the society with the area’s “Ugliest Bartender” contest. Collecting from over 125 taverns throughout northeast Ohio, patrons at the bars donated 25 cents for a vote for their favorite ugly bartender. Michael Jantzen from The Whiskey Bar won first place with $3,100 collected for MS, and he was awarded a trip for two to Las Vegas along with winning the Ugliest Bartender title for a year, according to “Ugly” chairman Bill Wilkins.

HAPPY HOUR HOST SIGNED — Bill Collie has been signed to host the new Sunday Syndicate network radio show entitled Happy Hour. The show, which begins on October 18, will be heard 3 p.m. to 6 p.m. Eastern Standard Time, after the show’s folksy and gospel hits from the past and present, is set to air in early November. Sunday Syndicate president Larry Black is very pleased with the hiring of Collie because of his easy-going style and the good will he has generated in both country and gospel stations. Show Bifores from other country/gospel shows in that Happy Hour show allows extra time to the stations to use for commercial spots.

CHANCE OF ADDS — Radio station WDLW/Westfield has a new mailing address to receive correspondences: WDLW, P.O. Box 1330, Walhalla, Miss. 30224.

COUNTRY MIKE

PROGRMMERS PICKS

Country Joe Flinn KSPQ/Salt Lake City Love Wheel — Calamity Jane — Columbia
Dan Hollandier WDXE/Lawrenceburg Somewhere Between Right And Wrong — Earl Thomas Conley — RCA
J.D. Cannon WFMS/Indianapolis I’d Do It Again — Jerry Lewis — Sire
John Marks WSAI/Cincinnati The Beer Drinking Song — Mac Davis — MercurY/PolyGram
Lee Shannon WOKJ/Jacksonville Lost My Baby Blues — David Frizzell — Warner/Viva
Bill Warren KLIC/Monroe We Had It All One Time — The Charlie Daniels Band — Epic
Jim Stricklin KBRB/Denver I’m Lookin’ Over The Rainbow — Sonny James — Dimension
Dale Elchor KWMT/Ft. Dodge Redneck Girl — The Bellamy Brothers — Warner/Curb
Tim Williams KOKO/Austin Can’t Even Get The Blues — Reba McEntire — Mercury

Cash Box/October 2, 1982

23
Richard T. H. EMI Press Record Tokens in U.K.

LONDON — EMI recording star Cliff Richard is to publicize the 500,000 pound ($350,000) TV campaign he has been involved in on behalf of war orphans to raise money and publicize for free and appear in a series of television commercials to promote the sale of record tokens.

The 200,000 pound ($350,000) TV campaign is the first ever EMI Records (U.K.) to push the sales of record tokens. The campaign will be seen to the end of the month on all the major commercial television regions from Dec. 8 until Dec. 21 in an effort to capture the audience who is usually receptive to record token advertising.

The ads will appear in two 10-second spots, and the first spot will feature Cliff Richard listening to various singles he bought and music to be purchased for him as a gift. The second spot continues on the same theme until Richard finally says, “You’ll get it right with a record token.” UK record retailers will receive details of the EMI TV campaign alongside a personal message from Richard saying: “I know and you know that there is a whole lot you can do to help the industry. Make sure you sell as many record tokens as you can for EMI, help record tokens — help the music business please.”

This British-style version of the American National Association of Record Makers’ (NARM) inspired “Give The Gift Of Music” emanates from the recent finding that as much as three billion pounds worth of record sales in the U.K. happen with record tokens. EMI Records Tokens division general manager John New, recently stated: “We have decided to take a more aggressive approach this year. With our television and point-of-sale material everything has been changed to give more incentive to want to purchase tokens than ever before. What is more, Cliff has agreed to feature a new version of his hit song no. 1, ‘Help’ is doing this to help the record industry.”

WEA International Maps Fall Strategy in Montreux

NEW YORK — Over 120 officers and employees of WEA International recently gathered at the Congress Center in Montreux, Switzerland, for the first WEA International Fall Presentation Meeting. The meeting’s theme, “The Winning Team,” brought together WEA International officers from Argentina, Canada, France, Israel and South Africa, as well as all of the company’s European territories.

In his opening address, WEA International president, vice chairman, Elektro/Asylum, asserted his company’s commitment to international product, citing the label’s current and future moves to develop new artists such as David Coverdale, Australian’s Chisel and Billy Field, English duo Dollar and Eiki Yazzawa from Japan. Also on hand was a five-man delegation from Solar Records, including Dick Griggman, chairman, Ray Harris, president, and Josef Aitken Wins Moon Award at Annual PRO Canada Fete by Kirk Lapointe

TORONTO — Robert Aitken, the internationally recognized music promoter, has been awarded this year’s Harold Moon Award by the Performing Rights Organization (PRO) and Canadian composer, to recognize his contribution to Canadian music abroad.

At the 14th annual PRO Canada awards dinner Sept. 15, Bruce Cockburn and Burton Cummings each received two awards for the most-pressed pop songs by writers licensed to the organization. Cockburn received awards for “Clearest Night of The Year” and “Romances Of Glory,” while Cummings got his for “One And Only” and “You Saved My Soul.”

Other award winners for pop included Eddie Schwartz, Paul Dean and Mike Rene of Loverboy, Skip Prokop and Robert Johnston, Ray Roper of Stoneboat, Adam Mitchell, Marie-Claire Baillargen, Graham Shaw and ATV Music Publishing of Canada Ltd.

Dunbar Music Canada Ltd., the publishing arm of RCA Canada, took five publishing awards, including three of the four country honors. Among the country winners were Celine Dion, Rick Miller, Ron Sexsmith, Sally Coker, Dick Damron, Terry Carise and Bruce Rawlins.

Montreal composer Jean Pineau-Couvreux was honored by RCA Canada for his work with Canadian concert music, while the film award went for the second straight year to Paul Zarr. Jazz honors went to Kathryn Matheson.

Rota, international affairs director, in his address to the delegates, Griggman announced the formation of a new label, Constellation Records Limited. Forthcoming product from WEA International and all three U.S. labels was previewed with a high-sounding 10-track pattern.

Closing remarks, delivered by Nesnul Ergent, president, WEA International, brought the day to a rousing upbeat. “Despite the hard times we face today, the future for the record industry looks bright. It appears the industry days have displayed an incredible wealth of musical talent that depends on us for commercial life. We should not get lost in the current state of gloom and doom now playing throughout the industry. We know that our tasks in engineering our activities to transcend soft market conditions so that we continue to be the winning team of the world music business.”

Argentina

BUENOS AIRES — The increase in sales reported during the last three months in Argentina and August brought some smiles back to the record industry, with an eye kept on the tourist influx from neighboring countries, attr- 

United Kingdom

LONDON — The Decca Records Beatles audition tapes are to be released legally as a ‘60s special, released on the Complete Silver Beatles,” on the Audio Fidelity label. The 12-track LP basically consists of all the United States recording sessions recorded to make a recording deal with Decca. Decca Records finally appeared in its studio eight months before they had the group’s first hit on EMU Parlophone, but the effects were rejected. The Decca sessions feature the original Beatles drummer Pete Best. The tapes have been available for several years on a bootleg album, but it wasn’t until early this year that Audio Fidelity in the U.S. picked up the tapes to legally release the tapes as an album.

The original new wave label, STiff, has moved to new premises in London’s Balham district. The new address is: STiff City, 115-123 Rayham Street, Camden Town, London NW1 8DE. Telephone number is 4526 5622, and the telex is 299894. The publishing world was taken by surprise recently when STiff was officially announced that the songwriting duo of Bill Martin and Phil Coulter had split up for good. Martin has ended up as owner of the team’s successful catalogue, and it was announced that the split is entirely amicable. The duo’s biggest successes were two consecutive wins in the Eurovision Song Contest in 1967 and 1968 with, “Puppent On A String” and “Congratulations.” Lead guitarist and the creator of the Japanese three-piece ensemble Masami Tsuichya, is going to be a special guest guitarist with the high-fashion group Japan on its four-country tour of the U.S. and Canada, and, the new Lynott (from Thin Lizzy)/John Sykes collaboration single, titled “Please Don’t Leave Me In The Eurovision Contest,” featuring Lynott on vocals...Asia, the British group that debuted in the U.S. and found success abroad, has added a second show to its London debut due to healthy demand. Like Foreigner, Supertroup and even Elton John in the early days, American and British bands can pave the way for a positive British response. Asia performed at the Wembley Arena on Nov. 27 and 28, The Psychedelic Furs has its new Todd Rundgren produced LP, “Forever Now,” out this week on CBS.
76 WHAT TIME IS IT? (The Time, Warner Bros. 29170-1) 14 3
77 LET ME TICKLE YOUR FANCY LINDA JACKSON (Motown 607/ML) 10 9
78 SNEAKIN' OUT STAND BY LINDA (Atlantic/CO 80002-1) 15 5
79 THE REAL DEAL DEEZ IRL (T-Note/CO FZ 38115) 28 13
80 AS ONE KOOL & THE GANG (De-Lite/Co/Unidisc DS 8059) 31 1
81 I'M THE ONE ROBERTA FLACK (Atlantic SD 30534) 19 16
82 STEVIE Wonder's ORIGNAL MUSIQUIMARI (MCA-MC-5054) 23 10
83 OWEN GUTHRIE's (Island 5002) 25 13
84 ALLIGATOR WOMAN CAMEO (Co/eBay/Polystar CEO 15005) 27 8
85 STRAIGHT FROM THE HEART THE FUGS (Elektra E 81005) 26 5
86 VICTORY RAY CHARLES (Columbia 31661) 24 6
87 ONE'S FOR YOU STANLEY CLARKE'S ( Epic FE 38086) 28 8
88 NEW DIRECTIONS ONE'S FOR YOU (L.A. Recording 1-4397) 42 2
89 WINDSOUND RANDY CRAWFORD (Warner Bros. 9-94162) 42 16
90 HERE WE GO AGAIN MOSLEY BLINDY (MCA-MC-8211) 47 13
91 Brilliance ATLANTIC STARR (A&M SP-4883) 45 28
92 MOVING TARGET SUGAR MINNIE (Warner Bros. 9-7403) 33 2
93 SUNRISE Chico Freeman (BMG-95357-1) 56 6
94 DOWN HOME CHIZ (Mako Mail 7409) 44 34
95 SWINGIN' LATER LATER LATER (Warner Bros. 9-27116-1) 1 1
96 TOUGH ANGIE STONE (Mercury/Mos/SP-4-4739) 52 12
97 PRESSIN' ON BILLY PRESTON (Motown 60204) 59 2
98 SINGING IN THE KEY OF LOVE LATISAW (Atlantic SP-5019) 48 11
99 FATBACK BAND (Atlantic SP-4-1884) 52 12
100 OUTLAW STREET THE SINGING (Atlantic SP-4-4096) 43 30
101 ALICIA ALICIA JAYNES (MCA-MC-818) 67 2
102-up AT ETHER'S TAZ (Island 2-3373) 1 1
103 REUNION THE PROPHETS (Gordy/Motown 80801) 54 23
104-loo ON THE FURRY TONY TROMBONE (SPG-4019) 51 24
105 L.A. CONNECTION CPLAY'S (Warner Bros. 9-45779) 56 7
106 Wise Guy KID CREOLE AND THE COCONUTS (Kama/Ath SBP-3981) 62 15
107 Your MAN IS HOME TONIGHT TONY FORD (Motown M-219) 58 16
108-Who's WHO in POPULAR'S(Time-L. L. -4000) 50 29
109 TRULY DEMOCRACY STEEL PULSE (Epic EL-4002) 63 15
110 NICEIE HENRY WILLIAMS (ARC/Columbia/CO 47649) 66 25
111能源 ALBRECHT (Warner Bros. 9-3669) 64 59
112 THE GUASE (Atlantic SP-50172) 72 79
113 NEW DIMENSIONS THE DRAMATICS (Capitol ST-12208) 68 18
114: DIONYSUS (Capitol ST-12212) 66 8
115 MORE STRONGER THAN EVER THE BARDS (Epic FE 38038) 71 18
116 BODY TALK IMMACULATION (MCA MC-5191) 65 32
117 Queen NEATWEAVE (Epic FE 3821) 55 15
118 STREETSONGS THE KISSERS (MD/Atlantic SP-50174) 74 75
119-QUINCY JONES' (Motown 80-100M) 70 10
120 Once more with Feelin' — Janet Jackson, the latest member of Gary, Ind.'s famous Jackson clan (Michael, Jermaine, the Five and LaToya), recently signed with A&M Records. Pictures at the label's offices are (l-r): Jerome Gaskin, director, black music A&R, A&M; Jackson; Gil Friesen, president, A&M; and Jheryl Busby, vice president, R&B promotions & marketing. A&M.
MUSCLES — DIANA ROSS — RCA
STATE OF INDEPENDENCE — DONNA SUMMER — GEFFEN
KUTE GIRLS — NEW BIRTH — RCA
I CAN'T WIN FOR LOSING — TEDDY PENDERGRASS — PHIL. INT'L/CBS
Word Unveils 4th Quarter Promos

(continued from page 11)

to include gospel cuts from some of Word’s well-established acts, such as Maceo Multiplats, Amy Grant, Leon Patillo and the Mercy River Boys.

Word also plans an “intensified effort” ining in with the “Gift of Music” campaign supported by the National Assn. of Recording Merchandisers (NARM) with labels that feel that Christian record buyers are even more prone to the secular buyer of records as a gift, and the company has made the promotion a non-seasonal effort.

The company has developed an ad flick for a massive advertising campaign, while a 12” banner has also been developed for in-store use. All Word records are being prominently displayed and frequently stickered with “Gift of Music.”

New product due out from Word includes three exercise records: Judy and Bobbie’s “Firm Believer,” Cindi Stout’s “Believer’s Music” and Hick Hanson’s “Aerobic Glow.”

“Firm Believer,” produced by Lynn Nichols, is slated for mid-September release. The three-album exercise record is already in the works.

Word has also developed a “Shape-Up Video” display rack for the three aerobic albums which are scheduled for release, and the company is working on a “gift casette” line which will be completed in mid-October.

Executive vice president Stan Moser made the label’s plans public Sept. 3. “By using our Columbia Music, we are giving recording artists a whole new dimension that cannot be duplicated,” he said.

Word feels that one album is not enough; a program should create a series of records according to the different needs and desires of the Christian audience. We don’t believe this is a passing fad; with the bulk of the market still waiting to be reached, we believe it is a conscious effort to stay and stay healthy. I believe we will be with us for a long time.

The exercise record is expected to be available for $9.98, and the compact cassette for $9.98.

Labels Respond To Cassette Boom With Innovative Marketing Approaches

(continued from page 11)

as well as standard sized posters and giveaway cassettes. A special dating program, involving deferred payment and other specific, is also being offered to retainers who order at least one package in the product line. Alan Perper, executive vice president, says this specification is instituted to make certain the entire concept was put out to avoid retailers cherry picking individual titles. This entire program is a lifestyle concept for the Walman generation. We’re giving them music, too.

On Sept. 30, MCA will have its own tape series, “Twin-Pax,” on the street. The first 15 cassette tapes in the line will include top sellers from the label’s “Platinum Plus” set of $5.98 product including such artists as Tom Petty and the Heartbreakers, Elton John, John Lennon, Bruce Springsteen and Wyman. As with the “Two on One,” each cassette will contain two full-length albums, but the MCA “Twin-Pax” lists at a dollar less ($9.98) than the WEA tapes. MCA is inviting retailers to participate in an initial buy-in program, with a minimum purchase requirement of $400. For more details, John Burns, MCA Distribution’s vice president of branch distribution, says a minimum of 10 Twin-Pax should be ordered by January 1983, with one possible collection released later next year.

MCA is also redeveloping its standard record and cassette packaging, affixing its “E.T. — The Extra-Terrestrial” soundtrack and Olivia Newton John’s second greatest hits compact cassette onto conventional LP jackets and then shrinking the packaging to hold the tapes in place. According to Burns, this type of packaging gives the cassettes high visibility and prevents them from getting lost in the stacks of other tapes. The weekly release of new packaging or place 45s, EPs or twin album deals in its cassette configurations, the label is taking steps to make consumers aware of its unique taping process, XDR, which offers extended dynamic range as the result of improved master duplication, plant record electronic, tape guidance design and signal alignment. A fall cassette program, entitled “They Play Where You Play,” will feature a media planning and advertising campaign including four-color point of purchase materials for individual cassette press, as well as on and TV and radio. POP displays for the media blitz include 3 x 3s, rectangles and banners spotlighting such artists as Stoney B., Bryan White and Stoney, Gail, Bob Segar, Ashtom & Simpson, Steve Miller, Juice Newton, Gary U.S. Bonds, The Eagles, and stressing that these performers’ works are available on the high-quality cassettes.

Steve Charol, senior manager of press and publicity for Capitol, the label has no current plans to market any new configurations of cassettes and will continue to concentrate on promoting the fidelity of its software. A full demonstration of the XDR process will be available at the annual gathering, Gail, said, and several other labels have taken a decided interest in the innovative marketing techniques.

Callif. Firm Charged With Record Piracy

NEW YORK — A criminal complaint was filed Sept. 2 against Cadet Records of Los Angeles by two Los Angeles County district attorneys, alleging the use of unauthorized duplication of sound recordings. The complaint charged the California-based company with allegedly infringing on a copyrighted recording by Introducing “The Beatles” and “Songs, Pictures and Stories of the Fabulous Fab Four.” Without authority of the owner, Capitol Records.

The complaint was filed almost exactly a year after Los Angeles Police raided the company’s offices on March 3, 1981. They seized over 3,000 counterfeit Beatles LPs, manufacturing equipment, business documents, and other evidence.

The firm was arraigned and pleaded not guilty in Los Angeles Municipal Court. Trial has been set for Nov. 29.

INDIPENDENT RECORD STORES: We can provide out-of-print, hard-to-find records to local Full service stores. Send for FREE INFO Pacemark, INC. 114 South Tal, P.O. Box 396, Tampa, FL 33606

RECORDS-MUSIC

FREE CATALOG: New York’s largest and most complete record store. OLDER BUT GOODIES. We sell records, tapes and framed only. Write to: Paramount Records Inc., Cable 6949, New York, N.Y. 10012.

JUKE BOX OPERATORS: Who only sell your 45s? John M. Astor, Inc. 9701 Central Ave., Garden Grove, Calif. 92644, Dept. C.


FOR EXPORT: All records and prerecorded audio and video tapes (NTSC and PAL) largest direct wholesale 36 years service to overseas dealers and distributors. Write: The Baldwin Company, 10th Street, Yonkers 11011. Tel: 2396669. Telephone (914) 924-1222.
AROUND THE ROUTE
by Camille Compasio

As we go to press the annual Rowe International distributors meeting is being held at the Parsippany Hilton Hotel in Parsippany, N.J. Event opened with a cocktail reception the evening of Sept. 29 and the agenda included general meetings on both days, highlighted by new product showings of Rowe’s jukebox and vending equipment. Because of the proximity of the meeting site to the factory’s plant in Whippany, N.J., special arrangements were made this year for participants to tour the Rowe plant complex.

Players of all ages — from grandparents to children — seem to be gravitating in large numbers to a recently debuted video game called “Jungle King,” much to the delight of everyone at Taito America, where the game is in full production. As marketing manager Mike Von Kennel proudly noted “initial feedback has been absolutely fantastic. . . . we’re shipping out bigger numbers than ever before and anticipate increasing production considerably.” The game’s in big demand — and that’s always nice to hear.

Cash Box felicitations to Gus Tartol of Singer One Stop For Ops who celebrated (continued on page 33)

Second Largest Turnout Ever Expected For NAMA Convention


Approximately 6,200 industry representatives are expected to attend the business meetings and workshops at the New Orleans Hilton, according to NAMA president G. Richard Schreiber. They will be joined by about 200 exhibitors who have reserved space at the Riverfront.

“We are extremely pleased with the number and size of exhibits which will be the second largest ever, in spite of the current economic situation,” said Schreiber.

The exhibits will be open after noon each day and from 10 a.m. to 2 p.m. on Oct. 10. Keynote speakers include Douglas Kiker, NBC Television national affairs correspondent; Lee Cherne, executive director of the Research Institute of America and Howard A. Michoek, president, Dining Management Services, Randolph, Mass., who is chairman of the board of directors of NAMA.

A highlight of the program will be a panel discussion featuring industry leaders William S. Fishman, chairman, ARA Services, Inc.; James T. McGuire, president, Canteen Corporation, and C. P. Newcomer, executive vice president, Servomation Corporation.

Schreiber will be moderator of the session, which will address the question “Are Our Current Industry Marketing Practices Limiting Our Growth?”

Other convention sessions will deal with employee incentives as a stimulus to production (continued on page 53)

Atari Files Suit Against Infringers Of ‘Dig Dug’ Game

SUNNYVALE — Atari, Inc. recently announced that it has filed a lawsuit in the United States District Court in New York, charging four defendants with copyright infringement and federal and state unfair competition.

The lawsuit involves a coin operated video game Zig Zag, which allegedly is an illegal copy of “Dig Dug” (engineered and designed by Namco, Ltd., manufactured under license by Atari, Inc.). One of the popular new games Atari currently manufactures and markets.

Because of the possibility that the illegal games would disappear if the defendants were given prior notice of the lawsuit, Atari obtained a court order permitting seizure of the Zig Zag games without any advance warning from five locations operated by the defendants. The seizure in the New York area was assisted by the police and was accomplished without incident, according to Atari. (continued on page 53)
INDUSTRY NEWS

ACHIEVERS HONORED — Williams Electronics, Inc. held its fourth annual Accent on Achievement Conference Aug. 28, at The Hamilton Hotel in Itasca, Ill. This yearly event provides an opportunity for Williams employees to meet in a relaxed atmosphere of comraderie, competition and fun, which included various sports activities and team competition climaxing by a reception/dinner and dancing to the music of the Don Caron Band. A highlight of the dinner each year is the awards presentation honoring employees who have played an important role in Williams’ success during the past year. Michael Stroll, president of Williams, presented this year’s awards to the following employees for major contributions in three categories: Thomas Cahill (Operation and Support); Nick Miku (Manufacturing/Production) and William Pfutzenreuter (Technical). In addition to an appropriate plaque the three each received an all-expense-paid trip to Las Vegas for two.

Two Special Achievement Awards were also presented by Stroll. Recipients were Marty Glazman, who received an engraved gold watch for his “superlative sales effort in a fast moving, changing market”; and John Newcomer, who received an engraved gold watch in recognition of his “outstanding creativity and contributions to the Williams design group.”

Supernatural Pin

“Spirit,” the new multi-ball, multi-level pinball machine introduced by D. Gottlieb & Co. offers a supernatural theme which is dramatically depicted in (continued on page 33)

NAMA Meet Expected To Draw 6,000

(continued from page 31)

Activity, research on the profile of the consumer of the future and hiring and employee selection techniques.

Speakers on these topics, respectively, will be Mitchell Fein, Mitchell Fein, Inc.; John G. Keane, president, Managing Change, Inc.; Angelo Fortuna, vice president, ARA Services, Inc., and P. Kevin Connelly, NAMA Labor Relations Consultant.

Also featured will be “Successful Vending Foodservice Marketing Practices” presented by an operator panel, a presentation on the nationwide “Hug-A-Vending-Machine Week,” round-table discussions on setting route service standards and on inventory controls and several sessions dealing with training programs for vending personnel.

Alan Kronenberg, president, Food Management Corporation, New Orleans, is general chairman of the convention; William Buckholz, president, Goodman Vending Service, Reading, Penn., is program chairman and Mrs. Harold Blottrn, Madison, Wis., is chairperson of the Ladies’ Activities Program.

Atari Files Suit

(continued from page 31)

“The lawsuit is just the beginning of an aggressive campaign against infringers on all levels,” according to Karen Witten, vice president and counsel for Atari’s Coin Operated Games Division.

The suit, which is first for Atari domestically, asks the following destruction of the confiscated games, that Atari be awarded profits from the Zig Zag games, punitive damages and attorney fees and costs.

A hearing has been scheduled in Brooklyn on Atari’s request that the defendants be prevented from any further infringements of its copyright while the suit is pending.

NCMI’s Fein Is Interviewed On WCBS-FM Radio

CHICAGO — Arthur Fein, president of The Wannite Group and one of the co-founders of the newly organized National Coin Machine Institute, appeared recently on the WCBS-FM radio show “Dialog 101” in New York. He was interviewed at length by the show’s moderator Joan Furstenberg.

NCMI, serving cigarette, music and game operators, is a new trade group formed by Sonny Silverstein of SILCO West, Van Myers of Westco Enterprises, Robert Reisman of the AAV Companies, and Arthur Fein of The Wannite Group (Cash Box, Aug. 14) for the purpose of providing greater representation for street operators at the state and local level.

During the course of the interview Fein thoroughly explained the role of the street operator and fielded questions relative to the financial aspects of the business, the restrictive ordinances and licensing fees operators are faced with in today’s market and other pertinent topics.

He told moderator Joan Furstenberg that, “Pac-Man revolutionized the video game business. With Pac-Man we reached a totally new demographic. We hit the women. The women love Pac-Man.” He said, “and that was the phenomenon we never predicted or envisioned. Kids will play all kinds of games, generally. And our audience has generally and traditionally been from twelve to twenty-five where there’s a large disposable income and lots of boys. But Pac-Man hit the young adult female population; and the females will play it as much or more than males will.”

A complete transcript of Fein’s WCBS-FM appearance is available free from NCMA. To receive a copy send $1 to cover postage and handling to “Transcript”, The National Coin Machine Institute, 2455 East Sunrise Blvd., Suite 311, Ft. Lauderdale, Fla. 33304.

New Equipment

Supernatural Pin

“Spirit,” the new multi-ball, multi-level pinball machine introduced by D. Gottlieb & Co. offers a supernatural theme which is dramatically depicted in (continued on page 33)

CALENDAR

Oct. 7-10: NAMA national convention; The Rivergate; New Orleans.
Oct. 15-16: Amusement & Music Operators of Virginia; annual meeting; John Marshall Hotel; Richmond.
Nov. 17-20: AMOAA international convention; Hyatt Regency Hotel; Chicago.
Nov. 18-20: IAAPA annual convention; Battleship; Kansas City.

Pictured are (left) Joan Furstenberg and Arthur Fein at the mike.
A birthday on Sept. 19, surrounded by his many friends in the music and coin machine industries who attended his surprise birthday party.

IAPA held its Summer Meeting Sept. 22-24 in Knoxville, Tenn., at the 1982 World's Fair. The association's annual convention and trade show will be taking place Nov. 18-20 at Bartle Hall in Kansas City, Mo.

Bally Pinball Division marketing vice president Tom Nieman is most pleased over the enthusiastic response to the new Sany pinball "Speakeasy." Test reports indicate the game has much potential and plenty of player appeal. It is currently in full production at the Bensenville plant.

The Cultural Center of the Chicago Public Library is currently featuring a pinball display, under sponsorship of the Chicago Council on Fine Arts — which hosts the pinball machine (and coinbox) in its coat room.

The exhibit was launched in early August and will run through Oct. 9; it is patterned after a contemporary art show. As we learned from Paul Faris, Bally's director of creative services, the display is focused mainly on pinball graphics and artwork, with representative samples of machines dating back over the past fifty years. The exhibit received some good media coverage, but has possibly not been set up in other communities as a result of the Chicago exposure — which would also be good PR for the industry.

STATE ASSOCIATION NEWS: All signals are go for the first annual conference of the newly organized Pennsylvania Amusement & Music Machine Assn. The day-long meeting, Oct. 14, at the Hershey Lodge and Convention Center (Hershey, Pa.), will begin with continental breakfast at 8 a.m. and continue with a full schedule of meetings and a lineup of guest speakers, including AMOA executive vice president Leo Droste, OMAA president Richard George, AMOA president Leona Ballard, AGMA executive director Glenn Braswell, Tom Howard of The Tobacco Institute and three prominent attorneys who will discuss "Legal Problems & Solutions" and open the floor to a question and answer period. A wide range of pertinent subjects will be discussed during the course of the conference...

The Ohio Music & Amusement Assn. notes that operators in the municipality of Columbus are presently faced with the possibility of a license fee increase (on amusement equipment) from $10 to $175 per machine, per year. Needless to say, operators immediately joined forces in an effort to prevent their case and properly address the situation.

The game calls for alertness on the part of the player since, occasionally, the tail of the mole appears rather than the head, and points are deducted from the player's score when moles are accidentally hit on the tail.

FEATURES:
- RELIABILITY
- ERROR DETECTION
- PLAYER APPEAL
- ACCOUNTING
- STATE OF THE ART ENGINEERING
- FACTORY & DISTRIBUTOR BACK-UP
- NEW TROUBLE FREE ELECTRONIC COIN ACCEPTOR

For further information call or write:
M. KRAMER MANUFACTURING CO., INC.
1100 Towbin Ave., Lakewood, WA 80011
201-367-7810 Out of State 800-631-2126

AROUND THE ROUTE
(continued from Page 29)

A new coin-operated reward system, called "Ballard," Oct. 24, at the Hershey Lodge and Convention Center (Hershey, Pa.), will begin with continental breakfast at 8 a.m. and continue with a full schedule of meetings and a lineup of guest speakers, including AMOA executive vice president Leo Droste, OMAA president Richard George, AMOA president Leona Ballard, AGMA executive director Glenn Braswell, Tom Howard of The Tobacco Institute and three prominent attorneys who will discuss "Legal Problems & Solutions" and open the floor to a question and answer period. A wide range of pertinent subjects will be discussed during the course of the conference...
MANUFACTURERS EQUIPMENT

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

**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 (8/80)
- Skatball (10/80)
- Frontier (11/80)
- Xenon (11/80)
- Flash Gordon (2/81)
- Eight Ball Deluxe (4/81)
- Fireball II (5/81)
- Embryo, w.b. (7/81)
- Fathom (8/81)
- Medusa (10/81)
- Centaur (10/81)
- Elektra (12/81)
- Vector (2/82)

Mr. & Ms. Pac-Man (5/82)
- Rapid Fire (5/82)
- Spectrum (8/82)

**GAMEMAN**
- Connyisland (3/60)
- Super Nova (4/60)
- Lizard (6/60)

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

**STERN**
- Big Game, w.b. (3/80)
- Ali (4/80)
- Seawitch (5/80)
- Chestah, w.b. (6/80)
- Quicksilver (7/80)
- Star Gazer (7/80)
- Flight 2000 (9/80)
- Nine Ball (1/81)
- Free Fall (2/81)
- Lightning (4/81)
- Split Second (7/81)
- Catascomb (9/81)
- Viper (11/81)
- Orbitor I (4/82)

**WILLIAMS**
- Gorgar (1/80)
- Laser Ball, w.b. (1/80)
- Firepower (3/80)
- Blackout (9/80)
- Scorpion, w.b. (9/80)
- Alien Poker (10/80)
- Black Knight (12/80)
- Jungle Lord (4/81)
- Pharaoh (7/81)
- Solar Fire (8/81)
- Barracuda (10/81)
- Hyperball pin/video (2/82)
- Cosmic Gunfighter (7/82)

**AMSTAR**
- Laser Base (7/81)

**ATARI**
- Monte Carlo (4/80)
- Asteroids Cabaret (5/80)
- Missile Command (8/80)
- Missile Command Cabaret (8/80)
- Battlezone (11/80)
- Battlezone Cabaret (11/80)
- Asteroids Deluxe (4/81)
- Asteroids Deluxe Cabaret (4/81)
- Centipede (6/81)
- Centipede Cabaret (6/81)
- Red Baron (8/81)
- Red Baron, sky-drown (8/81)
- Tempest (10/81)

**COCKTAIL TABLES**

**AMSTAR**
- Phoenix

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

**CENTURI**
- Targ (10/80)
- Route 16 (4/81)
- Piehales (7/81)

**ELC**
- Diversions booth size (9/81)

**GAME PLAN**
- Shark Attack (5/81)

**GAMETECNIKS**
- Tri-Pool (1/82)

**GDI**
- The Thief (4/82)
- Slithor (8/82)

**GOTTIEB**
- New York, New York (3/81)

**GREMLIN/SEG**
- Carnival
- Space Firebird
- Astro Blaster (4/81)
- Frogger (11/81)
- Taxxon (5/82)

**MIDWAY**
- Galaxian (4/80)
- Extra Bases (8/80)
- Space Zap (10/80)
- Pac-Man (11/80)
- Rally-X (2/81)
- Tron Mini-Myte (8/82)
- Solar Fox (8/82)

**STERN**
- The End (1/81)
- Berzerk (2/81)
- Scramble (5/81)

**TAITO AMERICA**
- Space Invaders II (2/80)
- Polaris (12/80)
- Crazy Climber (5/81)
- Zaxxon (5/81)
- Qix (10/81)

**THOMAS AUTOMATICS**
- Triple Punch (8/82)
- Oil Boo Chu (7/82)

**WILLIAMS**
- Defender (4/82)

**PHONOGRAPH**
- Centurion 2001
- Lowen-NSM Consul Classic
- Lowen-NSM Prestige ES-2
- Lowen-NSM Festival
- Rock-Ola Grand Salon II Console (9/80)
- Rock-Ola 484 (11/80)
- Rock-Ola 481 Max 2 (1/81)
- Rowe R-30 (10/80)
- Rowe Jewel
- Seeburg Phoenix (12/80)
- Stern/Seeburg Da Vinci (7/81)
- Stern/Seeburg VMC-11 (8/81)
- Wurlitzer Cabaret
- Wurlitzer Tarock
- Wurlitzer Atlanta
- Wurlitzer Silhouette
- Lowen-NSM 250-1

**POOL TABLES & FOOSBALL**
- Irving Kaye Silver Shadow
- Irving Kaye Lion’s Head
- Dynamo Model 37
- Dynamo-The Tournament football (5/82)
- TS Tournament Eight Ball
- Zero Hour (1/80)
- Valley Cougar
- Valley Tiger Cal bumper pool (6/82)
- Valley Cougar Cheyenne (8/82)
MIDEM'83
NEW PALAIS
NEW SUCCESS

MIDEM has become a must for virtually everyone you work with in the music business. And for you, MIDEM means access to an international audience of specialists, plus a chance to get a first hand look at new technology and coming market trends.

1,178 companies, 5,017 participants from 55 countries: MIDEM's success in 1982 showed it to be not only a forum with impressive results, but also a unique force in spurring market growth. And this year, the New Palais des Festivals exhibition hall provides a setting that is truly commensurate with the amplitude of the event.

But success isn't something that can be improvised. Being a part of MIDEM means putting all the assets solidly on your side, with the certainty that you're right on the money.

The 17th MIDEM has everything you need to make your mark:

Influential and simple promotional tools: direct contact with radio & TV programming executives and producers at the Radio & TV Video Club. 700 journalists from around the world at the MIDEM Press Center. Both giving you unprecedented access to an international audience of trade professionals.

Maximum impact: discover and have others discover new talents in ultra-modern auditoriums fully equipped for prestige galas and performances with international impact.

A new, dynamic and functional location: the New Palais has double the exhibition space on a single level, making contacts easier than ever. A spacious, modern and prestigious working environment where everything you need is at your fingertips.

MIDEM'83 - 5 days, non-stop, from January 24-28. Don't miss this exceptional audience. Take advantage of MIDEM's extraordinary impact and turn your objectives into realities.

We may participate at MIDEM
☐ With a stand ☐ Without a stand

Name: Company:
Business Adress:
Zip: Country:
Activity: (Please check the appropriate box)
☐ Music Publisher ☐ Record Company
☐ Producer ☐ Miscellaneous
Please send us, without obligation on our part, your documentation.