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ISSUE DATE
DECEMBER 25, 1982

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DECEMBER 13, 1982
EDITORIAL

Within the past week-and-a-half, dealers of prerecorded videocassettes have been seeing a demand from many of them don't see very often. That's sales, and it's all due, amazingly enough, to one title, Star Trek II: The Wrath of Khan. According to Paramount, the company releasing the film to the home market, orders have topped 80,000, and are expected to surpass 100,000 by the end of the year. Even the mom & pop stores report selling 100 or more units in the first week, an unprecedented feat in the home video business. No longer are vid dealers simply "rental agents"; they're full-fledged retailers.

The reason for this phenomenon? A combination of price and product, with an emphasis on price. Star Trek II is a proven box office hit with a built-in audience, ensuring its collectability among a certain group. But the numbers would seem to indicate that there are many consumers beyond that group willing to buy good prerecorded cassette product at the right price.

At the recent ITA "Update '82" in N.Y., Viacom's Charles Toleps noted that Jane Fonda's Workout (on KVC) has proved that original programming can sell. But he also added that consumers were being asked to pay too much for product. "We need to assess the product and the cost," said Toleps, criticizing the presently high royalty structures and costs from distributors.

Many of those in the business say they'd like to see sales; but what are they actually doing to promote it? Dealers are doing all that they can, but the reality is that lower prices on good product are needed. Some of the problems mentioned at the ITA Update have to be dealt with for this to happen, however. Otherwise, as Paramount's Mel Harris noted at the VSDA Conference, we'll all have to be content with "a limited lending library business."

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ON THE COVER
In the matter of a few short years, Reba McEntire has become one of the premier female country singers with her convincing renditions of solid material. While most female entertainers in the country field over the past few years have taken country tunes and shaded them with pop effects and generic mass appeal textures, McEntire has done the other route, placing a country "feel" into songs like "I'm Not That Lonely Yet" and "Only You" that could easily be pop numbers.

She is probably the most underrated singer in country, with a vocal style that captures the essence of loneliness, the sweetness of desire and, at times, the pain of an enraged lover. While she remains red-headed, she is quickly becoming anything but a stranger to listeners with a string of Top 10 singles, including "Today All Over Again," "Sweet Dreams" and "You Lift Me Up To Heaven," along with her current release, "Can't Even Get The Blues." As the title to her latest album indicates, the boundaries of Reba McEntire's talent and appeal are "Unlimited."
News & Reviews

ITA Meet Focuses On New Computer, Delivery Systems
by Jim Bessman

New York — The effect of the rapid proliferation of both personal computers and video programming/delivery systems on the video industry was explored in depth last week at International Tape/Disc Association (ITA) “Update’82” seminar, held at the New York Sheraton Hotel.

Reports presented at the seminar indicated that the video and computer games industries would change drastically as a relatively inexpensive computer hardware increased in sophistication and sales of video games consoles leveled off. Experts also suggested that new methods of distribution for computer games and other electronic software would form with increased market penetration of hardware and the achievement of compatibility between varying hardware and software formats.

For the advent of new hardware, delivery systems, manufacturers of both home video hardware and software appeared ready and willing to adapt to new challenges.

The seminar was an adjunct to the ITA annual membership meeting. Attendance was restricted to 140 personnel from ITA member companies as part of an experimental decision.

In the past, the membership meeting was part of an extensive two-day home video seminar. Now, however, ITA holds the home video seminar in Europe in October, so this year’s New York meeting tested the feasibility of holding a members-only international seminar and a separate annual membership meeting. After the seminar, ITA’s executive vice president Sam Tarsa said the conference had met the positive response which he received from the members, the combined format likely would be repeated next year.

The update seminar covered two topics and followed the half-hour membership meeting, which was closed to the press. The morning session was entitled “Personal Computers: A New Wave of Electronic Entertainment/New Opportunities for the Video Industry.” It was the first ITA.

(continued on page 9)

Sales, Coupons, Mailers Help Boost Pre-Christmas Traffic
by Jim Bessman

New York — With Christmas just five weeks away, many record retailers are preparing special sales and coupon promotions aggressively to exploit the gift-giving season. Some merchandisers connected with Cash Box are trying different sales ideas and themes than those of past years, while others are tying-in Christmas promotions with simultaneous store openings and still others have moved up their Christmas programs to closely follow Thanksgiving, the traditional start of the Christmas sales season.

In Phoenix, Circles is taking out full-page ads in both the Phoenix Republic and Gazette daily the day after Thanksgiving. The Los Angeles-based Licorice Pizza chain is also kicking off its holiday season immediately following Thanksgiving. “We’re beginning promotion for Christmas right after Thanksgiving,” said Licorice Pizza owner Keyser.

(continued on page 10)

Dealers Augment Label Ad Dollars With In-House Funds
by Michael Martinez

Los Angeles — Identifying the right media to use, tailoring the campaigns to suit the individual characteristics of their specific markets, backing the campaigns with a greater and more sophisticated use of market research and submitting the entire package well in advance has long been the route most retailers took to obtain co-op advertising funds from the labels for the critical Christmas season. However, according to a Cash Box survey, the sales climate, continued uncertainty over the general economy and label advertising budget cuts have combined to throw a monkey wrench into the works this year.

Citing the fact that the sales of the first three quarters of the year, many labels have cut back their co-op advertising support for retail, preferring instead to pursue specific campaigns aimed at particular markets or acts. Thus, instead of the blanket co-op support of more prosperous times, many are now waiting until the last possible moment before deciding where and to what degree they allocate the limited co-op funds available to them.

However, for retailers, many of whom submitted plans for Christmas season programs as far back as August, the more cautious approach of the labels has begun to cause some concern. With the Christmas season fast approaching (it traditionally begins the day after Thanksgiving), many retailers have still not been notified if their plans have been accepted by the labels, and many have had to seriously consider the possibility that they might have to support their programs out-of-pocket.

“Not all the dollars for our proposals are in yet, which is a bad sign,” said Joe Andrews, vice president/general manager of Miami-based Spec’s Music. “With some companies closing their branches here and others changing their branch personnel, there is uncertainty over what we will actually receive.”

Hedge Against Cutbacks

Andretti, like other dealers contacted, said that as a hedge against cutbacks in label co-op advertising expenditures, Spec’s had already contracted for time on radio and space in some publications to get prime time and good placement . . . (and) we hope we can support these arrangements with the labels’ help.” However, he added, Spec’s will support these commitments with its own resources, if necessary.

Marketing director Joe Albert said that the fourth quarter programs developed and in effect for current hot product, super shoppers could range from $1,000 through the scope of promotions proposed by many retailers throughout the country.

The manufacturers added that retailers should recognize that the flow of advertising dollars diminish to a degree due to sagging sales. “You don’t give accounts a lot of dollars during the years that sales are soft,” explained Vic Faraci, executive vice president of marketing at Elektra/Asylum Records.

All manufacturers contacted, though, said that many ongoing ad programs would continue during the fourth quarter, allowing dealers to build holiday promotions around these existing resources.

In describing his company’s fall program, Faraci said that many promotion efforts on E/A and associated label product have been run on a regional basis, such as promotions involving Pieces Of A Dream and Don Henley. He noted that Pieces Of A Dream has been the subject of an extensive campaign with the company’s major East Coast accounts and the title has been pushed in-store and in-store promotions have been the bulk of the support.

For Warner Bros, Paul Anderson detailed a specific campaign run in Boston with radio station WBOK, the Boston Phoenix and the six-station iRadio chain. Receiving the title of Henry’s current album, “Dirty Laundry,” E/A and the retail chain waged a “Dirty Laundry Got You Down?” contest where the first prize was $1,004 in dry cleaning credit to clean the winning filthy garment, while the second prize winner was hit with “Throw Away those dirty clothes” and take a $400 gift certificate to a Good Times Fashion store in Boston.

Faraci said that other E/A programs have centered on radio and in-store merchandising. Pegging an Eddie Rabbitt

(continued on page 13)

Fleischman Will Direct Audio/Video Sales At Cash Box

Los Angeles — Cash Box president and publisher George Fleischman has announced the appointment of Joe Fleischman as Director of Marketing-Audio/Video. In his new position, Fleischman will oversee sales and marketing for the home video and pro audio industries.

Fleischman comes to Cash Box with over 10 years experience in advertising and marketing, specializing in audio and video. Prior to joining Cash Box, he was an accounting executive at EMI Music Publishing.

Commenting on the appointment, Albert stated, “We are fortunate to have someone with Joe’s background and experience to direct our marketing efforts in these two important areas. His appointment unites the publisher’s commitment to expanding our coverage of the home video and pro audio industries.”

Joe Fleischman

Cash Box/November 27, 1982
**BUSINESS NOTES**

**WEA To Lower Catalog List To $6.98**

LOS ANGELES — In a move designed to counter what WEA Distributing Corp. President Henry Droz described as “price sensitivity” and “price resistance” on the part of consumers, the suggested list price of approximately 1,100 front-line catalog LPs and cassettes from Warner Communications, Inc. (WCI) labels will be reduced to $6.98 from $9.86, effective Jan. 3, 1983.

In addition, approximately 80 multi-record front-line catalog titles will be reduced in price from $9.86 to $6.98. The price for 800 of these titles will go to $6.98 from $7.98. The only price increase announced will involve approximately 200 $9.86 midline titles that will go to $6.98.

With this move, "approximately 90%” of the WCI labels’ front-line catalog (not counting multi-record sets) will bear a suggested list price of $6.98, according to Droz.

The price reductions will encompass product from Atlantic, Elektra/Asylum/Nonsuch, Geffen and Warner, as well as all other affiliated labels.

In conjunction with the price reduction, the "base customer cost” would be increased one cent, the open tape merchandising program would be discontinued and the WCI returns policy would be modified to change the break-even point for wholesalers from 22% to 10%.

Addressing the increase in the base customer cost, Droz said, "The one cent increase is just a token to let our customers know that our costs increase too. Our costs, in fact, have gone up much more than this one cent, but we’re not going to pass them on to our customers."

— richard immura

**RETAILERS RESPOND ENTHUSIASTICALLY TO SUPERTAMP TAPE**

by Jeffrey Resnner

LOS ANGELES — Retail chains carrying the audiophile quality prerecorded cassette of SuperTamp’s new LP, “Famous Love Songs,” released under the label Album Records on Oct. 26 carrying the standard list price of $8.96, have high hopes for the holiday season. According to a sampling of major music chains around the country, the chromium dioxide (CrO2) tape has already been featured in some special promotions and will certainly be highlighted by stores over the Christmas season. Although a majority of the chains sampled claim the standard retail price for exchange of the superior quality Keyson 600 material has outsold the tape to date, several buyers expect brisk action on the cassette to be imminent.

At Durham, N.C.-based Record Bar, director of purchasing Steve Bennett reports that SuperTamp is "very favorably received," and for the SuperTamp CrO2 tape. The tape is being featured in radio advertising as part of a new, all CrO2 12-month-long cassette sale which is spotlighted in Record Bar’s Christmas gift guide, which is slated to be in-store and done later this month. Thanks to the introduction of the tape being sold by the outlet for $8.99 as its standard shelf price, special ads will be run in the Durham Herald-Sun to cut the cassette for $6.99-$7.49 during the tape sales on Nov. 18-24 and Dec. 2-4.

"We bought equal amounts of the tapes and LP right out of the box, which is not standard practice," says Bennett. "So far the LP is outselling the tape around 2-to-1, but it’s not unfair for that because we put more money into it. We plan to promote the tape a little later on, after the first few weeks that the product’s been in the stores."

"Good business."

Minneapolis, Minn.’s MusicLand group will have a series of print Christmas ads which begin running Nov. 28, to promote the cassette, specifically pointing out the audiophile quality. According to national LP and tape buyer Jim Haldeman, the cassette isn’t selling as well as the record just yet, but he stresses this is “the normal trend for new product on out of the box sales. The record is easier to resist. So far, the tape has been selling very well for us,” Haldeman remarks. “It’s an extremely good bargain for the con- sumer. People are buying it for the price and quality, but also the record control helps the entire industry as long as it doesn’t raise costs for customers, which often happens.” He thinks the quality of the tape speaks for itself, and see nothing but positives for it."

Vice president of purchasing for the Camelot Music chain, Joe Brussi, anticipates “more than normal sales” on the cassette, claiming, “It’s something new, I think the townspeople will go for it."

—CONTINUED FROM PAGE 11

**REVIEW**

**ALBUMS OUT OF THE BOX**


Recorded at the Pine Knob Music Theater in Detroit, Mich., late this summer, the rowdy Beantown rockers get down cut to a bare-bones, roots-influenced brand of white R&B. Though it has had a few memorable live records before, (notably the excellent two-record “Blow Your Face Out” set), this LP catches the group at full-throttle following the rowdy party of “Freeze Frame.” Cynical romances like “Love Stinks” and “Center Fold” show the band strutting its recent stuff, while a scattering cover of "Lands Of A Thousand Dances” climaxs this slickly produced concert package.

**FEATURE PICKS**

POP


This is a “best of” package that in 45 minutes gives you the团员 of one of the most popular Australian band’s career while ushering in another. Glenn Shorrock, "voice of LRB,” has left the fold and departed for a solo flight, while the “new” lineup with lead singer John Farnham is presented here by a cover of Top 10 tune “The Other Guy” and “Down On The Border.” “Fans of LRB can reminisce over “Reminiscing,” “Lady,” “Heep Is On The Way,” “Lonesome Loner,” “Happy Anniversary,” “Night Owls” and more recent hits, “Man On Your Mind” and “Take It Easy On Me.”

LIVING MY LIFE — Grace Jones — Island/Atlantic 900181 — Producers: Chris Blackwell and Alex Sadkin — List: 8.98 — Bar Code: 218892

Grace Jones entered the recording industry as one of the disco era’s most eminent iconoclasts and over the years has firmly established herself as more than just a weird singer of dance floor hits, branching out into diverse musical areas such as salsas, funk, reggae and art-rock. Recorded at Nassau’s Compass Point Studios with the cream of the Caribbean’s session musicians, including Sly Dunbar, Robbie Shakespeare, Mikey Chung and Sticky Thompson, this LP boasts some of Jones’ most accessible material to date.


The second album taken from the NBC-TV series about a school for artistically talented teenagers in New York City has

--Continued on page 32--
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The list as at 15 October 1982

The statistics established from the 300 companies who first registered for the MIDEM'83, show an average increase of 36 % in the exhibition surface area that each participant has reserved. Young and modern, the Record industry should remain optimistic and adopt aggressive marketing techniques. So, for your own sake, don't wait for too long joining them at the MIDEM'83.
I could rule the world if I could only get the parts — Waitresses — Ze/Polidor PX-1-507 — Peabo Bryson & Chris Butler

To fill the gap until the release of its second album, the self-titled studio LP, the Waitresses delivered this specially priced mini-album, which features fresh new pop instrumentation and the smart-alecky yapping of lead vocalist Patty Donahue. Because the mini-disc is such a hodgepodge of songs — including a previously released Ze rap single called "Christmas Wrapping," a live version of the title track recorded earlier this year and the theme song to the television series Square Pegs — the recording doesn't have the unity of the band's first album, which creatively delved into the 1980s woman's psyche. Still, fans of the group will find this package hard to resist.

Janet Jackson

Janet Jackson, the latest and youngest member of the talented Jackson family to launch a career in music, is currently making up fast for time. The debut single from Janet, "Young Love," is currently building up the Cash Box Black Contemporary Singles chart at #11. And although the 16-year-old's self-titled debut LP, currently #14 bullet on the Cash Box B/C Albums chart, represents her first foray into a recording career, Janet is actually a veteran of the entertainment world at age seven as part of the Jackson family revue in Las Vegas at the Mgm Grand. By age 10, she was selected to play Penny Gordon on the popular television situation comedy Good Times and is now a frequent member of the cast on the Different Strokes sitcom. In this sense she is not a new face. But while she has grown as a dramatically and comically adept talent, new horizons are emerging in the form of a music career.

Her television career has served as a conduit by which the public first learned that this Jackson could sing. She performed the song "Magic" from the hit television series Different Strokes last year, but it was the Jackson patriarch, Joe Jackson, who decided that now was the time for her to put the talent on view.

"My father felt it was time," says Janet. "I never really thought I would be coming out with my own album this young. Joel and I were really didn't know if I was ready or not for a singing career."

Her father says she never really prepared for this new facet of her career. Janet admits that she has been writing songs and doodling at the piano steadily in the late hours of the night around the Jackson home in Encino, Calif. After hearing a demo tape with which she was so impressed, her father LaToya (who has two LPs on the racks), her father believed conclusively it was time for her to ply her skills professionally.

The senior Jackson went to a Los Angeles studio and emerged with a single entitled "Off the Wall." The tape was first offered to A&M Records, which quickly responded.

Janet was working around making her recording debut a family affair. Absent from the LP are brothers Michael, Jermaine, Tito, Jackie and the rest. Instead, two sets of producers were employed to extract and capture the music identity of this young talent.

With sounds ranging from smoothly tailored bubble-gum R&B/pop to jagged, high-energy rock and funk, Foster Sylvers and the producer produced one side of the eight-song LP while the recording duo of Rene and Angela controlled the knobs on the other.

"I was very lucky to have the producers and players I did," she says. "I would have had much harder recording this album. Having acted on TV also made the studio easier." Janet will continue her acting career as a recurring character on Different Strokes, but will also go on writing songs for the TV show. Juggling such an active and demanding work and school schedule does not bother her, however. "I think it's fun doing so many different things, but I don't feel I have," says Janet, adding, "I love what I'm doing, what my family is doing."
The future of game delivery systems...
WEA Closes U.K. Pressing Plant
by Nick Underwood

ONDON — WEA Records U.K. this week announced the imminent closure of its record manufacturing facility just outside London. The decision is set to come into effect in February 1983. WEA will no longer be operating its manufacturing facility.

The immediate reason cited for the factory closure was the continuing decline of the U.K. record market, which WEA claimed was largely caused by the increase in home taping.

When announcing the closure, WEA chairman John Collinge said, "Records for the closure are self-evident, when one looks at the U.K. trade figures for the entire British industry for disc records over the last five years. In 1978, the U.K. trade deliveries of singles were 88.8 million and of LPs, 86 million. In 1981, the deliveries of singles were 77.4 million and of LPs, 64 million. In 1982, we believe there will be a further one million decrease in singles and two million decrease in albums, and these could well be optimistic estimations. At the same time, the number of blank cassettes sold in the U.K. has risen for five years to a total of 510 million in 1981, and we will probably see a further large increase in this figure by the end of 1982."

Collinge pointed out that over the last five years U.K. record industry figures have tried hard to lobby the government to bring in some tax incentives for record companies. Recently, the government endorsed the concept of a levy on blank audio and visual tape (Cash Box No. 19), though as a measure of hindering the audio and video record business, rather than direct lost copyright compensation to record companies.

Commenting on government action, Levison said: "West Drayton's local MP (Member of Parliament) Mr. Waldegrave, who recently put through a bill improving legislation dealing with video piracy, is tabling a motion in the House of Commons, expressing concern at the extent and effect of home taping, and will try to get it on the agenda for the next debate."
Canadian Report Advances Blank Tape Voucher Plan

Canadian-owned companies to distribute and market pop music and urged greater government support for Canadian record producers to improve the international marketing of their recordings.

The committee recommended of the home tape as a viable way to market an audio recording. A fixed levy, to be assigned to a fund administered by a non-governmental body, would be paid by every purchaser of blank tape. In return, the buyer would receive a voucher redeemable at the value of the levy (or a multiple thereof) towards the purchase of a Canadian recording.

Retailers would be reimbursed for the cost of the voucher by the record companies, and the record companies would be reimbursed by the fund.

A 400-page report, now being studied by a special committee of the committee following its release Nov. 16, devoted most of its attention to television and film. Of the 101 highlighted, the report found that there had been much bearing on the recording industry.

The committee called for the immediate

32 New Vid Clips Are Available From Atlantic

NEW YORK — Atlantic/Atoe/Cottilion & Custom labels currently have 32 new video clips by 22 company acts available for multiple uses. Among the acts are Phil Collins; Crosby, Stills & Nash; Genesis; The Rolling Stones, Henry Paul, Peter Townshend; Gary Numan; ABBA; AC/DC; Ted Nugent; Manhattan Transfer; Michael Rutherford (of Genesis); Frida (of ABBA); Rose Tattoo; Cheeta; The Sherpas; The Dukes; and Schneider with The Kick.

We are constantly seeking new avenues of exposure for our artists and their music," said Perry Cooper, Atlantic senior director of artist relations/publicity/television. "Unquestionably, the television area is now providing the most exciting, diverse and expanding opportunities of the ’80s. We are very fortunate that the majority of our artists are being represented by new video... This, combined with regular live appearances on a wide variety of national programs, has brought television coverage of Atlantic artists to an all-time high.

The label reports that "no less than 30" videos of the company’s acts are being aired by MTV.

Bossin Named VP, Marketing, For Vestron Video

LOS ANGELES — Gordon Bossin has been appointed to the newly created position of vice president, marketing, for Vestron Video. In this post, he will have responsibility for the development and implementation of Vestron’s marketing planning and programs, as well as coordinating the activities of the sales and creative services departments.

Company Liaison

In addition, Bossin will also serve as the company’s liaison with other home video companies whose product is distributed by Vestron.

Most recently, Bossin served as vice president, sales, for Arista Records. He previously served as vice president, marketing, for United Artists Records, Bell Records and RCA Records in various management positions.

Bossin reports to Vestron president Jon Pelinger.

Jazz

OUT OF THE VAULTS & ONTO THE STREETS — Aside from the musical bonanza which PolyGram Classic’s Verve Import series has bestowed on jazz fans in this country, the label’s unique distribution program has given the industry some food for thought. By limiting runs and sending product through the already established Classics distribution pipeline, the company has side stepped the problem of forcing jazz to compete with pop product at the branches. While no major label will argue against the musical merits of jazz, the PolyGram plan offers a unique alternative to the problem of getting more staffers to work an Ella Fitzgerald reissue when it makes much more economic sense for them to concentrate on John Cougar. While the Import Series continues, PolyGram has now shifted its domestic Verve two-for-series to the Classics system as well, with the first titles shipping this week. And unlike the previous titles, the series, many of the new collections contain previously unissued tracks, with one, “California Here I Come,” by Bill Evans, comprised entirely of newly unearthed recordings. Culfed from ’77 performances at New York’s Village Vanguard, the set features the pianist with bassist Eddie Gomez and drummer Philly Joe Jones and is a real find. "The Cool Rigel" by tenor giant Illinois Jacquet features the wailer in good company, including Ben Webster, Joe Newman, Leon Parker, Art Blakey, Shadow Wilson, Chano Pozo, Count Basie, Freddie Green, Cecil Payne and others. The settings range from quartet to big band, with Jacci swinging, screeching and stomping through it all. "Paradise Squat" by Count Basie features the early ’50s big band with Marshall Royal, Ernie Wilkins, Paul Quinichette, Charlie Shavers, Benny Powell, Henry Coker, and Gus Johnson as well as small group featuring Basing on an organ. The services of arrangers Neal Hefti and Ernie Wilkins are in evidence here, with the band sporting one of its strongest books, including the Andy Gibson/Teddy McRae/Al Grosso "Box." Unlike the Basing "Six in One" the "Al Ain’t News To Me" by vibraphonist Lionel Hampton is all big band, cut in the mid- and late-’50s. Featured sidemen include Benny Bailey, Idrees Sulieman, a young Quincy Jones, Mill Bucker, Eddie Chibbaro, Buddy Rich, Jerome Richardson and Rufus Jones. "Once In A Lifetime" is a straight repackagin of "Turn It Over" and "Emergency!" by the Tony Williams Lifetime, featuring a pre-Mahavashnu Orchestra John McLaughlin on guitar and Larry Young on organ. The power trio is augmented by a post-Cream Jack Bruce on one track. "Roundin Out the release are two albums by the Ella Fitzgerald era, "The Duke Ellington Songbook, Volume Two," and "Ella Wishes You A Swingin Christmas."

Jazz
JEFFERSON NIGHTWATCH — Grunt recording group Jefferson Starship was recently filmed by CBS-TV for its Nightwatch program. The filming, which is set to air on Nov. 26 at 2 a.m., took place at a backstage party celebrating the group's performance at the Brendan Byrne Meadowlands Arena in New Jersey. Pictured are (l-r): Vince Pellegreno, division vice president, merchandising, RCA Records; Craig Chapurack, of the group, Joe Manfield, division vice president, contemporary music, RCA Records; Bill McGathy, national album director, contemporary music, RCA Records; and Felicia Jeter, CBS Nightwatch interviewer.

Retailers Respond Enthusiastically To Supertramp Tape

and people are always curious about something new." Though no concrete plans have been formulated yet, Bressi expects the tape will be featured in Christmas print ads, since it is already being showcased in stores through special signage.

We've involved this product a little more in the core of our business," says Bressi. "In addition to using the posters and P-O-P's supplied to us by A&M, we've also manufactured a special browser card ourselves for the use on the counter and/or in baskets. The card is featured in all of our stores and explains the quality of the LP and tape.

Southern California's Licorice Pizza retail network has placed the Supertramp release in Its Top Ten best-selling album list ever since it came out, and the product has consistently sold 500-600 units each week. The LP to cassette sales ratio figures to be around 2-1 to 1 at Licorice Pizza outlets, but buyers there claim the response to the cassette has been exceptional, nevertheless. "We've seen a lot of recorders on the product, which we really didn't expect so quickly after shipping a high number of retail orders to stores," says A&M/ RCA buyer for licorice Pizza, Angelas Restivo. Tape buyer Larry Foster adds that the record and tape sold for $7.99 each during the first week of release, but was then sale-priced to its current $6.99 figure. "Everybody around here is very excited about it," says Foster, and "our sales people ple in stores have really been talking it up to customers."

North Miami, Fla.'s Vibrations stores report that the record to cassette sales ratio at its three outlets usually sits at 60-40, but with the Supertramp release has maintained a 50-50 level. Bobby Pacsella, pre-recorded product buyer for the chain, says the tape sales have been "great" and the album has been one of the top ten items in the stores over the past few weeks, selling for $7.89.

A&M is strongly committed to the album, providing retailers with a three-foot mylar banner that looks like a strip of chrome tape for use in cassette departments; stickers that spotlight the audiophile cassette; two different 2 x 3' four color posters that feature photos from the LP jacket and gatefold; and new cards that fit in m-caps. All of the retail materials specifically mention the high-quality chromium tape is available at no extra cost to the consumer.

In addition to the in-store promotional merchandise, A&M national sales manager Larry Hayes states a comprehensive media campaign will make consumers aware of the special value available on the CR02 pre-recorded product. Beginning Thanksgiving week, a series of radio spots will advertise the Supertramp release on AOR stations, and then CHR outlets, presenting information on the album and its new availability on cassette.

The radio spots will be followed by three weeks of national television ads in the top key markets. The TV spots will run 30 seconds and feature a dramatization of the album's cover design depicting a tightrope walker. Hayes says that the band tour in late winter/early spring of 1983, as well as a major radio special featuring the group next year, will also spur sales.

Labels Augment Co-op Ad Dollars

(continued from page 5)

promotion around the title of his current LP, "Radio Romance," the company has been running spots on radio with its major accounts in Philadelphia and New York. Hank Williams, Jr., and Rabbit had their product promoted through an in-store merchandising contest within the Star/ Caramel Music chain. A similar program was developed in conjunction with rack jobber Lieberman Enterprises in Kansas City.

Pointing out that advertising and promotion programs for his company's products were set as early as mid-Summer, Lyle Look, senior vice president, PolyGram, said, "We did what we wanted to do. We set our own pace, and we have had a certain amount of success for the markets where we had targeted

Labels Augment Co-op Ad Dollars (continued from page 15)

promotions.

While he said that "virtually every LP is the recipient of some kind of promotion," Look added that there were particular promotions being run on releases by Kool & the Gang, Rush, John Cougar, The Bar Kays, Con Funk Shun and ABO. The executive added that "very seldom does a release have ubiquitous break-out," which is why some promotion is earmarked for specific regions where a record can use added support.

MCA, conversely, is running a theme program, "Galaxy of Stars," which field staffs have developed regionally to fit the specific needs of individual dealers. The bulk of the program lies in radio and print advertising, and some television. Ac-

NEWS & REVIEWS

COAST TO COAST

EAST COASTINGS — Latest scuttlebutt has New York's Peppermint Lounge folding, or at the very least drastically changing its music policy.

Mix-master Arthur Baker ("Planet Rock") has struck a production deal with Atlantic Records. Meanwhile, Baker has just issued a riveting cover of Manu Chao's "Soul Makossa" by Nairobii & The Awesome Foursome on his own Street Wise label. Other new releases include the release of "The Challenge" by Dr.inky & Mr. Hyde on Profile, an album to what Vanity 6 did on the "Nasty Girl" track, and "Chinese Rap" by The Aural Exciters on Sky's "Call Me." The album was recorded in Tokyo and San Francisco and is scheduled to be released on the newly formed Top Flight Records, headed by former Artist/Buddha/Becket marketing man Jack Krebser. Also out on the label is "Bring Your Love Back" by vocalist Mike McCray. The new outfit is distributed through A&M, suits L.A. New, York, N.Y., telephone (212) 607-7822... Still may have pulled up roots here, in the States, but the Miss London home office apparently hasn't given up totally on the American market: The Belle Stars will soon begin touring here, in a summer/winter European tour, under a new American contract. By-the-by, the group's latest single is a remake of "The Clapping Song," which has also just been covered by Connie Brightline on Handshake... CBS Records has gone to court to try and block new release of "The E.T. Storybook," an ASCAP CBS claims that MCA has violated terms of the agreement under which was allowed Michael Jackson to appear on the album, Meanwhile, MCA is miking the Jackson connection for all it's worth, in the States, and all over the world, in the form of a new ad campaign to promote "The E.T. Storybook." The show is topical with the recent news of the late Michael Jackson's death, and has also been on a 12-date blitz of small-town area clubs... I felt I wanted to do a series of shows that gave the people a chance to see a show without breaking their bank accounts," he said. . . . The buzz from "No-Man's-Land" was really quite refreshing, we just recently put up the phone and find Lee Lewicki on the other end. "Evidently the last single from "No-Man's-Land," the singer filled us in on both the LP, and her recent London theater debut, Mata Hari. "I always want as much control as I can get when I'm making an album," she told us, "but I have a lot to learn. I mixed this record with Bob Clearmountain, and I was able to work with a lot of very good people when we recorded it. As far as her role as the romantic and romanticized spy, Lewicki said she was drawn to Mata Hari because she felt she was "an intensely creative person who believed in her own desires — so much so that she made them happen." Billied as a "operina," the musical production is unique in that the lead character sings but never speaks, although other characters in the production speak. "I was interested in taking music into the theater, not being an actress," said Lewicki. "In the theater situation, you have the freedom to tell a story, and it was sort of like doing a concept album." Lewicki added that there have been some tentative offers to bring the show to the stage.

fred goodman

POINTS WEST — An opening bid of $150,000 will be asked for a life-sized bronze statue of the world's First Rock 'n Roll Auction and Collector's Marketplace presented by the Museum of Rock Art in Hollywood. Also set for the block are 500 pieces of the Crosby, Stills, Nash & Young's 1970/71 tour stage that was used to film the concert film "Deja Vu," which recently was edited The Beatles illustrated Lyrics. To be held at the Berwin Entertainment Complex, Dec. 10-12, the auction donates its first day earnings to UCLA's Jim Morrison Scholarship Fund... Men At Work's next album, due in 82, will again be produced by Peter McCall. "Looking For The Stranger," a tune McLean and Franco Guerra co-wrote for her LP, was covered by Pat Benatar on her new "Gettin' Nervous" disc... Rumors claim Mick Jagger is planning to bring out a line of kids' clothes under a "Rolling Stone" designer label next year... EVA chairman Joe Smith has been pegged as potential companion to the Govenor's office in the next man's fashion show on Dec. 1 in Tramps Restaurant in West Hollywood. Tickets to the charity event are fully reserved.

MUSIC "MAGIC" — A new album out on Atlantic by early spring of 1983 will be "Music For A New Society," which tells us that the LP will feature a batch of original material in addition to the electric covers

(continued on page 16)

GOLD MAGIC — Steve Miller (l) was recently filming for an upcoming gold-selling "Abracadabra" single and LP. Presenting the awards is Julie Hort, the "The Magic of the Magic."
ITA Meet Focuses on New Computer, Delivery Systems

(continued from page 9)

Viacom's vice president of licensing and merchandising Charles Tolep lauded Jane Fonda's Workout Video cassette as probably the most non-fiction cassette that can be sold. He was highly critical of distributors. "We're not going to sell a retailer a necessary profit margin of 30-35%," he said. "The retailer has to make a dollar and the distributor has to realize that he has to make a dollar."

Tolep said that a major problem was the 15-20% royalty from the copyright holder to distributors, which he said should be 6-8%. He added that consumers were being asked to pay too much for products. "We should be reestablishing the product and the cost." 

Most Video Products Up In Sales For October

LOS ANGELES — Sales of B&W televisions, video cassette recorders (VCRs) and color video cameras to dealers were up in October, leading video products for the month.

According to the Electronic Industries Assn.'s Consumer Electronics Group, video cassette recorder sales registered the most impressive gains in October, increasing 45.5% to 207,705 units. Ten-month sales of VCRs to dealers grew from 43.3% to 1,470,914 units, compared with 1,360, 988 sold during all of last year. Camcorder sales, correspondingly, were up 48.3% to 23,451 units, with year-to-date figures standing at 229,091, a 6.6% improvement over the first ten months of 1981.

Monochrome TV sales to dealers, which have registered some drops in the past or at least in the relatively fast sales, were up 14.4% last month, from 462,797 to 529,371.

Monochrome sales for the year to date were also up slightly, from 4,533,992 to 4,671,464, or 2.9%.

Blank tape units sold to dealers were up 5.5% in October, from 5,075,241, while the figure for the year to date was 9,156,887, also a fractional gain.

The economy has cut heavily into sales of products that have seen tremendous growth in the past. Last month, 14,364 units were sold to dealers, compared to 17,548 for October of last year. On the year to date, sales were off 12.8% from 99,806 to 87,012.

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The Wrath of Khan is Felt Throughout Vid Biz — In contrast to the death and destruction caused by the title character played by Ricardo Montalban in "Star Trek II," the prerecorded videocassette of the recent box-office hit is proving to be a life-saving force to retail sales, much like Project Genesis in the film (Cash Box, Nov. 20). According to Paramount Home Video company manager, Ken Gehrke, "Star Trek II" hit the stores on Nov. 8 and expects total orders to top 100,000 by the end of the year. The first shipment was scheduled to reach stores on Nov. 12 and everyone is predicting it to fly out store doors at warp speed, based on pre-orders. Wrath of Khan cassettes certainly aren't selling themselves. Said a representative of Sound Video Unlimited's Los Angeles office. "We moved more than 5,000 pieces last Wednesday (Nov. 10) and we've got 400 more orders already. We're completely sold out." Like other hit entertain-

INTERACTIVITY ON THE VID DISC FRONT — Pioneer Video, under its Alpha line, is releasing an interactive video disc titled "The Future of Life," which is an extension of the "The Empire Strikes Back" release last year, and is expected to be a major sales item. The disc features the characters from the film in a 3-D format and allows consumers to "interact" with the film by asking questions about the characters and receiving answers.

Jackson on Tape — Spring-PolyGram recording artist Mike Jackson was recently in Nashville to shoot videos of the songs "Special Occasion" and "Hard Times" from his current "Hard Times" album at Nashville's Municipal Auditorium, was done by Soundshop Producers.

Pioneer Video's new line of Beta labels, is releasing "The Creative Camera" line of interactive video discs that serves as "a primer of single lens reflex photography offering a practical and detailed introduction to SLR photographic techniques," the program, conceived and produced by Jack Holzman and directed by Frank Beauregard, is divided into 16 chapters (and includes an overview chapter) on basic camera operations. The tape itself is a combination of black and white, with the lens, film, light, exposure, accessories, people, photographing sports and action, photographing pieces and special effects. The concluding segment covers "Five Photo Assignments," detailing a professional photographer's subjects such as glamour, architecture and nature. The program runs one hour in length and utilizes the two separate sound tracks of the LaserDisc system. Sound track "A" contains basic information and sound track "B" contains more technical details. In order to interlace the two, a male narrates sound track "A" while a female voice is used for sound track "B." Foreign language versions of the disc, including Japanese, are being planned...

VHS Programs, Inc. and Atlantic Video released a new video of a live interactive comedy video disc. Entitled "The Yolkes of Oxnard," it stars the zany veteran comedy troupe "The Firebird Theatre as a truly "interactive" family which lives through its TV set. Firefighters Phil Proctor, Phil Austin and Peter Bergman plan to include two of their most popular characters — Nick Danger and Rocky Rocco — in the script. "The Yolkes of Oxnard is expected to be released in "linear, noninteractive" prerecorded videocassette format on Pacific Arts Video Records in February of next year and it will be available as an interactive disc on VHD in the summer of 1983 (should the launch of VHD go off as planned)." Bill Dear is currently directing the Firefighters at the Monterey Soundstage with Nancy Mosher producing and Michael Nesmith and Kevin McCormick are the executive producers. The two have been working on the development of interactive video games for Mattel's interactivi-

VIDEOWAREFARE NOTES — Billing and Koo-ing Dept. Wouldn't ya know it. The tick that caused such a commotion on London's Fleet Street, due to Prince Andy's brief island dalliance with American actress Koo "Who?" Stark, is being released to the home video market. Of course, the company doing the releasing, MGM/UA Home Video has had the rights to the film up the coast for a while, but, due to a "political decision" (played by Stark) "a real royal turn-on"! The company also emphasizes that the soft porn "story of a young girl's awakening" (sounds like Bette with Patti D'Arbanville) contains the "famous steamy shower scene" between Stark and another actress that had journalists arcing their eyebrows over the lesbian implications. You're still curious as to what happens in this film (which we suspect would never have been released if not for Randy Andy's fling), it'll be available in December for a suggested list price of $59.95. Other December releases of note include Paramount's "Sin's," which will arrive mid-month, and Warner Home Video's "The Contenders." As reported previously, WTV will also release Charlie's of Fire, Superman and Superman II in the sales month for Christmas as well. . .The rumor mill has it that Paramount will be shipping Blade Runner, the film adaptation of sci-fi writer Philip K. Dick's "Do Androids Dream of Electric Sheep?" in January.

PROMOTING THE BODY BEAUTIFUL — Karl Video Corp. is embarking on a holiday sales push for its Jane Fonda's Workout title. The program, entitled "Keep Your Sales In Shape With The Fonda's Workout," includes three kits, which will be available to retailers, containing Jane Fonda's T-shirts (for either the retail salesperson or to be used as giveaways), personalized Jane Fonda autographed posters, a large quantity of posters for in-store display and a tape. A special introductory offer is also being made.

Now that Fonda's husband Tom Hayden has waged a successful campaign for election to the California State Assembly (representing Santa Monica), she is back on the in-store appearance trail, drawing more than 1,000 people to the Denver store and she was scheduled to do a similar in-store at Video Shack's Broadway store in N.Y.C. on Nov. 19, according to KVC's Court Shannon... . It only was a matter of time, before beefy Arnold Schwarzenegger had his own fitness tape on the market. Full Throttle Films is distributing Arnold's "Workout/Muscle on a Plate," and Harvey Miller's "Zip Up With Arnold" is available from Video Network in Glendale...
TOP 200 ALBUMS

Stray Cats Rock The Chart And Burst Into Top Five

by Mark Albert and Ken Kirkwood

TOP STORY OF THE WEEK is Stray Cats and its "Built For Speed" LP which, after 23 weeks, takes a six-point jump to #4 bullet, up from #10. Strong sales at the retail level in all regions led by the Midwest, West and East. Continued strong track growth as well. The single, "Rock This Town," takes a nine-point jump to #16 bullet.

TOP TEN HIGHLIGHTS — Men At Work remain at the number one spot for the second week in a row. The group's second single, "Down Under," has a tremendous week at both the radio and retail levels and jumps 23 points to #30 bullet on the Cash Box Pop Singles chart in its fourth week. Lionel Richie moves two places to #2 bullet with very strong retail action in the South, Midwest and East to go along with Top 10 rack reports. The album goes to #1 on the Black Contemporary Albums chart. Olivia Newton-John moves up a notch to #6 bullet based primarily on Top 5 rack sales to go along with moderate retail activity. Joe Jackson is this week's only debut in the Top 10 as he explodes at #8 bullet, up six points from #14. Huge retail item in the East, West and Midwest. His "Slipout" single also jumps into the Top 10 at #7 bullet, up from #11.

TOP 100 HIGHLIGHTS — Supertramp looks like a sure bet to crack the Top 10 next week as it jumps to #11 bullet from #19 in its third week. Selling very well in the West, South and Midwest. Showin much growth at the racks. Marvin Gaye has one of the hotter new albums as it moves to #18 bullet, up from #31 in only his second week. Best retail out of the South, East and Midwest. The album also goes to #3 bullet, up from #7 on the B/C Albums chart. His "Sexual Healing" single stays at #1 bullet for the third week in a row on the B/C chart, and moves to #15 bullet from #26 on the Pop Singles chart. Dan Fogelberg climbs to #25 bullet, up from #33 in his third week. Retail activity very strong in the Midwest, South and West. The LP is already garnering Top 20 rack sales reports. Pat Benatar goes to #27 bullet from #41. Very good second week sales in the West, Midwest and South. Her "Shadows Of The Night" single takes a 10-point jump to #20 bullet. Tom Petty and the Heartbreakers move to #29 bullet from #45 in its second week. Strong retail in the West, Midwest and East. The group's single, "You Got Lucky," moves to #45 bullet, up from #59. Prince takes a 32-point jump to #45 bullet in his second week behind strong sales action in the South, Midwest and West. His album jumps to #9 bullet, up from #31 on the B/C Albums chart. Joni Mitchell takes a big 36-point jump to #57 bullet in her second week. Selling best on the coasts and in the Midwest. Her "(You're So Square) Baby, I Don't Care" single goes to #80 bullet, up from #88...Devo breaks into the Top 100 with a jump to #74 bullet from #107 in its second week. Immediate retail acceptance in the Midwest, West and South. George Harrison takes a 30-point jump to #80 bullet. Retail action is good in the East, West and South. Rod Stewart also breaks into the Top 100 at #83 bullet, up from #102. Good second week sales in the South, West, East and Midwest. Two B/C albums jumping into the Top 100 this week are by the Bar-Kays and Con Funk Shun. The Bar-Kays, at #86 bullet, up from #111, is selling quite well in the South, Midwest and the West. The album takes to #20 bullet, up from #34 on the B/C Albums chart. Con Funk Shun jumps 18 points to #76 in its third week. Best retail activity in the West, East and South. On the B/C Albums chart, Con Funk Shun goes to #25 bullet, up from #42...Saga takes a 26-point leap into the Top 100 to #90 bullet behind good retail in the Midwest, South and West.

RECORDS TO WATCH — The Beatles' 20 Greatest Hits jumps to #115 bullet from #136 in its second week. Nice retail strength in the East and Midwest and beginning to make progress at the rack level. A single, "Love Me Do," has been released from this compilation package. Janet Jackson moves to #118 bullet, up from #129 in her fifth week. Her album also goes to #14 bullet, up from #19 on the B/C Albums chart. Showing good retail, particularly in the East, South and West. Her "Young Love" single goes to #11 bullet from #17 on the B/C Singles chart...Skye takes an 11-point jump to #104 bullet in its second week. Best retail activity in the East, South and West. His album also goes to #35 bullet, up from #83 on B/C Albums chart. The group's single, "Moving Violation," jumps to #38 bullet from #46 on the B/C Singles chart.

DEBUTS — The top debut of the week is Phil Collins' "Hello, I Must Be Going," which comes in at #92 bullet. Off to a good start in the Midwest, West and East. His "You Can't Hurry Love" single had a strong week and moves to #35 bullet, up from #52...John Lennon comes in at #87 bullet. Selling best in the East, West and South. This should be a strong rack play for the upcoming holiday season...Crystal Gayle debuts at #126 bullet with her first outing on Elektra Records. Initial reaction is very good in the South and Midwest. Her single "Till I Gain Control Again," moves to #57 bullet from #74 on the Country Singles chart...Lee Ritenour hits the charts at #154 bullet. Best initial response reported in the West and in the South. The album also debuts at #27 bullet on the Cash Box Jazz Albums chart...The S.O.S. Band debut at #161 bullet. Selling well in the South and West. The LP also debuts at #50 bullet on the B/C Albums chart...Al Dimeola debuts at #165 with best debut in the Midwest and West. He debuts at #22 bullet on the Jazz Albums chart...Chic hits the charts at #170 bullet behind retail action noted in the Midwest and West. The album debuts at #57 bullet on the B/C Albums chart...The other debuts this week include Patti Austin at #179, and Charlene at #185.

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.

REGIONAL ALBUM ANALYSIS

NATIONAL BREAKOUTS

1. PAT BENATAR
2. DAN FOGELBERG
3. JONI MITCHELL
4. PRINCE
5. PHIL COLLINS
6. DIONNE WARWICK
7. JOHN LENNON
8. GEORGE HARRISON
9. DEVO
10. MISSING PERSONS
11. AN OFFICER AND A GENTLEMAN
12. BEATLES
13. BAR-KAYS
14. JEFFERSON STARSHIP
15. TONI BASIL

BALTIMORE/ WASHINGTON

1. PAT BENATAR
2. JONI MITCHELL
3. TOM PETTY
4. PHIL COLLINS
5. AN OFFICER AND A GENTLEMAN
6. VANITY
7. PRINCE
8. LAURA BRANIGAN
9. DIONNE WARWICK
10. MISSING PERSONS
11. TOM PETTY
12. AN OFFICER AND A GENTLEMAN
13. BAR-KAYS
14. JEFFERSON STARSHIP
15. TONI BASIL

MIDWEST

1. DAN FOGELBERG
2. TOM PETTY
3. PRINCE
4. PHIL COLLINS
5. JOHN LENNON
6. DIONNE WARWICK
7. DEVO
8. AN OFFICER AND A GENTLEMAN
9. BARRY GRIFFIN
10. TONI BASIL

NORTH CENTRAL

1. DAN FOGELBERG
2. DIONNE WARWICK
3. PRINCE
4. PHIL COLLINS
5. JONI MITCHELL
6. TONI BASIL
7. JOHN LENNON
8. MISSING PERSONS
9. TOM PETTY
10. AN OFFICER AND A GENTLEMAN

DENVER/PHOENIX

1. DAN FOGELBERG
2. PAT BENATAR
3. JONI MITCHELL
4. TOM PETTY
5. PRINCE
6. PHIL COLLINS
7. JONI MITCHELL
8. CON FUNK SHUN
9. PHIL COLLINS
10. TONI BASIL
11. JOHN LENNON
12. AN OFFICER AND A GENTLEMAN
13. BAR-KAYS
14. TONI BASIL
15. MISSING PERSONS

SOUTH CENTRAL

1. PAT BENATAR
2. JONI MITCHELL
3. TOM PETTY
4. PRINCE
5. JONI MITCHELL
6. JOHN LENNON
7. CON FUNK SHUN
8. PHIL COLLINS
9. TONI BASIL
10. AN OFFICER AND A GENTLEMAN

CASH BOX/NOVEMBER 27, 1981
MIDDLE EARTH BLAST—Members of Slash/WB recording group The Blasters recently visited Middle Earth Records in Downey, Calif., to sign autographs and chat. Pictured is Bill Bateman of the band signing an autograph for a fan while fellow Blaster Phil Alvin looks on.

Andrues...Meanwhile, the chain's 12,000 sq. ft. main store in Miami is "in full swing" people" at last week's "pizza sale." "Specs" runs these events—which feature pizza and soda giveaways plus the entire stock on sale—from time to time. Andrues says that the winner can take home "a black tie" this year and was a big success. They even brought out searchlights to illuminate the location during evening hours.

SORRY GIRLS—Licorice Pizza's vice president of marketing, Lee Cohen, finally said "I do" to Los Sarkanian, thus merging a hearty "What's In Store" celebration with the classic "funny, skinny, and very pretty" theme.

TURTLE TIE-IN—Atlanta's 19 Turtle's Records stores along with MTV, station 940, and CBS Records, are co-sponsoring an "MTV Billy Joel Extravaganza" based on MTV's "One Night Stand" national promotions. The grand prize winner gets to take three friends along on a chauffeured trip to New York, Joel's Nov. 24 concert in Atlanta and back home. Besides the opportunity to meet Joel backstage, the foursome will also receive MTV T-shirts and Billy Joel albums. In addition, the winner gets a MTV tour jacket and a free trip to any MTV show. To enter, the Turtle's has MTV/Billy Joel displays set up in all of the Atlanta locations.

BRINGING BERLITZ—Intercorp Music in Carlsbad, N.J., has appointed a sales representative for Berlitz Publications, and will be responsible for merchandising its line of prerecorded language product to record and tape retailers.

HERE IN STAR/CAMELOT—With the openings of four new locations in the last two months, the Star/CameLOT chain can boast of having opened 18 stores in the last 18 months. The latest are Wilkes Mall in Wilkesboro, N.C., managed by Kurt Dietz; Westgate Mall in Amarillo, Tex., managed by Ray Watters; Minneapolis Mall in Minneapolis, Minn., managed by Dolores Ryll; and Towne East Square in Wichita, Kan., managed by Jeff Kuykendall. During the Camelot Music Outbacker last month, Star/CameLOT's representative and Classic Club members were offered a 20% discount on all Planet Hi phonograph records.

A National Wrap-Up—ABC's special "Night of the Prom," with performances by John Denver and others, set the highest attendance mark for any ABC TV special, with 26.9 million viewers tuning in.

Awards and Additions—The Scanlon Record Awards recently bowed to mainlanders with the addition of a divisional sales manager. In charge is Jeff Harvey, formerly with Capitol Records.

It's a Tidbit—ABC's special "Night of the Prom," with performances by John Denver and others, set the highest attendance mark for any ABC TV special, with 26.9 million viewers tuning in.

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Labels Push For Last Minute Adds Before Playlists Close

by Larry Riggs

NEW YORK — CBS chairman William S. Paley last week called on Congress to eliminate the provisions of the Communications Act of 1934 relating to equal time, reasonable access and the Fairness Doctrine. But his efforts to achieve those goals are looking increasingly remote, as the survey of label promotion executives and program directors shows that while some are willing to subdivide their holidays to assure those stations to program their singles in time to generate Christmas sales.

Paley Calls For Repeal Of Content Rules For Broadcasting Media

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CHRIS

And, can planning Down through the Eighties be expected to substitute for the brilliance of the Seventies, with its single on Capitol off of an album and our field people have begun to blitz the radio stations. Paley has stated, "Our game plan is to get every single onto the stations prior to a showdown. Naturally, we're going on our big acts.

Capitol's game plan also includes different promotional tactics. "Instead of pushing singles, our approach will be extra hard on two or three," added Wendell. "Other than that, there's not much we can do to counterbalance the other part of the reason that we're working on our established acts. Those would include the likes of Billy & the Beatles, whose single, "Love Me Do," has been released as part of a greatest hits package.

Christmas 'Naturals'

Another label making a major push for airplay before the freeze is MCA Records. "I think a lot of our product will be banned for Christmas airplay," said Pat Pippollo, MCA vice president of promotion. "One record we're defending is the album, 'The Last Christmas,'" he said. "At the end of the album, 'Christmas Love,'" he continued, "as soon as the record ships, our branch people handle the promotion."

While unwilling to disclose his specific strategy, Bill Cataldo, director of national promotion for A&M Records, said that "we have a heavy push on his product in time for Christmas. "At the A&Ms, we'll be concentrating on the album, 'Christmas at Golgotha,'" he added. "Up our sleeves, the Waitresses, who have their Christmas song on their new EP," said Cataldo. "We've got our troops out in the field working on our big acts."

Atlantic Records is also relying on Christmas music and music from established acts to see it through the playlist closing, according to Vic Faraci, senior vice president of promotion. "People are still doing ads as late as the 24th of December, and I don't think that you can stop something that's already in motion," he said. "As far as I can tell now, five weeks before Christmas our priorities will be 'The Best of Foreigner,' the new Led Zeppelin album and Phil Collins. Firefall also has a proper song called 'Christmas in Love,' which ships the first week in December."

Pressure

Faced with both an explosion in the record industry and the usually heavy pressure from record promotion people at this time of the year, the campaign plans are different. One program director who felt a strong push from the labels was Ric A_MISS of the ABC, Yez, and, of course, the WMMR, who have their Christmas song on their new EP," said Cataldo. "We've got our troops out in the field working on our big acts."

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# 1 MOST ADDED

31 A FLOCK OF SEAGULLS • JIVE/ARISTA
SALES: Moderate to fair in all regions.

# 4 MOST ADDED

38 ADAM ANT • FRIEND OR FOE • EPIC
ADDS: WROQ, WGRQ, HOT: WMMS, WHFS, KNAC, KEZY, WSLW, WPLR, WJZ, WRIA, WQUM, WMMS, WYFE, WMMF, WQRR, WYFE.
MEDIUMS: KBPI, WBLM, WQRR, KLOL, KEZY, KNAC, WQRR. PREFERRED TRACKS: Shadows.
SALES: Good to moderate in all regions.

# 2 MOST ADDED

15 PETER GABRIEL • GEFFEN
ADDS: None. HOT: WOR, KMET, WPLR, WGRQ, WMMS, WYFE. PREFERRED TRACKS: Monkey.
SALES: Moderate to fair in all regions.

# 3 MOST ADDED

62 PHIL COLLINS • HELLO, I MUST BE GOING • ATLANTIC
ADDS: KNAC, KMET, WCYF, WSHE, WNEW, KBPI, WVLX, WYFE, WMMS, WYFE. PREFERRED TRACKS: I Can’t Stand Stil.
SALES: Good to moderate in all regions.

# 5 MOST ADDED

112 DONNIE IRIS • THE HIGH AND THE MIGHTY • CAROUSEL/MCA
ADDS: None. HOT: KBP, WBLM, WYFE, WMMS, KMET, KNAC, WQRR. PREFERRED TRACKS: Touch.
SALES: Good to moderate in all regions.
Nashville Music Community Unites
For NMA-Sponsored Expo '82
by Tom Roland

NASHVILLE — In its biggest endeavor to date, the Nashville Music Assn. (NMA) co-sponsored the Entertainment Expo '82 with The Tennessean at Municipal Auditorium, Nov. 12-14, displaying the wares of the Nashville music community to the public and to other businesses within the city.

More than 14,200 people attended the four-day event that occupied both floors of 1,700 booths rented at $350-425 per booth, providing a massive cross-section of record companies, publishers, music stores, labels and related organizations, as well as a handful of outside businesses interested in making contact with the Music Row community, which the convention center is recognized as bringing in an estimated $10 million a year. It is estimated that the Music Row community generates over $25 million a year. 

"We were basically this year focusing on three directions," said Dale Franklin, director of the Tennessean. "We wanted to increase the number of people who know about the fair, and to make sure that the people who come to the fair are aware of the various products that are available."

The fair featured four days of music, with more than 150 performers taking the stage at various events each day. Ranging from country to rock, the performers included local favorites as well as national acts.

In addition to the live music, the fair also featured a variety of educational seminars and workshops, with topics ranging from songwriting to recording techniques.

The fair also included a variety of exhibitors, with booths from music publishers, record companies, and music stores throughout the convention center. Visitors could explore the latest in music technology, meet with industry professionals, and learn about new products and services.

Overall, the fair was a success, with thousands of music lovers and industry professionals attending and enjoying the events.

Music City Chosen As Site Of 1984 Grammy Awards Show Telecast
by Tom Roland

NASHVILLE — The 1984 broadcast of the Grammy awards will eminate from Nashville, according to The National Academy of Recording Arts and Sciences (NARAS) president Bill Ivey. Ivey said the board of trustees had voted last May to hold the 1984 Grammys in Nashville and that Pierre Cossette, the executive producer, is making preliminary plans to shoot the national telecast at the Tennessee Performing Arts Center (TPAC) in late February of that year.

While he noted that the broadcast "prarily works year-to-year" in determining the location for the awards ceremony, he did have a year in advance to hold the event in Nashville as a change in venue often stimulates excitement in the production team and helps in selecting ratings. The 25th Grammy presentation, scheduled for late February, 1983, will emanate from Los Angeles.

Bradley Inks Exclusive RCA Production Pact
NASHVILLE — When Jerry Bradley relinquishes his position as vice president of operations for RCA Nashville to Joe Galante in March, he will begin an exclusive production agreement with the record company, providing production expertise to the label as an extension of the company's A&R department.

In the new relationship, Bradley will produce acts and work with independent producers in forging new deals for RCA's country division, supplementing the label's efforts. While the company is yet unnamed, Bradley indicated that he will house the film in a building that will be constructed in a year adjacent to Gayle Enterprises, which is located at 51 Music Square East.

"I don't want to do anything to try and upset what Joe Galante's goals and responsibilities toward new acts might be. This is entirely separate."

Although Ivey admitted that the board had determined to hold the Grammy show months ago, he said the board of trustees will meet again this coming May, and that with new board members, they could re-consider that decision. CBS-TV, which also must give its approval to the final location, has not yet been contacted by NARAS regarding the matter.

Two Sites Available
Nashville houses two venues that could accommodate such a production — the TPAC and the Grand Ole Opry House. Ivey indicated that the TPAC had been selected because Cossette was familiar with the facility. Andrew Jackson Hall, the largest auditorium in the TPAC, seats 2,442 people, and the Opry seats 4,424.

The Grammy awards were held in Nashville once before in 1973. According to Ivey, NARAS has stayed away from the city since then because it was unable to efficiently handle the influx of people from both coasts. In 1973, it was held at the Ten- nessee Theater and hotel accommodations and production facilities were not on the same level as New York and Los Angeles venues. Ivey suggested, however, that that situation has "completely changed."

Hummingbird Changes Name To Eagle Studios
NASHVILLE — Hummingbird Studio, which has recorded a number of nationally utilized commercial spots for such companies as McDonalds, 7-11, Exxon and Kelloggs, has changed its name to Eagle Studios and will act in union with Eagle Communications to produce video promotion packages for radio stations.

The Nashville-based cutting room, run by studio manager Lynn Foster, is once again in operation following a previous operation period, and the first album recorded at the studio, "The WordBirds Of Radio J-O-Y," a children's gospel comedy LP produced by studio owner Bob Farnsworth, will be released next spring.

GALANTE LAUNCHED IN PROMOTION PARTY — RCA Records recently held a reception at the Hermitage Hotel on behalf of Joe Galante, who was recently named to succeed Jerry Bradley as the vice president of production for RCA's country division, and the label's efforts. While the company is yet unnamed, Bradley indicated that he will house the film in a building that will be constructed in a year adjacent to Gayle Enterprises, which is located at 51 Music Square East.

"I don't want to do anything to try and upset what Joe Galante's goals and responsibilities toward new acts might be. This is entirely separate."

Box recognized Galante with a "Tele-Tune" proclaiming the ex- cusive as "Somebody" to the tune of Sylvie's "Nobody." Pictured are (l-r): Jack Craig, division vice president, RCA, USA and Canada; Jess Colton, president, Hummingbird; Galante; and Galante and the "Tele-Tune" delivery girl. Galante was formerly division vice president, marketing, RCA Nashville.
TREE, SKAGGS HOT ON THE CHARTS — As expected, the Tree Publishing Group remains one of the strongest pubbers in Nashville with three songs on the Top 5 on the Cash Box Country Singles chart. “War Is Hell (On The Home Front)” by T.G. Sheppard leads the way at #2, from the collective pens of Curly Putman, Dan Wilson and Bucky Jones; while Ed Bruce’s “Ever, Never Love” which he co-wrote with his son, #4. “Goin’ Back” by Ricki Skaggs moved into the top ten and Cash Box showed that “Highways & Heartaches” marked its ninth week on the listing. Skaggs first LP, “Waitin’ For The Sun To Shine,” also was lodged at #1 as recently as Aug. 21. Skaggs’ next single is scheduled to become available in December.

NOBLE VISION TAKES ITS TOLL — Behind the guidance of label president Don Tolpo, who has recently returned to the Cash Box office in Nashville, Noble Vision Records has made quite an impressive debut. Jim Glaser’s solo debut, “When You’re Not A Lover,” which reached #7 on the Country Singles chart, is now being brought out on an entire LP, which she should see a release date sometime in 1983. Tolpo noted that although Noble Vision is a small company, a lot of attention was drawn to the company by the label’s LP, which features a white, winged station (Pegasus, for Greek Crystalology buffs) against a blue background as opposed to the standard labels. Meanwhile the musical content finds Glaser, a member of Toppel’s & Glaser Brothers, stepping out of character himself, although he intends to continue his career with the band. Future signings can be expected from the Atlanta-based label.

PADUCAH, HERE WE COME — Nashville has its fair share of songwriters and more than its fair share of writer’s nights, but Leslie Thomasson has developed a unique way of taking the showcasing songwriters on the road. In her first such attempt, she showcased Frank Dycus, Buddy Cannon and Gary Gibson at the Alabama Club in Paducah, Ky., Nov. 3. The trio was interviewed via local radio station WYMAN as their album was set to premiere on the 300-seat venue, which Thomasson described as “packed.” A second show-case is scheduled for December at the same club, with a January engagement anticipated for Hank Williams, Jr.’s place in Paducah, Tenn.

DOLLY GOES BACK TO WORK — Dolly Parton is ready to resume her workload and tour schedule following recovery from the gynecological difficulties which had sidelined her since Aug. 23. Parton made her return at the Reser-Jones Country Music Show in City on Nov. 19 with a 12-day tour of South Africa also planned in the near future. She will begin work on her next album in January, and is hopeful to include some work with Ricky Skaggs on the disc. Continuing her film career (reportedly, The Little Whorehouse In Texas is already one of the 50 biggest box office attractions ever), Parton is considering a role in a film which will place her alongside Tom Selleck and another part as a villain in Superman, yet another in the Superman episcopes.

OPRYLAND TO COMB 31 CITIES — In its most comprehensive talent search ever, Opryland will embark on a 31-city tour in mid-November to audition young talent for the 1983 park season. The audition team, led by entertainment director Bob Whittaker, expects to view approximately 7,000 performers in front of a panel of 400 employees necessary. A number of roles need casting, including positions as singers, dancers, dance captains, conductor/pianists, musicians, stage managers and technicians.

LITTLE KNOWN FACTS — Everything you might someday want to know, but never knew to ask is... that you might be able to "Country Music Facts, Fallacies, and Folklore." The latest country trivia book by Warren Williams, was recently published by Paul Randall. Randall doesn’t purport to know every minor detail about country, but, for the price, a mere $3.75, he does provide quite a few. What hillbilly writer was so concerned with the most authentic folkloristic approach to the subject, in fact, that he had the band leaders not to play his song? Why was the first black performer on the Grand Ole Opry (it wasn’t Charley Pride) dropped from the roster? What was Merle Haggard’s inimate number during his prison stay at San Quentin? What Armed Forces broadcaster was able to penetrate the iron Curtain with country music, prompting a letterman to send a letter asking, “What is the meaning of the song, ‘Too Old To Cut The Mustard’?” Published by Union & Confederate, Inc., in College Grove, Tenn., the book is entertaining and filled with tales of trivia that may prove essential to country journalists, disc jockeys, or contestans on the Bill Anderson-hosted Fandango game show that will air on the Nashville Network.

GOLD AND REFORMED — It must be difficult to even have a record company named after your home... Graceland Records, which was formed in 1976 by friends of the late Elvis Presley, has been reactivated by Leron E. Minga, Jr. and Jerry Mitchell Jennings of Dallas, and the mutual investor, Charlie Rich. The company is planning a Whitey Morgan, whose "Put On Your Dancin' Shoes," was just released. The entire project was recorded at Charlie Pride’s Cecca Sound Studio in Dallas with producer Bob Pickering. Hudson has, over the years, backed up such artists as Charlie Rich, Carl Perkins, Jerry Lee Lewis, George Jones and Waylon Jennings.

BIG BUCKS — According to the BMI chart, the most recent with The Tubes, will co-star with John Travolta in Staying Alive, the sequel to Saturday Night Fever... Rebecca Holden, whose latest single placed the screen through a song tie-in with producer Gary Harrison... Recording at Woodland Sound Studios: Merle Haggard, with producer Ray Baker; the Oak Ridge Boys, with producer Ron Chancey; and Lena Wilson, with producer Don Nelms...

HOT BLODGS & PIECES — Cindy Rhodes, most recently with The Tubes, will co-star with John Travolta in Staying Alive, the sequel to Saturday Night Fever... Rebecca Holden, whose latest single placed the screen through a song tie-in with producer Gary Harrison... Recording at Woodland Sound Studios: Merle Haggard, with producer Ray Baker; the Oak Ridge Boys, with producer Ron Chancey; and Lena Wilson, with producer Don Nelms...
COUNTRY RADIO

MOST ADDED COUNTRY SINGLES
1. SHADOWS OF MY MIND — LEON EVERETTE — RCA — 26 ADDS
2. TIL I GAIN CONTROL AGAIN — CRYSTAL GAYLE — ELECTRA — 25 ADDS
3. DON'T PLAN ON SLEEPING TONIGHT — STEVE WARINER — RCA — 20 ADDS
4. VELVET CHAINS — GARY MORRIS — WARNER BROS. — 19 ADDS
5. INSIDE — RONNIE MILSAP — RCA — 19 ADDS

MOST ACTIVE COUNTRY SINGLES
1. LIKE NOTHING EVER HAPPENED — SYLVIA — RCA — 49 REPORTS
2. TAKING WHERE THE LONELY GO — MERLE HAGGARD — EPIC — 42 REPORTS
3. TALK TO ME — MICKEY GILLEY — EPIC — 41 REPORTS
4. WITH YOU — CHARLY McCLAIN — EPIC — 35 REPORTS
5. LOST MY BABY BLUES — DAVID FRIZZELL — WARNER/VIVA — 33 REPORTS

SINGLES REVIEWS
OUT OF THE BOX

DOLLY PARTON & WILLIE NELSON (Monument WS4 03408)
Everything's Beautiful (In Its Own Way) (3:13) (Combine Music Corp. — BMI) (D. Parton) (Producer: F. Foster)
The first act played from the "Winning Hand" album, this tune is, despite its title, not a cover of the Ray Stevens record, but a track of Parton that has been drawn from the vaults of Monument. Stations may need to shuffle their playlists around to make room for this song, a strong folk ballad that finds Dolly and Willie combined on vinyl for the first time.

LEE GREENWOOD (MCA-52150)
CHARLEY PRIDE (RCA PB-13397)
WILLIE NELSON (Columbia 38-03385)
Last Thing I Needed First Thing This Morning (4:18) (Nunn Publishing — BMI) (G. P. Nunn, D. Ciscele) (Producer: C. Moman)
JERRY LEWIS LEWIS (MCA-52151)
My Fingers Do The Talkin' (2:49) (First Lady Songs Inc. — BMI) (B. Taylor, B. Moore) (Producer: R. Chancey)
TAMMY WYNETTE (Epic 34-03384)
DOTTIE WEST (Liberty PB-1490)
MAC DAVIS (Casablanca NB 2363)
OWEN BROTHERS (Audigraph AD-45-445)

NEW & DEVELOPING

BRICE HENDERSON (Union Station ST-1000)
Lonely Eyes (3:02) (Hall-Clement Pub. — BMI) (B. Mcdill) (Producer: S. Tutt)
Lanky Bill Henderson makes his debut along with the Union Station label, providing a faithful rendition of a Bob McDill tune. A stately, unencumbered production placates Henderson’s convincing performance in the foreground, intertwined with suave guitar lines and tasteful backing vocals.

ALBUM REVIEWS

CHARLEY PRIDE LIVE — RCA ABL-4524 — Producer: Norro Wilson — List: 8:58 — Bar Coded
The Pride of America delivers an electrifying capstone of his live show, mixing past singles and standards with several promising newer songs, the highlight of these being "Just To Be With You." Although the over enthusiastic announcer is slightly obtrusive, the performances and musicianship on the disc, recorded at the Grand Ole Opry House, are convincing and tasteful throughout, rendering another solid effort from one of country's most identifiable voices.

THE COUNTRY MIKE

OAKS SIMULCAST CABLE SHOW — In conjunction with Home Box Office cable television systems, The Oak Ridge Boys' first prime-time concert special will be simulcast to selected major markets beginning Nov. 28. Entitled "Country Rock '82," the 60-minute concert program is scheduled for multiple airings through January 1983, with the premiere airing in November being the only show coordinated for simulcasting. Filmed in October while the Oaks were appearing at the Pine Bluff, Ark., Convention Center, the show consists of several highlights from the Oaks’ April/May 1982 tour. A country music leader of the group’s upcoming RCA album. Special guests include Rosanne Cash and The Charlie Daniels Band. Stations airing the simulcast include: WQIK/Jacksonville, W2CV/Detroit; WJZJ/Nashville; WKHK/New York; WSAI/Cincinnati, KMPZ/Seattle; KPLX/Dallas; WJZJ/Chicago; WWWE/Cleveland; WKWX/Atlanta; KZLA/Los Angeles and KCBG/San Diego.

AUSTIN LISTENER $4000 RICHER — As reported earlier (Cash Box, Oct. 30), country music station KOKE-FM/Austin guaranteed to play no less than four country tunes in a row or give an attentive listener $4000 for pinpointing the error. Gladys Cochran caught KOKQ-FM disc jockey Tim Williams playing only three in a row on Nov. 4 at 7:20 a.m. and was awarded the $4000 prize. Jim Ray, general manager of KOKE-FM, said the station had no plans to continue the guarantee and expects to give another $4000 to the next listener that catches KOKQ-FM playing less than four in a row without commercial interruption.

HAMILTON HONORED AGAIN — Music director for KEIB/Kokomo, Ind., was honored last month as the Oklahoma Opry Association's DJ of the Year for 1982. This makes the third time that Hamilton has been selected by the association. Hamilton previously won the award in 1978 and 1979. Congratulations!

RODEO FINALS TO BE BROADCASTED — For the third year in a row, the Professional Rodeo Network will feature special segments compiled from events during this year’s National Finals Rodeo, being held in Oklahoma City. The network specials will feature the "Voice of Rodeo," Bob Tallman, conducting interviews with the competitors along with up-to-date reports of the rodeo standings each night between Dec. 5-13. Beginning in 1980 with 24 stations, the rodeo report was broadcasted to over 100 stations in the U.S. and Canada along with the Armed Forces Radio Network during last year’s finals.

PARADE STARTING AGAIN — Country music station WSIX-AM-AM/FM/Nashville and American Legion Post #5 have started a joint "Parade of Pennies" campaign to collect funds to buy toys for underprivileged children and then deliver the gifts at a special party on Dec. 18 at the Tennessee State fairgrounds. Celebrating 21 years of co-sponsorship, the two groups hope to surpass last year's total of over $40,000, most of which is accounted for by on-air solicitation and listener responses. Along with the party for the estimated 3,000 area kids selected for invitation, a "Parade of Pennies" benefit concert and auction will be held at The Cannery Dec. 15.

WASHINGTON STATION GETS NEW PD — WMZQ-FM/Washington has named Bob McNeill to become the new program director for the country music station, according to station general manager Gil Rozzo. McNeill joins WMZQ after serving with another Viacom station, KIKK/Kansas City, in the role of research director and assistant to the program director. McNeill joined the Viacom station in Houston after serving as program director at WRVD/Richmond. McNeill’s predecessor, Carol Parker, left WMZQ to pursue a career in television.

NEW JOCK FOR CHATTANOOGA — Country music station WBXJ/Chattanooga has added Tom Kidd to the station's air lineup. Kidd comes to WBXJ after working at WELI/Chattanooga and will serve as the new afternoon drive air personality.

COUNTRY MIKE

PROGRAMMERS PICKS

Scott Jefferies
KXY/Kansas City — Shadows Of My Mind — Leon Everette — RCA
Debbie Fradlin
WMZQ/Washington — Still Talking Changes — Michael Murphey — Liberty
Wiley Carpenter
WWCN/Atlanta — Please Surrender — Frizzell & West — Warner/Viva
Tim Rowe
WMNN/Columbus — Don’t Plan On Sleeping Tonight — Steve Wariner — RCA
Tom Newman
KGA/Spartanburg — Thank God For Kids — Oak Ridge Boys — MCA
Tony Kidd
WZZK/Birmingham — When You’re Not A Lady — Jim Glaser — Noble Vision
Rick Stevens
WKW/Huntsville — Velvet Chains — Gary Morris — Warner Bros.
Al Hamilton
KEIB/Kokomo, Ind. — Somewhere In Texas — Ray Price — Dimension
Pam Green
WHN/New York — C.C. Waterback — Merle Haggard & George Jones — Epic
Bill Manders
WOTD/Tulsa — There’s No Substitute For You — Younger Brothers — MCA

ash Box/November 27, 1982
Sales, Coupons, Mailers Help Boost Pre-Christmas Traffic

(continued from previous page)

graceland. A "New Name" section includes products by many of the year's new faces, who have been featured in the stores' "New Name" merchandising area.

Also, this list features games, and accessories, and includes gift certificates and three coupons for pre-Christmas use. These coupons double the amount of "free record coupons" normally given away with purchases, so that when a customer spends $10, he receives two $5 worth of record coupons instead of the usual two. When enough coupons are collected, they can be redeemed for a free gift. The fourth coupon gives 10% off on prerecorded product for the month of January.

Nashville

Marcy Penner, advertising manager at Waxie Maxie, said that 5,000 people on the various mailing lists received the guides, and that 25,000 more were printed for use as bagstuffers. She added that store employees have been instructed on how to use the guides in dealing with the "inquisitive shoppers who would benefit from them.

"The guide is a great sales tool for the occasional shopper," explained Penner. "Now a lady who might be shopping for her nephew doesn't have to admit that she doesn't know what to look for. The store less intimidating, especially for older shoppers who haven't been in record stores in a long time, who come in and immediately go, 'Oh, my God!'"

This year the nationwide Record Bar is also putting out a guide and, like Waxie Maxie, will disperse it by mail and in-store. Half of the eight-page, letter-sized guide lists the recorded product amounting to some 40 titles, while the other half is folded into blank audio and video tape, video games, headphones and other accessories. National promotions manager Glenn Gatlin said that store personnel have been asked to describe the guide's usefulness to customers when handing them out.

Record Bar is currently undertaking a pre-Christmas cassette rush. The store's chain's Elizabeth Stagg said that while cassettes are doing well anyway, many titles were recently placed on sale to stimulate interest to Christmas. NARM Program

This year, Record Bar will continue last year's "Season of Magic" theme with its in-store merchandising materials and ads. Licorice Pizza is going with "Think Licorice Pizza First for Great Gifts" and has created a holiday sign. The National Assn. of Recording Merchandisers (NARM) "Give the Gift of Music" campaign is being used but that instead of being restricted music, it included video, blank T-shirts, and t-shirts and other gift product. "NARM is as much interested in retailers adopting their sign as following it to the letter," said Cohen.

For some retailers, the Christmas season continues into January. "Here in New York, Disc-O-Mat chain is opening its sixth store and second New Jersey location this week. The Westfield Mall outlet will become the chain's first mall store, as well as its biggest at over 5,000 sq. ft. Buyer John D'Antoni said that all Christmas adsvertising will correspond with the grand opening, and will include hitting New Jersey papers and stations, avenues not normally used.

On Dec. 5, five days after Strawberries Records & Tapes opens its 30th store in Latham, N.Y., both the new store and the Memorial Drive outlet in Cambridge will host an "Atrai Day" in which Atari reps will be on hand to demonstrate art of their new "Atari" game. Santa Claus will also be present, though wearing an E.T. mask. In addition, Strawberries is tying in with Boston's electronic store, Atlantic, to be the only store to carry John Williams' album "Atise Seat."

The winner gets a table at the Boston Pops Christmas concert at the Boston Symphony Hall. Tables for the event, which is a benefit for the symphony, go for $500 apiece.

At Waring's, promotion entitled "What's Happening for the Holidays?" is highlighting 10 R&B titles. And at Crazy Eddie's, where Christmas tradition is to get girls to read a radio ad version of "The Twelve Days of Christmas," the chain's Harry Sapro thanked WEAD for helping put this year's model on television. Spier added that participants in the commercial would not be just from Brooklyn. "All the boroughs and suburbs are represented," he said. "Even a smattering from Jersey.

Tronch Publishing Bows

LOS ANGELES — Tronch Publishing, inc. recently introduced its new line and has in the process, produced the new video game, "Kid Grid," which will be compatible with Atari 400 and 800 computers. The address is 701 Manchester Blvd., Inglewood, Calif. 90301. The telephone number is (213) 671-8440.

Crouch Cocaine Charges Dropped

NASHVILLE — The Los Angeles district attorney's office dropped all charges pending against Andrea Crouch, who was charged with cocaine possession.

A Los Angeles police officer had stopped Crouch, who was driving on the Marina Freeway, and searched her car, finding a small bag which contained one-fifth of a gram of a substance alleged to be cocaine.

One gram is the equivalent of .35 ounces, making the actual amount of the substance about 7% of one ounce. The district attorney declined to press charges over such a miniscule amount due to lack of sufficient evidence.

Although a Light Records source indicated that Crouch had been legally "found innocent" by the district attorney's office to Press charges, he indicated that it may be difficult to repair some of the damages to Crouch's credibility as a gospel artist as a result of the incident.

Grant 'Age' Album Moves 250,000 Units

MYRRH — Myrrh Records reports that it has sold some 250,000 units of Amy Grant's latest album, "Age To Age," in less than three months, buoyed by one of her most successful tour dates.

Grant appeared in 31 cities over a six-week period that culminated in Columbus, Ohio, on Nov. 20, selling out in most venues.

ON JAZZ

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ON JAZZ

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ON JAZZ

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ON JAZZ

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ON JAZZ

(continued on next page)
Week in and week out, home entertainment merchandisers turn to CASH BOX first for the latest news and product information, as well as the most respected Videocassette Sales and Rentals Chart, Video Games Chart and Top Selling Audio/Video Accessories Chart. And the same holds true for CES: Dealers rely on CASH BOX for up to the minute pre-convention reporting.

So to get maximum exposure for your advertising message, go with the trade merchandisers turn to first. Go with the best. Go with CASH BOX.

To reserve ad space contact Joe Fleischman in Los Angeles at (213) 464-8241, or J.B. Carmicle in New York at (212) 586-2640.

ISSUE DATE: January 8, 1983
ADVERTISING CLOSING: December 29, 1982

CES EXHIBITORS:
Tag your booth number on the ad.
Brazil

RIO DE JANEIRO — Artisp Promotions followed the success of Frank Sinatra and Barry White with a tour by Julio Iglesias. Iglesias played both the Rio Palace and Macao Palace in Las Vegas. The shows were sold out and are reported to have grossed $1 million, as well as concerts at more accessible prices in the Ibirapuera Gymnasium in Sao Paulo and the Metronom Hall in Sao Paulo, as well as concerts at more accessible prices in the Ibirapuera Gymnasium in Sao Paulo and the Metronom Hall in Sao Paulo.

Other recent tours to tour and succeed in Brazil are Yves Montand, Sammy Davis, Jr., Zumb Mehta and the New York Philharmonic and Bobby Short, who spent a month at the 150 Club of Makassoud Plaza in Sao Paulo.

A visitor to the south was Astor Piazzolla from Argentina, who performed in Sao Paulo, Rio and Beto Horizonte before returning to Argentina to perform his concert for Bandoneon and Orchestra and "Three Tangos for Solo Bandoneon" with the Sao Paulo State Orchestra. Ironically, even with an S.R.O. audience whenever he played, he did not have any product available locally in Brazil with one of the majors. The meeting between Cash Box and Piazzolla was the first chance these two artists had of hearing about the success of his ballet, Five Tangos, presented by the Sadler's Wells Royal Ballet in Sao Paulo.

The jazz market has improved slightly in Brazil, and to take advantage of this fact, CBS launched 11 new albums. Most media coverage went to the releases from Albert Hunter — "The Glory of Albert Hunter," and Sara Vaughan and "Sara Vaughan Live!"

Still with jazz, the ECM label has found a new home in Brazil after leaving WEA. As of Jan. 1, Artiga will be looking after ECM in Brazil, although even now it has brought out WEA's old stock and is redistributing it again. Artiga has also gotten the rights to the ECM label, and that means for the first time in six years, Roxy Music will be available locally.

Japan

JIMI SUMEN, guitarist with EMI's new romantic outfit Classie Novaque, was recently certified insane after playing at a last minute, was hoping that WEA won't have time to do compulsory National Service in the Finnish army. He explained that the guitar which he was playing with the band and he was expected to serve between 8 and 11 months in the army. "I know this would destroy my career as a musician. It was taken with the realization that the band was mentally fragile," comments Sumen. However, the army claimed that if he was fit enough to play, he would be allowed to travel, then he was fit for the army. A visit to the shrin confirmed Sumen's madness, and he was recently released to leave the country.

Koko Osuka

October 19-11-1979

THE UNITED KINGDOM

London — A misleading report recently appeared in a U.K. national paper igniting much speculation that Mark Knopfler was about to leave Dire Straits. Putting the record straight, A&M/Germany's Bill Nelson told Music Producers International that "I think we've never been happier than I am at the moment and we have absolutely no intention whatever of Mark leaving the band. I'm afraid that was a comment that I was planning to cut down on outside projects so I can spend more time at home now. Bill Nelson, the former Dire Straits bassist, now working with Japan's famous Yellow Magic Orchestra in a Tokyo studio. Although various management officials have denied any solo projects with the likes of David Bowie, David Sylvian and Robin Scott, this is the first time that TMO has worked with someone else as a group.

U.S. heavy metal band Kiss, whose new LP, "Creatures Of The Night," is currently in the U.K. album chart, arrived in London Nov. 23 for a whistle-stop promotional tour. The founders of a new group called Psychic TV — Peter Christopherson and Genesis P. Orridge — are set to demonstrate a new stereo technique on TV shortly. Psychic TV's new 3D stereo, apparently beating Pink Floyd, which has developed a similar new technique, lost its battle with "Force The Hand Of Change," has just been released on WEA/Some bizarre.

Malcolm McLaren, the man who instigated the late-'70s Sex Pistols' phenomenon, has put himself on vinyl with a debut single release this week on Charisma Records. With "Buffalo Gals," Richard James is currently a flying promo visit of the U.K. backing his new Motown single release, "Superfreak." Richard's Phonogram has just released another compilation LP consisting of tracks from a number of up-and-coming artists. These include artists titled "Touchdown." The new LP is in the same tradition as "Some Bizarre" released back in Autumn 1980, which is expected to emerge of Depaché Mode, Soft Cell and The The.

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Nick underwood

Sales Increasing Steadily As Industry In Brazil Reverses Sales Slump

Top Ten LPs

1. Love Over Gold — Dire Straits
2. Time On My Side — The Who
3. Open Your Eyes — The Rolling Stones
4. More — The Bee Gees
5. Love Over Gold — Dire Straits
6. Love Over Gold — Dire Straits
7. Love Over Gold — Dire Straits
8. Love Over Gold — Dire Straits
9. Love Over Gold — Dire Straits
10. Love Over Gold — Dire Straits

Top Ten Singles

1. I Don't Wanna Dance — Eddy Grant
2. Heartbreaker — Dione Warwick
3. Sexual Healing — Marvin Gaye
4. Mad World — Tears For Fears
5. Theme From Superman — RCA
6. The Girl In Me — Michael Jackson/Paul McCartney
7. I Don't Wanna Dance — Eddy Grant
8. I Don't Wanna Dance — Eddy Grant
9. I Don't Wanna Dance — Eddy Grant
10. I Don't Wanna Dance — Eddy Grant

International Bestsellers

United Kingdom

LONDON — A misleading report recently appeared in a U.K. national paper igniting much speculation that Mark Knopfler was about to leave Dire Straits. Putting the record straight, A&M/Germany's Bill Nelson told Music Producers International that "I think we've never been happier than I am at the moment and we have absolutely no intention whatever of Mark leaving the band. I'm afraid that was a comment that I was planning to cut down on outside projects so I can spend more time at home now. Bill Nelson, the former Dire Straits bassist, now working with Japan's famous Yellow Magic Orchestra in a Tokyo studio. Although various management officials have denied any solo projects with the likes of David Bowie, David Sylvian and Robin Scott, this is the first time that TMO has worked with someone else as a group.

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Three-month stint at Canecao, Rio's major show house; but those plans might be thwarted by indifferent reviews of the L.A. Dijon tour. Keenly interested in Union's critical approval for his LP, "Luz," which was recorded in Los Angeles under the direction of Tommie Arden. Jukebox — "Jukebox," released in February, is receiving massive local airplay.

Local artists also have begun touring extensively in Brazil during the first half of their latest LPs, especially in the Rio and Sao Paulo areas. The last few weeks have seen performances in one or the other of these cities by Eddy Grant, Maksoud, Maksoud, Matos, Maksoud, Caetano Veloso, Francisco, Gaiba, Elba Ramalho. New artists on the scene include Luiz Santoro, Radio Taxi, Hava Dova and the current darlings of the media, Blitz. With its first single, 'Voice No Saou Be Me Amar,' Blitz is approaching platinum status, and because of this, EMI has pulled the band into the studio to cut its first LP, to be titled "As Amores de Blitz.

In the area of samba, RCA has fast becoming known as "The House of Samba." Not only does label head Carlos da Vinha and Beth Carvalho, but now, Alcione has joined after 10 years at PolyGram. Martinho and Alcione both talked Cash Box about the various assertions that samba is experiencing a "crisis," since both have never sold better or in more demand for live performances.

WEA Closes Uk Pressing Plant

Opened in 1970

Home tapping, and he is pressing the gun or one of the other cities as soon as possible. However, we cannot assume that the government will take action.

As a result of excess record pressing capacity throughout Europe, WEA International decided to concentrate record pressing at its own record pressing plant at Alsdorf in Germany, and a large proportion of WEA's U.K. records will be pressed at the new plant there.

After announcing the U.K. closure, Levinson told Cash Box, "I'm hopeful that whatever needs to be done in London on the pressing side and several major city sites will be re-located. The Virgin retail chain recently lost out to Musicland and we were able to keep the cassette budget series of its shops, it is hoping to counter this as it did previously with the last Virgin re-launch about three years ago.

The Virgin Christmas launch began recently with the theme "The Virgin Christmas Message."
<table>
<thead>
<tr>
<th>Title, Artist, Label, Number, Distributor</th>
<th>Weeks On Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 BUSINESS AS USUAL</strong>&lt;br&gt; MENT-AT-WORK (Columbia arc 37978) CBS</td>
<td>11/29</td>
</tr>
<tr>
<td><strong>2 LIONEL RICHIE</strong>&lt;br&gt; (Motown 6079 ML) IND</td>
<td>4/6</td>
</tr>
<tr>
<td><strong>3 AMERICAN FOOL</strong>&lt;br&gt; JOHN COUGAR (Rca RPM 7501) POL</td>
<td>2/30</td>
</tr>
<tr>
<td><strong>4 BUILT FOR SPEED</strong>&lt;br&gt; STRAY CATS (EMI America ST-1370) CAP</td>
<td>10/23</td>
</tr>
<tr>
<td><strong>5 THE NYLON CURTAIN</strong>&lt;br&gt; BILLY JOEL (Columbia TC 38200) CBS</td>
<td>5/7</td>
</tr>
<tr>
<td><strong>6 OLVIA'S GREATEST HITS VOL. 2</strong>&lt;br&gt; OLIVIA NEWTON-JOHN (MCA-5347) MCA</td>
<td>7/9</td>
</tr>
<tr>
<td><strong>7 NEBRASKA</strong>&lt;br&gt; BRUCE SPRINGSTEEN (Columbia TC 38358) CBS</td>
<td>3/8</td>
</tr>
<tr>
<td><strong>8 NIGHT AND DAY</strong>&lt;br&gt; JOE JACKSON (A&amp;M SP-4900) RCA</td>
<td>14/20</td>
</tr>
<tr>
<td><strong>9 MIRAGE</strong>&lt;br&gt; FLEETWOOD MAC (Warner Bros. 9 23607-1) WEA</td>
<td>8/20</td>
</tr>
<tr>
<td><strong>10 EMOTIONS IN MOTION</strong>&lt;br&gt; BILLY SUGG (Capitol ST-12217) CAP</td>
<td>9/17</td>
</tr>
<tr>
<td><strong>11 FAMOUS LAST WORDS</strong>&lt;br&gt; SUPERTREMBL (A&amp;M SP-3323) RCA</td>
<td>19/3</td>
</tr>
<tr>
<td><strong>12 HEARTLIGHT</strong>&lt;br&gt; NEIL DIAMOND (Columbia TC 38359) CBS</td>
<td>12/7</td>
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<tr>
<td><strong>13 THE NIGHTFLY</strong>&lt;br&gt; DONALD FAGAN (Warner Bros. 9 23969-1)</td>
<td>16/5</td>
</tr>
<tr>
<td><strong>14 GET CLOSER</strong>&lt;br&gt; LINDA RONSTADT (Asylum 9 60185-1) WEA</td>
<td>11/7</td>
</tr>
<tr>
<td><strong>15 H2O</strong>&lt;br&gt; DARYL HALL &amp; JOHN OATES (Rca APL-1-4338) RCA</td>
<td>18/5</td>
</tr>
<tr>
<td><strong>16 FOREVER, FOR ALWAYS, FOR LOVE</strong>&lt;br&gt; LUTHER VANDROSS (Epix FE 38235) CBS</td>
<td>17/7</td>
</tr>
<tr>
<td><strong>17 SIGNALS</strong>&lt;br&gt; RUSH (Mercury SRM-1-40633) POL</td>
<td>8/9</td>
</tr>
<tr>
<td><strong>18 MIDNIGHT LOVE</strong>&lt;br&gt; MARVIN GAYE (Columbia FC 38197) CBS</td>
<td>31/2</td>
</tr>
<tr>
<td><strong>19 I CAN'T STAND STILL</strong>&lt;br&gt; DON HENLEY (Asylum EL-40049) WEA</td>
<td>21/13</td>
</tr>
<tr>
<td><strong>20 IF THAT'S WHAT IT TAKES</strong>&lt;br&gt; MICHAEL MCDONALD (Warner Bros. 9 23732-1)</td>
<td>13/14</td>
</tr>
<tr>
<td><strong>21 COMBAT ROCK</strong>&lt;br&gt; THE CLASH (Epix FE 38238) CBS</td>
<td>26/25</td>
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<tr>
<td><strong>22 DAYLIGHT AGAIN</strong>&lt;br&gt; CROSBY, STILLS &amp; NASH (Atlantic SD 19390) WEA</td>
<td>24/20</td>
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<tr>
<td><strong>23 LOVE OVER GOLD</strong>&lt;br&gt; DIRE STRAITS (Warner Bros. 9 32728-1) WEA</td>
<td>27/8</td>
</tr>
<tr>
<td><strong>24 SILK ELECTRIC</strong>&lt;br&gt; DIANA ROSS (Rca APL-1-4348) RCA</td>
<td>20/6</td>
</tr>
<tr>
<td><strong>25 GREATEST HITS</strong>&lt;br&gt; DANNY FOELLINGER (Full Moon/Epi QC 38038) CBS</td>
<td>38/3</td>
</tr>
<tr>
<td><strong>26 IT'S HARD</strong>&lt;br&gt; THE WHO (Warner Bros. 9 23731-1) WEA</td>
<td>15/11</td>
</tr>
<tr>
<td><strong>27 GET BEAVIS</strong>&lt;br&gt; PAT BENATAR (Chrysalis CHR 12986) IND</td>
<td>41/2</td>
</tr>
<tr>
<td><strong>28 CHICAGO 16</strong>&lt;br&gt; CHICAGO (Full Moon/Warner Bros. 9 23968-1) WEA</td>
<td>23/24</td>
</tr>
<tr>
<td><strong>29 LONG AFTER DARK</strong>&lt;br&gt; TOM PETTY &amp; THE HEARTBREAKERS (Backstreet BSR-5360) CBS</td>
<td>45/2</td>
</tr>
<tr>
<td><strong>30 MOUNTAIN MUSIC</strong>&lt;br&gt; ALABAMA (Rca APL-1-4299) RCA</td>
<td>33/37</td>
</tr>
<tr>
<td><strong>31 A FLOCK OF SEAGULLS</strong>&lt;br&gt; (Javelin/Artsa VA 66009) IND</td>
<td>30/28</td>
</tr>
<tr>
<td><strong>32 AN OFFICER AND A GENTLEMAN</strong>&lt;br&gt; ORIGINAL SOUNDTRACK&lt;br&gt; (Island/Acto 7 90017-1) WEA</td>
<td>35/6</td>
</tr>
<tr>
<td><strong>33 EYES IN THE SKY</strong>&lt;br&gt; THE ALAN PARSONS PROJECT (Arista AL 95989) IND</td>
<td>25/24</td>
</tr>
<tr>
<td><strong>34 SPRING SESSION M</strong>&lt;br&gt; MISSING PERSONS (Capitol ST-12228) CAP</td>
<td>40/5</td>
</tr>
</tbody>
</table>
Coast to Coast

(continued from page 12)

the band is remembered for. The plotter is said to include a version of Jefferson Airplane’s “Somebody to Love” done in an “Eye of the Tiger” groove, according to Stein, as well as a long, elaborate arrangement of Led Zeppelin’s “Stairway to Heaven.”

...Movie Records has just issued “I Want To Be A Prisoner,” b/w “I Love An Ape” and “Animal’s Get Used For Meat,” which contains a guitar workout by Walker, and backing vocals by The Bangs (nee The Bangs) and Johnnie Cash’s LP will be performed by son-in-law, Rodney Crowell. The one after that is also set to be produced by a Cash son-in-law, this time, Nick Lowe ... The four Osmond Brothers will perform a concert for 500 inmates of Terminal Island Federal Correctional Institution on Nov. 7 as a favor to a friend of their management organization who is currently serving time at the Big House. ... Nigel Harrison (Blondie bassist), Clem Burke (Blondie drummer), Steve Jones (ex-Sex Pistols), Michael DeBarre (formerly with Detektive) and Tony Sales (session player with Iggy Pop and Todd Rundgren) have joined forces as Chequered Past and will play a series of L.A. gigs in late November and early December. ... “As The World Turns” has added two more regulars recently. ... with a gusy version of the Go-Go’s “ Vacuum,” the group’s act includes some original numbers, as well as songs from the band members’ previous alliances ... Due to record company pressure, D.O.A. and Meat Beatuerdo have been signed to Elektra Records ... Last week the large-scale recording for the upcoming album of the Communards, which has been selected to make a new policy of clearing out the house between shows when top-selling acts are booked. The club owners are currently trying to negotiate capacity readjustment with the powers that be, but, unless an agreement is reached, the house will be turned over during a break in the lineup and the venue may be able to make advance sale tickets for some shows. The whole brouhaha started when police and firefighters mistook a mobile recording studio parked outside the nitespot for a motion picture equipment truck, and then the place on the road that a movie was being shot there without a permit. When they discovered that no filmmaking was going on, the cops and fire crews took an impromptu headcount of the patrons and deemed the venue overloaded.

Jeffrey Reusner

What’s In-Store

(continued from page 16)

needles. The savings, which was noted in the Classical Club mailer, also applied to purchases of generic replacement needles. Kevin Klinker has been named to the newly created position of field video supervisor. The position involves overseeing the full-line video departments at the Carmelot stores in Naples, Port Richey and Daytona Beach, Fla.; Canton and Dayton, Ohio; and the Grapevine Records & Tape stores in Charlotte, N.C. An eight-year Stark vet, Klinker will work with video buyer Dwight Montjarrand and will also assist in the chain’s merchandising of video games. ... To help launch the new “Fresh Music” new music support program, the chain indicated that MCA Records in setting up The Flx displays in outlets in Minneapolis, Nashville, Charlotte, N.C., Winston-Salem, N.C., Augusta, Ga., Huntsville, Ala., and Hot Springs, Ark. RCA Records is hiring a record promotion personnel to handle the in-store promotions for the sales. The Rock Hard Diamond Flight” giveaway held in the Nelson Spa area, awarded a diamond-shaped pickup truck to CJW in Las Vegas in honor of Bad Company’s “Rough Diamonds.” The promotion was co-sponsored by station WEE, Swan Song, Delta Airlines, and Fantasy Adventures.

Jim Bessman

Labels Push For Last Minute Adds Before Playlists Close

(continued from page 16)

Last week, we had a record rep throw a whole lot of records against the wall here when we wouldn’t add his record.

"Being that some record companies threaten to remove their groups from the WLS Rockfest if we don’t add their records and to take away the albums they leave for our radio promotions if we don’t add their records."

The programming staff at Top 40 outlet WNBC-AM/New York has experienced similar attitudes from the record promotion representatives it deals with. "They all struggle, and so they have the right to (the music) that we had. The picture is clear," says Mike Metheny, director of programs and operations at WNBC. "I’m not sure if it’s because they want to save their Christmas ratings, or because of the Christmas season." Added music director Barbara Strider: "I’m surprised that they’re getting a little more pushy than usual. In the past three or four weeks, they seemed to have started a big push." WNBC freezes its playlist Dec. 21 and does not open it until after the first of the new year.

In contrast, WCAU-FM/Philadelphia, a "Hot Hit" outlet, is not closing its playlist Industry To Sponsor Free Cancer Hotline

NEW YORK — Segments of the music industry and the American Cancer Research Center are establishing the first privately supported national cancer telephone help line.

The music industry/AMC Cancer Helpline will be a national toll-free 800 number phoneline service staffed by professional cancer counselors. Sponsored entirely by the music industry, this service will provide free and confidential information by telephone on any medical advice on the disease. The counselors will also give out information on prevention and early detection of cancer. Professional referrals regarding the emotional impact of cancer will also be available. The service is expected to begin operation in early 1983 and the phone number will be disseminated at that time. For more information, call (212) 757-6460.

We have been sponsoring records articles, record labels, music programs since 1963. Technology has advanced, but the principles remain the same. You're looking for a good deal on a record promotion. Our Record Promotion Enterprises. 1730 Los Angeles Blvd., Cincinnati, Ohio 45229

Export Only! All records and pre-recorded audio and video tapes, video records. 30 years service to overseas distributors and distributors, All-Sundy, Inc. 116 W 45 Street, New York, 10036. Telephone 212-924-1122

Free catalog: New York's largest and most complete One-Stop specializing in OLDIES BUT GOODS. Retail stores and mail orders. Write: "Tooth and Nail Records," P.O. Box 425, Greenville, SC 29614, (803) 275-7133.

In 1969, WPIX-FM became the first station to use the term "new music" as a reference for artists and music not yet on the Top 40 charts. WPIX-FM research showed that Top 40 stations were excluding an estimated 200,000 records each week, only 5% of which were being played on WPIX-FM. The "New Music" movement was born.

"We have been serving the West Full retail privileges. Send for FREE 45 page catalog. Write: "Tooth and Nail Records," P.O. Box 425, Greenville, SC 29614, (803) 275-7133.

Increased Pressure

At WXO/Atlanta, program director Jim Morrison has also experienced increased pressure to add records, but not to the same extent as WLS's Lippincott, or WNBC's Metheny. "I've seen some extra emphasis from the reps, particularly concentrating on one or two records or three and four," he said. "At this time of year, their priorities begin to shorten and companies like (WNBC) and (WLS) have a 'final project.' WXO tentatively plans to freeze its playlist between Dec. 27 and Jan. 3.

And, despite the fact that it freezes its playlist during Christmas week, Top 40 station KI/QO/Los Angeles has experienced no additional pressure from the record companies. "For the past two years, we've been freezing our list the week before Christmas because we can't get a gauge on what's happening," said music director Robert Moorhead. "But I haven't particularly seen any pressure from the record companies, in fact, by Thanksgiving, the pressure usually lets up."
Around the Route

by Camille Compassio

As Cash Box went to press the AMOA convention was in progress at the Hyatt Regency Hotel in Chicago. Watch for full coverage in next week's edition.

Nintendo of America is moving from its present location in Seattle to facilities in Redmond, Wash. New address, as of Dec. 5, will be 4820 150th Ave. N.E., Redmond, Wash. 98052. The new phone number is (206) 882-2040.

Stern's marketing chief Tom Campbell had barely unpacked from his Hawaiian vacation when it was time to check in at the Hyatt Regency for AMOA Expo. He, along with company president Gary Stern, Seeburg division president Larry Siegel, sales chief Ben Rochetti and their staff, manned the Stern/Seeburg exhibit. Featured products included "Tut," "Dark Planet," the new "Pooyan" video and a "surprise" piece that was being premiered at the show.

In a recent statement, Atari made clear its position with regard to so-called "pornographic" game cartridges that are being advertised as compatible with the Atari Video Computer System for home video games. "Atari takes a very dim view of this use of our product," stated Michael Moone, president of the firm's

Expo '82 Off To Record Start

by Jeffrey Resner

CHICAGO — Like the industry it represents, the Amusement and Music Operators Assn. (AMOA) Exposition reached epic proportions this year. Boasting a record-breaking advance registration, the first two days of Expo '82, at the Hyatt Regency here, offered coin machine operators the opportunity to participate in a wide variety of informative seminars, discuss business with fellow route workers and sample the newest game and jukebox equipment.

The year's convention kicked off on Nov. 18 with the annual industry seminar and keynote address by the Advancement Institute's director Tom Connellan, and association officials stated that advance registration for the Expo totaled 7,573 — as compared to 6,357 last year and 4,626 in 1980 — and some believed that final attendance would reach between 10,000 and 14,000.

According to trade group executive vice president Leo Drosie, "Advance registration this year is almost as much as the total attendance was just two years ago."

Full Seminar Agenda

Besides the unveiling of exciting new product on the display floors — such as Atari's "Pole Position," a prototype of Sega's Laserdisc-controlled "Space Battle" game (to be released next June) and a Bally Midway video/pinball game hybrid "Baby Pac-Man" — the gathering was particularly enlightened by an extensive agenda of seminars. The day prior to the official opening of Expo '82, educational sessions covered pinball repair, operator's use of business computers, executive stress and video game technical sessions.

The annual state association meeting on the subject of "The Law and Associations," with a panel comprised of attorneys from the firm of Jenner & Block, gave ops working with state groups specific help in understanding antitrust legislation, political action committee (PAC) funding and other legal issues.

The official convention program began with a general session seminar on "How State/Local Associations Can Productively Address Their Problems," moderated by past Amusement and Music Operators of Tennessee president John Estridge and a three-member panel, including Richard George, head of the Ohio Music and Amusement Assn.; Norman Pink, past president of AMOA and Music Operators of Minnesota; and Ohio Music and Amusement Assn. spokesman Paul A. Corey, who substituted for Maryland Amusement Operators Assn. president Michael Loff.

George explained that productively addressing problems on a statewide basis has yet to "find a substitute for visionary, hard-working, aggressive directors." He then held up a poster that he believed summarized the state associations' goals: it read, "Let's Concentrate On Solving Problems Not Finding Them." Next, Pink stressed that the most important factor facing state groups was the formation of PACs, which he claimed "could give dollars, support and help to legislative, local and state, candidates."

Concluding the panel talk, Corey concen-
INDUSTRY NEWS

AROUND THE ROUTE

Consumer Electronics Division. "Unfortunately, some individuals take refuge behind certain legal precepts to the dismay of the majority of the people." Upon investigating all avenues of recourse available, including the possibility that certain manufacturers and/or distributors of the objectionable game cartridges had misled the public into thinking that their game cartridges were produced by, or had the approval of Atari (which is not the case, said Moore), announcement was made that Atari would be taking legal action against the distribution and sale of the offensive game cartridges. "Atari, like the general public, is outraged by this conduct and we are taking the initiative by filing this suit," according to Moore. He noted that, after further review of the situation, Atari decided to seek legal action against the manufacturer of the offensive game cartridges, American Multiple Industries, and the distributor, Mystique.

The Ohio Music & Amusement Assn. sponsored a Randy Fromm Video School, Nov. 1-4, at the Christopher Inn in Columbus. The program consisted of 46 hours of comprehensive, practical training in electronic amusement game repair, designed for technicians and service people who want to learn how to repair electronic games without the necessity of previous study in electronic theory. Classes were held from 8 a.m. until 5 p.m. each day at a cost of $400 per student.

Gus Tarot of Singer One Stop For Ops, as he usually does at AMOA time, planned to be on hand at Expo, distributing joke-box copies of current hit singles as an accommodation for ops attending the show. This year's list of goodies included the following: "Mickey" by Tom Biald (Chrysalis), "Elvis Presley Medley" by Elvis Presley (RCA), "Lying Here Lying" by Mac Davis (Casablanca), "Young Love" by Janet Jackson (A&M), "Somebody's Always Saying Goodbye" by Anne Murray (Capitol), "What About Me" by Moving Pictures (Elektra) and "Everything's Beautiful (In It's Own Way)" by Dolly Parton and Willie Nelson (Monument).

AMOV Holds 24th Annual Convention

CHICAGO — The 24th annual Amusement and Music Operators of Virginia (AMOV) convention and trade show took place Oct. 15 and 16, in Richmond. It was the largest and most successful in the association's history, with 397 registered participants (an increase of one-third over last year's 263), according to AMOV secretary-treasurer Louis Corso. The equipment display, sponsored by more than twenty distributors of coin-operated equipment and allied supplies, filled the exhibit hall of the John Marshall Hotel and was twice as large as that of any previously held state convention in Virginia.

At the annual membership meeting on Friday evening, members were welcomed to the city of Richmond by Aubrey N. Davis, Commonwealth Attorney for the city. Following Davis' speech, AMOV president Leoma Ballard addressed the group on the importance of association membership and support. AMOV counsel J. Edgar Pointer delivered a brief talk on Virginia licensing laws and the steps that should be taken by operators in the event of local tax authorities attempting to set license fees higher than the amount permitted by the Tax Code of Virginia.

Speakers on Saturday morning included Gerald Bailey, Attorney General of the Commonwealth of Virginia, who described the structure and function of his office and also discussed the effort that is made to assure equality of treatment under the laws of Virginia with respect to both compliance and prosecution. AMOV executive vice president Leo Droste addressed the meeting, focusing his remarks on the role of state associations and their organizational unity in today's operating environment.

Highlight of the meeting was the election of officers and directors for the coming term. Ed Shell was elected president; Pete Carrico, first vice president; Arthur Bazaco, second vice president and Louis Corso was re-elected to the office of secretary-treasurer. Re-elected to the board of directors were: Carl Coleman, W. Claude, Harry Fake, Jr., Curt Hudston, Lewis Jones, Ronald Marshall, Gene Michels, K. A. O'Connor, Arnolf Pantalides, Jesse Richardson, Claude Smith and Ed Tyree. Those officers elected to return to the board of directors were John Newberry, Jr., Bob Burner and Tom Stanley. Elected to their first term of office as new directors were C. E. Holland, Joseph Hatch, Charles Hinichson and John Lineberry.

At the Saturday evening banquet outgoing AMOV president John Newberry, Jr., was presented with a past president plaque by AMOV president Leoma Ballard and certificates of appreciation were presented to the 1982 Board of Directors. Ballard also presented special plaques to John Cameron and James Donnelly, past presidents of the state association, in recognition of their contributions and service to the organization and their installation as lifetime honorary members. Both gentlemen were re-elected to the AMOV board of directors in 1982.

Mortronics Acquires Circle International

LOS ANGELES — Mortronics, Inc. announced at the end of October that it has acquired all of the stock of Circle International Co., Inc. Circle, along with its subsidiaries, distributes video games and other coin-operated machines in Hawaii and Nevada. Mortronics acquired the stock from Circle International's sole shareholder, Dean R. McMullin, who will remain as president and chief operating officer of the organization and its new subsidiary.

Mortronics, whose principal business is distribution of coin-operated video games in the Western U.S., believes its sales will more than double on an annual basis after the acquisition. The aggregate purchase price includes $2,000,000 in cash payable this year and in 1983, 200,000 shares of Mortronics' common stock and contingent cash payments based upon the performance of Circle International and its principal subsidiaries over a five-year period.

Ohio Game-A-Thon Hailed As Success

COLUMBUS, Ohio — A Video Game-A-Thon, held this past summer, netted nearly $5,000 for the Mental Health Associations of Ohio's Miami Valley. According to the Ohio Music & Amusement Assn., the project was a joint venture between Tammy Noble, manager of Video City (the largest video game room in Ohio) and the Mental Health Association. The fundraising event involved pledges by participating sponsors of 25 cents per half hour of play by video contestants, and a player with the highest pledge total each day received a pinball machine as a prize. The grand prize for the highest pledge total submitted during the seven days of the Game-A-Thon was a Moped. Prizes were provided by local game room owners in the Miami Valley area.

New World's Records

OMAA reported that two world's records on "Dug Dog" and "Missile Command" were broken by Game-A-Thon contestants. Steven Williams, Kevin Baught and Mike Webb scored 72,347,360 points in 41 hours of play on Missile Command; Tim and Tom Plazak broke the doubles record on Dig Dog with 2,626,240 points, and Plazak also broke the singles record on the game by scoring 1,386,340 points.

Coordinators of the Game-A-Thon were Dawn Smith and Tim Greenwood of the Mental Health Association and Tammy Noble of Video City.

In praising the efforts of OMAA's Miami Valley Region Chapter and Video City, Smith said, "We are so pleased by the response to this event that we anticipate making this a yearly fundraising event, perhaps open to contestants statewide, or even through several states in order to have local record holders compete for world records on various games. We are grateful to OMAA, the Miami Valley Region Chapter, and Video City for making the Game-A-Thon not only possible, but a huge success.

A BUCKET BLUNDER — A picture of Ey-Idy's new skill game called "Whirly Bucket" was one of the items photographed in Cash Box's Nov. 13 "New Equipment" section. Pictured above is "Whirly Bucket," a variation of the classic half-loss amusement incorporating "the technology of the eighties."
Blueprint For Fun

"Blueprint" is the latest video game released by Bally Midway Mfg. Co. and, as the name implies, it presents a challenging dilemma for the player. Among the main characters is J.J., whose objective is to put a machine together in time to save Daisy Damself from Ollie Ogre. The game features a maze with houses containing parts of the machine that appear in a blueprint at the bottom of the screen. J.J. must collect the pieces and complete the machine before Ollie Ogre catches his lady love, Daisy.

Obstacles abound throughout play to add to the excitement of the game. For example, if J.J. enters a house twice, he will pick up a bomb instead of a piece. Monsters Fuzzy Wuzzy and Sneaky Pete can chase him and, of course, time can run out before he can save Daisy.

Upon completion of the machine, beach balls are shot out at Ollie Ogre and if he is hit, the story ends happily. Blueprint has proven especially successful with younger players and women, according to Bally Midway.

The new model is encased in an eye-catching cabinet and is available in upright, cocktail table and Mini Mylee versions.

New Wave Pin

D. Gottlieb & Co. has announced the introduction of "Punk," a single-level, multi-ball pin game that combines an outrageously fresh theme with Gottlieb's traditional player appeal. One glance at Punk confirms the fact it will stand out in any location. Cabinet, backglass and playfield artwork all depict the sights of today's new wave in music and Punk's sound system completes the theme.

New Equipment

Play begins at the top of the playfield with three rollovers which lead down to the left and right flippers located at mid-playfield. These flippers ensure consistently fast action on both the upper and lower sections of the playfield. Players enter 2- or 3-multi-ball play by capturing balls in one or both of the upper captive holes and activating one of two launch targets or one of four launch rollovers. The bonus and bonus multiplier features are activated when the player begins multi-ball play, and hitting targets in four drop target banks advances the player through Level I and Level II bonus stages.

Invincible Chomper

Bally Midway Mfg. Co. announced the release of the third generation of Pac-Man machines — namely, "Super Pac-Man," which is expected to go the route of its illustrious predecessors. The magic of Pac-Man continues to prevail in the coin-op video marketplace as well as in consumer products. Super Pac-Man offers the fun, challenge and excitement of the first generation place but features several new twists. For instance, in the new game, when Pac-Man eats a "Super energy dot" he grows to roughly 10 times his normal size and becomes the invincible Super Pac-Man, with the capacity to conquer monsters and pass unharmed through closed gates.

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Rally-X (2/82)
Gorf (4/81)
Wizard of Wor (6/81)
Omega Race (8/81)
Galaga (11/81)
Kick-Man (1/82)
Ms. Pac-Man (2/82)
Bosconian (2/83)
Tron (8/82)
Jal Fox (8/82)

CENTURI
Route 16 (4/81)
Pleasures (7/81)

ELCON
Diversions booth size (9/81)

GAME PLAN
Shark Attack (5/81)

GAMETECNIKS
Tri-Pool (1/82)

GDI
The Thief (4/82)
Slither (8/82)

GOTTIEB
New York, New York (3/81)

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

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

TARTO AMERICA
Space Invaders Timeline (2/81)
Crazy Climber Timeline (3/81)
Zarzon (5/81)
Zarzon Timeline (5/81)
Cosmonaut (7/81)
Colony 7 Timeline (7/81)
Moon Shuttle (8/81)
Moon Shuttle Timeline (8/81)
Gix (10/81)
Gix Timeline (10/81)
Look 'N Chase (10/81)
Grand Champion (12/81)
Alpine Ski (3/82)
Wild Western (5/82)
Electric Yo-Yo (5/85)
Kram (5/82)
Space Dungeon (7/82)
Jungle King (9/82)

THOMAS AUTOMATICS
Triple Punch (6/82)
Oli Boo Chu (7/82)
Holey Moley (9/82)

U.S. BILLIARDS
Quasar (4/81)

WILLIAMS
Defender (4/81)

PHONOGRAPHS
Centuri 2001
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Lowen-NSM Prestige ES-2
Lowen-NSM Festival
Lowen-NSM 265-1
Rock-Ola Grand Salon II Console (9/80)
Rock-Ola 484 (11/80)
Rock-Ola 681 Max 2 (1/81)
Rowe R-55 (10/80)
Rowe Jewell
Seeburg Phoenix (12/80)
Stern/Seeburg DaVinci (7/81)
Stern/Seeburg Vulcan (11/81)
Wurlitzer Cabarina
Wurlitzer Tarock
Wurlitzer Atlanta
Wurlitzer Silhoutte

POOL TABLES & FOOSBALL
Irving Kaye Silver Shadow
Irving Kaye Lion's Head
Dynamo Model 37
Dynamo-The Tournament football (5/82)
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December 16  Berkeley Community Theatre,
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December 17, 18  Universal Amphitheatre,
Los Angeles, CA