MARKETING: FOCUS OF NARM '83
PRICING: CBS REVISION, WEA UPDATE
RECORD RENTALS: PHILLY DEALERS BOW PLANS
VIDEO GAMES: USED MARKET OPENS UP
PUBLISHING: JUDGE SIGNS BLANKET FEE ORDER
As writers Gene McFadden and John Whitehead have penned such hits as “Backstabbers” for The O’Jays and “Wake Up Everybody” for Harold Melvin and The Blue Notes. As writers and performers they struck platinum-plus with the blockbuster “Ain’t No Stoppin’ Us Now.” Now they step forward boldly into a new spotlight with their album *Movin’ On*.

*FEATURES THE SINGLE “ONE MORE TIME”*

(7" B-575 and 12" 8541)

Produced by Gene McFadden and John Whitehead
EDITORIAL

Getting Down To Business

As we begin the New Year, it is good to see the industry really facing up to the challenge of staying afloat during these hard times. With the entire industrial world in a state of consolidation, more than ever is it necessary to forge ahead with aggressive marketing plans designed to capture a share of the constantly dwindling supply of consumer dollars out there.

In that light, WEAs catalog list price reduction, some facets of CBSs new pricing structure and the announcement that the new annual National Assn. of Recording Merchandisers (NARM) convention will focus on the actual marketing of prerecorded music product, plus new lines like the Compact Disc (CD), video, home video games and so on are certainly steps in the right direction. The American auto industry was decimated by Japanese and European competitors who responded more quickly to the needs of the consumer, but steps like those mentioned above could prevent the same thing from happening to the music industry.

After all, music and all of the other ancillary products are leisure time goods, luxuries, if you will. In spite of everything music merchants, artists and manufacturers may say, when the consumer’s money gets spent; food, gasoline, housing, clothing and other necessities will take priority over music. Therefore, aggressive, price- and quality-conscious marketing strategies will be needed to keep the customer coming back. Very rarely today is there the song or act that will sell by itself. It is more competitive than ever out there, and hard work is the only way to prevail . . . So let’s get down to business.

CONTENTS

DEPARTMENTS
Blacks Contemporaries.
Classics.
Country.
Gospel.
International.
Jazz.
Marketing.
Merchandising.
Pro Audio.
Radio.
Video.

FEATURES
Coast To Coast.
Editorial.
Executive On The Move.
Top 30 Facets.
Top 30 Marketing.

REVIEWS
Albums.
Magazines.
Talent.

ON THE COVER
In that twilight zone where jazz touches the fringes of pop acceptance, there are no more qualified inhabitants than guitarist Earl Klugh and keyboardist Bob James, whose mutual distinction has come to fruition on the Capitol Records LP, “Two Of A Kind.”

The album, which is the second pairing of those formidable performer/composer talents, reached #1 on the Cash Box Jazz Album chart and was nearly a Top 40 selling Pop LP during the holiday season. Since the “One On One” LP in 1981 teamed the multi-talented duo, each has continued to advance as a soloist, gaining popularity for beyond the parameters of jazz and developing a following ranging from easy-listening to the core of their music serious — jazz. Their diversity as individuals and as a team was honestly earned through recordings and performances on a variety of levels and with a spectrum of people.

With “Two Of A Kind,” Klugh and James illustrate how the dynamics of a music like jazz can be made accessible to pop sensibilities and create something new in the process.

SINGLES

TOP POP DEBUTS

YOU ARE — Lionel Richie — Motown

THE DISTANCE — Bob Seeger & The Silver Bullet Band — Capitol

NUMBER ONES

B/C SINGLE

PUT IT IN A MAGAZINE
Sonny Charles
HighRise

COUNTRY ALBUM

GOING WHERE THE LOVELY GO
Merle Haggard
Epic

JAZZ

THE BEST IS YET TO COME
Grover Washington Jr.
Elektra

GOSPEL

MOUNTAIN MUSIC
Alabama
RCA

THREAT
Michael Jackson
Epic

BUSINESS AS USUAL
Man At Work
Columbia

B/C ALBUM

PRECIOUS LORD
Al Green
Hi/Myth
We're bubbling with success! HighRise Entertainment celebrates our number one #1!

Sonny Charles. "Put It In A Magazine."
The single radio and retail have made #1.

From the album "The Sun Still Shines," which also includes Sonny's new single "Always On My Mind."

From HighRise Entertainment Co.

For more information contact Marc Kreiner or Mike Lushka at (213) 274-8629
Cash Box, in conjunction with Mel Tillis Enterprises, is proud to announce "The Magic Of Mel Tillis", a special supplement that will be published in our January 29, 1983 issue. This tribute to one of the entertainment industry's most respected artists will cover both the domestic and international markets, with bonus distribution at MIDEM in Cannes, France January 24-28, 1983.

Mel's influence in the music business spans over 25 years, and Cash Box will highlight all sides of his multi-faceted career -- from songwriter to artist, entertainer, businessman, and farmer.

We are sure you will want to participate in this exciting tribute to a great man.

Sincerely,

George Albert
President and Publisher

Issue Date: January 29, 1983
Advertising Deadline: January 14, 1983
Marketing Is Focus
Of 25th Annual
NARM Trade Convention
by Richard Imamura

LOS ANGELES — Shift from the emphasis on the fight against home taping and the various forms of illegal product at last year’s gathering, the 25th annual National Association of Records Merchandisers (NARM) convention will focus on the nuts-and-bolts issues surrounding the acts of marketing music and video. Themed “NARM Markets: Music,” the convention, set for April 10-14 at the Bally’s Hotel and Casino (Box, April 3, April 10, 1962), this year’s program has been tailored to address specific marketing topics. As “Makers’ Markets: Music,” the convention theme, embodies the very method in which this association will respond to the industry’s top priority: that of selling more records and prerecorded tapes,” said NARM executive vice president Joe Cohen. “NARM will market music, and the convention program clearly shows how.” The marketing-orientated thrust of the convention will be evident from the opening business session, April 11, which will feature a slate of topics ranging from the analyzed results of the just-completed market test of the Gift of Music TV ads and the “Discover Grammy Music” campaign (which will be winding down following the Feb. 23 telecast of the awards show) to the introduction of the CD and the use of MTV as a promotional vehicle.

Analysis Of Promotions
Analysis of the Gift of Music test and the Discover Grammy Music campaigns will also include discussion on how to go about expanding both in the future. The plan for the Gift of Music campaign will center on expansion within the test markets first, then to the national level. In the area of awards shows, both the 1984 Grammy program and further application of the push to other televised awards shows will be covered.

The CD discussions will focus primarily on merchandising and packaging. In addition, NARM will release the industry sales statistics gathered over 1982 by its Consumer Research Board. “We need a vehicle that will aid the marketing point of view. The statistics will also be used in the presentation of such topics as the marketing of midprices and the

Philadelphia Retailers Begin Controversial Rental Program
by Michael Martinez

LOS ANGELES — A majority of the members of the Independent Retailers Protective Assn., (IRPA), a group of small, Philadelphia-area record retailers, will implement album rental programs at their stores, a move they say is aimed at countering a lack of record company advertising and merchandising support.

Ten of IRPA’s 17-member store owners moved to endorse and start rental programs during a Dec. 19, 1982 meeting. Only one of the stores began record renting prior to the meeting, but the rest are expected to commence rental plans by the first of January. According to one of IRPA’s founding members, Bruce Webb, owner of Webb’s Department Store, “Only two percent of all the ad money for radio time buys go to black dealers in Philadelphia, and not all black dealers get part of that two percent. They’re just downtown, the ones that lowball.”

“We had to find a way to bring people into our stores.”

Osuadegbe said that he would be starting a videotaping campaign on radio and in local new black newspapers to publicize the new service and said he anticipated other IRPA dealers starting rental programs will join the promotion effort.

While he maintained that increased promotion and support from record companies was a prime motivation for beginning record rentals, Webb also said that developing greater store traffic to offset sagging sales and offering consumers an opportunity to preview a record before purchase were other factors behind the decision.

Price
At Webb’s outlet, members can join a renters club for a first-time $1.50 fee. Renters can then rent a compact disc, video cassette, or CD for $4.99 per eight-hour period along with a $5 deposit. Based on an agreement signed by the consumer, late charges of 75 cents a day are assessed up to five days when the agreement becomes void. The first time membership fee entitles consumers to a complimentary, 48-minute tape to be returned within two weeks of purchase.

Although record rental stores have yet to gain a solid foothold in the U.S., their popularity is growing in Europe and Japan. “I believe this is a business that is going to grow and I think we can be the ones to do it,” said Webb.

The new system, which reduces the number of customer pricing categories from three to blank, taps all accounts whose primary business is the selling of records to purchase CBS product in box lots at substantially lower prices. One-stop contracts by Cash Box favor this will redirect their accounts’ business to CBS. Additionally, accounts operate independently in CBS, offering various prices, in effect raising the price of catalog for wholesalers. The new price structure

Dealers Go As Low As $4.99
On Discounted WEA Catalog
by Jeffrey Resnner

LOS ANGELES — As a result of the WEA price change that dropped suggested $8.98 list on 1,100 frontline catalog LPs and cassettes to $6.95, effective Jan. 3, many retailers are cutting their own prices on the product down to $4.99 for special sales campaigns beginning later this month to maintain consumer awareness for the new lower pricing. Prompted by consumer price sensitivity and resistance," the WEA promotion will be presented as a limited-time offer, the Warner Communications, Inc., (WCI) labels under the banner “WEA Rolls Back 79%!” and contain pre-promotion services stores once outlets sell off the lion’s share of their existing $8.98-priced stock.

While some retail stores are taking a "wait-and-see" attitude regarding pricing in order to beat out their competition, most chains questioned in a Cash Box survey said that their initial price will be in the

Philanthropy

LOVING EVERY MINUTE — Mercury/PolyGram ABC recently met with label executives after a show at the Palladium in New York. The group was later surprised with a donation of $12, "The Look Of Love." Pictured in the back row are (l-r): Jon Egan, vice president, press & video communications, PolyGram; Derek Shulman, national manager, rock department, PolyGram; Bill Gallo, director, national promotion, PolyGram; and Randy Roberts, director, national singles, PolyGram. Pictured in the middle row are (l-r): Bill Gerber, ABC’s manager, Bob Edison, vice president, national promotion, PolyGram; Jim Ewalt, vice president, network, PolyGram; Jerry Java, vice president, rock department, PolyGram; Mark White of the group, Quenter Hensler, president/chief operating officer, PolyGram; and Martin Fry and Stephen Gregory of the group.

Mixed Response
To CBS Pricing Revision Letter
by Fred Goodman

NEW YORK — A newly implemented CBS Records pricing structure, which favors record store stocking of the product. And discount stores, is being hailed by record store owners and raked by retail and once-stops.

The new system, which reduces the number of customer pricing categories from three to blank, taps all accounts whose primary business is the selling of records to purchase CBS product in box lots at substantially lower prices. One-stop contracts by Cash Box favor this will redirect their accounts’ business to CBS. Additionally, accounts operate independently in CBS, offering various prices, in effect raising the price of catalog for wholesalers. The new price structure

RIAA Audio, Vid
Certifications Dip Slightly During ’82
by Fred Goodman

NEW YORK — Platinum and gold certifications in 1982 for both records and video were down significantly, according to the Recording Industry Assn. of America (RIAA). The platinum LP/tape total of 58 in 1982 was 3.4% below the 60 in 1981, while gold LP/tape totals declined 19% in 1982 to 254, down from 318 in 1981. Gold singles also declined 25% to 24 in 1982 from 32 in 1981.

RIAA/Video, RIAA’s video division, certified 103 and 33 gold video awards, down from five platinum and 37 gold awards in 1981.

Both new and established acts representing all categories of music received awards in 1982. New artists included two of the year’s top sellers in Asia

(continued on page 21)
BUSINESS NOTES

CBS Bow, Int'l Video Game Wins

NEW YORK — CBS has formed a new unit to distribute video game consoles, cartridges and software worldwide, the U.S. network said Wednesday. The group, known as CBS Electronics and set to open in the first quarter of this year, is a joint venture of CBS Records International (CRI) and CBS Toys International.

Products to be marketed by CBS Electronics will initially be created by CBS Video Games, Columbia Pictures Home Entertainment and other licensers. The unit will also market and distribute products created under license from Bally Manufacturing Corp., K-Byte and other licensers. At least 20 video game cartridges are scheduled to be introduced to the international market this fall. "We have at least three formats," Atrai, Matell International, and CBS—ColecVision. CBS Software titles will be initially available on the Atari 400/800 and Commodore Vic 20 formats, with the possible addition of future formats.

CBS Toys International will conduct the activities of CBS Electronics in France, Germany and the U.K. CRI will be responsible for the activities in all other foreign territories except Japan and Canada. CRI will also market CBS Electronics product to record retailers in territories outside CBS Toys International.

CBS Electronics’ operations will be jointed by U.K.-based Thomas F. Meakin, vice president, CBS Electronics and CBS Toys International, and by New York-based Norman Stoller, president, and was strength at an unannounced rate in慈悲 international markets as they develop.

AGM Formed To Aid Gospel Publishers

NASHVILLE — In an effort to centralize and unify the gospel publishing community, a newly-formed organization representing both the publishing and recording factions of the industry recently held its first meeting in Nashville. Calling itself the Administrators of Gospel Music (AGM), the association is the brainchild of Helen Pool of Singing Music and Waverly Conlan of Word, Inc.

The AGM hopes to increase the awareness and understanding of the problems, complexities and changes in the licensing and administration of gospel copyrights, and heighten the awareness of industry members elsewhere in the industry regarding the synchronization rights. A two-day council was attended by representatives of the Benson Company, Sparrow Records, the Baptist Sunday School Board, Cherry Lane Music, Maranatha Music, Dawn Treader/Brighthay Music, Word, Inc., Singingpiration Music, the Word Music Group, Purlow Publishing and Lorenz Creative Services/Truine Music. Also attending were representatives from the three publishing rights agencies — the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music, Inc. (BMI) and SESAC.

One of the first projects undertaken by the coalition is the establishment of a “round-robin” packet that is being circulated among the members, giving each an opportunity to disseminate the information to the other members about intricacies and fine points within the copyright licensing area. Although it currently has no home office, the AGM is being headed by Pool through her Michigan-based company.

The telephone number is (616) 456-6100.

RIAA/Videoboard Names Two New Members

NEW YORK — Jim Mirro, president of Walt Disney Telecommunications and Non-Theatrical Co., and Lawrence Hillford, president and chief executive officer of CBS/Fox Video, Inc., have been appointed by the RIAA to the governing board of the video division of the Recording Industry Assn. of America (RIAA). Mirro joined Walt Disney Prods. in 1973 as director of international sales for the Walt Disney Video unit, and CBS/Fox Video, Inc., a CBS-based Disney studios eight months later, when he became executive vice president of the company. He assumed his current position in June 1980.

Hillford most recently was a management consultant for Rainbow Programming Services before being named to his current post at CBS/Fox Video. He has also been senior vice president at Columbia Pictures Industries, executive vice president at Viacom International and has held executive positions at Cartridge Rental Network, Screen Gems International and the Nickelodeon.

Founded in June 1980 as an autonomous division of the RIAA, RIAA/Videoboard is specifically concerned with the changing needs and problems of U.S. firms that create and market home video record formats for family entertainment. Its chairman and two other board members also serve on the RIAA board of directors.

Gibb Brothers Pact With Chappell Music Group

NEW YORK — Songwriters and recording artists Barry, Robin and Maurice Gibb (also known as the Bee Gees) have entered into a worldwide publishing administration agreement with Chappell & Co., the Chappell Group announced Wednesday.

The new arrangement comes as their songs dating from “New York Mining Disaster 1941” to such future compositions as the soundtrack for the Saturday Night Fever sequel, Stayin’ Alive, which began filming this week in New York, will be administered by Unichappell Music (BMI) in the U.S. and Canada and by Chappell International for the rest of the world.

The Gibb Bros. early catalog includes such tunes as “New York Mining Disaster 1941,” “To Love Somebody,” “Massachusetts,” “Lonely Days,” and “How Can You Mend a Broken Heart.”

Their more recent hits as performers came from Saturday Night Fever and include “How Deep Is Your Love,” “Stayin’ Alive” and “Night Fever.”

The works have also been performed by other artists including Frankie Valli, Barbra Streisand and Dionne Warwick, who has a current hit with “Heartbreaker.”

Proliferation Of Titles Boosts Used Vid Game Sales

by Jim Besman

NEW YORK — The home video game explosion has spawned a new cottage industry in the format’s wake. According to store keepers who carry used video games, the business has been particularly strong only within the past six months. Consumer boredom with old titles together with the steadily increasing sophistication of new cartridges and consoles has led many dealers to believe the potential of the used game business, most agree that with the proliferation of manufacturers and the vast supply of used product available to customers, the used business that deal in used games is difficult — even major retailers of new games were unaware of their existence and few use them.

Forest Hills Used Video Game Cartridges, Inc. in Forest Hills, N.Y., however, has discovered that once the word does get out, customers start flooding in. “After we were on Eyewitness News the phones didn’t stop ringing for four straight hours,” said Bob Schiller, manager of an Electronic Games store which operates within his 1,200 sq. ft. used paperback book store Forest Hills Discount Bookstore.

Schwartz and partner Neil Levin started in used games a year ago, when the idea (continued on page 18)

KROQ, WPLJ Win A, NYc A 2b For Fall 1982

by Larry Riggs

NEW YORK — New wave Top 40 station KROQ/Los Angeles became the dominant force in the New York Market on Sept. 1 when hottest station WPLJ regained its leadership of the New York rock market in the Fall 1982 Arbitron ratings report.

KROQ, which features the hard-edged rock of groups such as The Pretenders, The Police, Dire Straits and U2, and which was once jumped up to tie it, after a 3.4 summer book, Talk station KABC remained the market leader, although its share fell three points to 10.6, most of which was in an absence of Dodger baseball broadcasts.

Top 40 stations also shared hands in the same period, as KIIS jumped up to capture (continued on page 19)

Judge Inks Order Enacting Intent in TV Licensing Fee

NEW YORK — Nearly six months after his initial decision against blanket licensing was handed down, Federal District Court Lee Gagliardi last week signed the order enacting an interim fee in what has come to be known as the "Bittenger, et al. v. Commission of the U.S. in a Case." Under the terms of the order, Broadcast Music, Inc. (BMI) and the American Society of Composers, Authors and Publishers (ASCAP) will be allowed to continue their blanket licensing of local television stations for at least another year and they will be paid for their "deemed" payment of licensing fee in the interim.

In signing the order, Judge Gagliardi put into motion his Aug. 19, 1982, ruling in favor of (continued on page 30)

FEATURE PICKS

POP

HOOKED ON ROCK CLASSICS — London Symphony Orchestra and the Royal Choral Society — RCA AFL-4608 — Product of England

PREPPIES—Backstreet Boys — CBS 46705 — Bar Code 89.98

In the latest from RCA and K-tel’s “Hooked On...” series, they’ve given complacent rock buyers a “cocktail” of Everly Brothers, Troggs and Spanish language doo-wop. They say, thank you.

PLASTIC SURGERY DISASTERS—Deed Kennedy — Alternative Tentacles/Faulty Virus 27 — Producers: Thom Wilson and Deed Kennedy

Anarch in the USA is the battle cry of Deed Kennedy's newest album, and the San Francisco revolutionary hardcore punk band has lost none of its bite since appearing on progressive airwaves with shock-rocker friends like "California Uber Alles" and "Holiday In Cambodia." This DK outing sees lead vocalist Jello Biafra & Co. tackle such topics as federal plots ("Government Fear"), bountiful California fruit ("Tre"), the political "rape" of El Salvador and dark squad death ("Bleed For Me"). Real coup-oups stuff here.

MUSIC FOR A NEW SOCIETY — John Cale — ZeZ/Passport PB 6191 — Producer: John Cale

After previous hard-edged rock sets for A&M and IRS, former Velvet Underground Cale soothes it down with a moody and haunting collection of tunes, including remake of perhaps his most beautiful (continued on page 10)
How has the prolonged record industry slump affected music publishers? What has been the impact of recent hikes in mechanical royalty rates? How can publishers best exploit the income potential of the new home entertainment technologies such as cable TV and home video. In face of the worldwide recession, what is the outlook for international agreements? These questions and more will be answered in informative articles written by knowledgeable CASH BOX staffers.

Editorial Outline:

The purpose of the CASH BOX Music Publishing supplement is to present a concise picture of the current state of the business through a review of developments over the past 12 months and predictions for 1983 and beyond. The text for the supplement will cover such timely topics (among others) as:

- The ongoing controversy over blanket licenses.
- The increasing importance of performance income.
- Creative merchandising and promotion of publisher's catalogs.
- The role of the independent publisher.
- Licensing for the new entertainment technologies.
- The role of the performing rights societies, ASCAP, BMI, SESAC.

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615 • 244-2698

NEW YORK
J.B. CARMICHAEL
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New York, NY 10019
212 • 586-2640
Santa Monica, Calif.-based Fish Ranch Records debuts Marc Monroe with this waxing filled with sparse new rock instrumentation and emotional vocal delivery, but gossamer-thin lyrics that unfortunately hinder the catchy melodies. Of the six songs included on six songs included on the two romancers, "Sweet Feel" and "I Know (You Got Me)" stand out and should be checked out by AOR programmers looking for fresh adds.

I AND I SURVIVE/DESTROY BABYLON
Bad Brains — Important BBR 003
Producers: Rick Ocasek and Bad Brains — List: 6.8
One of the prime proponents of alternative reggae, Bad Brains has received the critical acclaim it has been due. "Bad Brains" gets the full studio treatment at the band's own Fontana studio. The album captures the band's energy on vinyl for the first time. "Bad Brains" is an album from the band that is not for the faint of heart.

EGOSLAVIA — 9 x 16 11118
Producers: Egoslov and Nick Koutoumsoas — List: 5.9
This Washington, D.C., quartet's debut platter tosses out an melange of pseudo-punk, neo-turtle and garage band junk racks the Egoslov's musical influences. "Bad Brains" is all about the band's energy and how they make music. The album is a must for any fan of the band or just music in general.

NEW AND DEVELOPING

ABOVE THE FRUITED PLAIN — Polyrock Magazine
Producers: Billy Robertson and — List: 5.9
Following several synthesized symphonies, Polyrock evolution continues in the form of this new release. With an unusual approach of using layered vocals and instruments, "Above the Fruited Plain" is a unique and refreshing experience.

HEAVEN
The tragic death of AC/DC's Bon Scott several years ago left a spot open in one of the world's premier metal bands that both seasoned vocalists and others wanted to fill. Unfortunately, the band was too big to be able to find a suitable replacement. Shakers were soon clamoring to fill the position. The story goes, however, that the field was won by a young Australian lad, Kevin. Johnson, the leader of a moderately successful band called Geordio, and a young soul who had been living in the UK, the band was formed. Australia, outlived as Fast Lip. The outcome is musical history, as Johnson was chosen in the second round of AC/DC's biggest efforts. They've even asked him to do a "Back in Black" and "For Those About To Rock." And what becomes of the other contender? Well, you might say that what was AC/DC's loss became Heaven's gain. No, the singer, Alan Fryer, didn't dive into the world of fast food, matos, including former Fat Lip bassist Laurie Marlow, drummer Joe Turdur and lead guitarist Ken from the first few albums. From there, Heaven moved to the forefront of the present Brighton/Columbia recording group Heaven. With its new lineup on the front row, rhythm guitarist Mick Cocks from fellow Down Under headbangers Rose Tattoo has been at the forefront of the band, that marks Heaven as one of the scrappiest new metal bands on the heap.
All of which is reason enough for Fryer, an ebullient young man whose oneness for ox-Deep Purple shouter Ian Gillan can be heard in his singing, not to be too disappointed in having lost the AC/DC gig. "I still feel it's a shame in my cap since Brian and I were the only two out of the original line up to replace Bon," says the Scottish-born lad, who retains his brogue even after living in America for 14 years. After the album sessions, Fryer and the rest of the band reunited in Sydney, where they played the pubs and clubs on the East Coast. Some of Fryer's vocal and instrumental abilities have been developed over the years. Heaven has evolved into a "tough little outfit.

I don't think, personally, that Heaven sounds like any other band," said Fryer. "It's less of a real street sound. Once you lose track of the punks, you lose the magic." And Fryer has a self-refrain from his days in Heaven-Beantown, "Metal, that's killing me, feeling it's too limiting. "Heavy metal, that's just a tag... We just want to put out our own good melodies. We even have a song called "The Ballad" that starts off nice and then ends up nasty. Heaven paid its dues playing for the "punters" in both the smallest and largest pubs in Sydney and other Australian cities. Fryer recollected, "Men At Work used to open for us, how's that? They deserve to be where they are..." As Fryer, wide singer for Men At Work), he's a Scott."

Eighteen months after the band's start, Heaven had recorded its first single and album, produced by John Bee for Deluxe Records, the label starred by Australian manager Michael Browning, who, ironically, enough, had been involved with launching the career of AC/DC more than a decade earlier.

Now, out to conquer America, Heaven couldn't be happier with the reaction to their addition to the opportunites and good fortune that come its way. Just prior to the launch of a seven week tour opening for Judas Priest, Fryer, fingers crossed, stated, "Things are really going well. Rock stations are beginning to play the single, 'In The Beginning' off the tape and I hear that MTV has been playing their video three times a day.

producer and co-writer John Farrar acridly adds more voices and instruments, until by song's end, the shimmer boils over.

STEEL BREEZE (RCA 19-1347)
Downtown steel guitar from American Music Co./Wood Street Music, Inc. — ASCAP (K. Gorabian) (Producer) (K. Gorabian)

"Downtown Steel" is a tune that features lead singer Rick Jacobs, as he spearheads the follow-up to "You Don't Want Me Anymore" with another brightly crafted catchy rock. Guitarist Ken Orf who's voice is propelled by Rod Toner's background keyboard washes and the Mannheim backup harmonies.

KISS (Casablanca BN 2365)
I Love It Loud (3:27) (Kiss ASCAP/Streetbeat Music — BMG (G. Simmons, V. Guillen) (Producer) (D. Jackson, P. Stanley, G. Simmons)
The self-proclaimed "loudest band in rock 'n roll" sticks to the basics in theme and delivery on this first single from the "Creatures Of The Night" LP. Drummer Eric Carr's primitive drum throb, the group's tribal dad and Gene Simmons' fierce lead vocal set a scene where the "jungle is the only rule.

BLACK CONTEMPORARY
T.S. MONK (Mirage 7-99925)
Run For Your Life (ATV Music, Inc. — BMG (B. Monk, Y. Fletcher) (Producer) (Eric Mercury/North American Music, Inc.)
The song is a groovy bop waltz with up-to-date imagery describes just what it is to be "humbling. Feeling that children have the best perspective on the subject and that all the kid's chorus midway, while handclaps and steel drums lend weight to the airy melody.

AFLIE SILAS (RCA-J 15338)
There I Go (ATV Music, Inc. — BMG) (JL Parker, B. Potter) (Producers) (JL Parker, B. Potter)
A folkie-composer Alfie Silas demonstrates her abilities as a torch balladeer on this A/C-styled single. A former back-up vocalist for Martha Reeves and Gino Vannelli, Silas is clearly meant as a vehicle for her own record, and the comfort she exhibits in this orchestral context leaves no doubt that she's a professional of the highest order.

NEW AND DEVELOPING

DEXY'S MIDNIGHT RUNNERS (Mercury 78189)
(Producers: C. Langan, A. Winstanley)
The best selling single in Great Britain last year, "Come On Eileen" is also Dexy's American debut, and a breezy amalgam of romanticism, traditional Irish folk song and pop. "Eileen" is a rousing tune about a dance partner behind the delicate tenor of vocalist/wa- keen Kevin Rowland.

MELLE MEL & DUKIE BOOTIE (Sugar Hill 71076-A)
Gone is Melle's socially or musically provocative as the first "Message," as rendered by Grandmaster Flash et al. this synth- driven, uptempo tune is a misadventure in the context of the ap- proach to social-conscious lyrics still combine for here for a hot B/C radio and dance club staple.
INTERNATIONAL PROFILE

Jose Feliciano: Veteran Artist's LP
In Spanish Hits Big In Int'l Markets
by Jeffrey Rosser

LOS ANGELES — Acoustic guitar virtuoso, internationally renowned superstar singer, dramatic television actor, Jose Feliciano can lay claim to all of these titles, and with the release of his new LP, "Escenas De Amor," he adds yet another credit to his career. The winner of two Grammy awards and 35 gold albums has become the first artist to debut an album on the recently for- med Motown Latino label, and the results so far have been staggering, exceeding both the record company's and Feliciano's wildest expectations.

The LP has already gone gold in Colum- bia, Argentina, and will soon in top chart distinctions in Argentina, Spain and, surprisingly enough, Greece and Austria. To date, the LP has sold roughly 400,000 units.

The story of Feliciano's initial ascents into the musical limelight has already been told so often, and in so many guises, that the temporary pop has probably heard how the performer, blind since birth, emerged from the tomens of Spanish Harlem as a self- taught guitarist and burst into worldwide

Oak's, Aretha Franklin Top Nominees
For 10th American Music Awards
by Jeffrey Rosser

LOS ANGELES — Final arrangements are being readied for the 10th annual American Music Awards, which will be televised "live" from the Shrine Auditorium in Los Angeles on Monday, Jan. 17, 1983, at 9-11 p.m. (Eastern and Pacific Time) over the ABC Television Network. This year's show, at the Shrine Auditorium here, will include the presenta- tion of 15 awards — five in each of three categories, pop/Rock, country-and-soul as well as several musical performances and

Werman Named
Senior VP, A&R,
At Elektra/Asylum

LOS ANGELES — Tom Werman has been appointed to the post of senior vice presi- dent of A&R for Elektra/Asylum Records. In his new position, the former Epic Records executive will be responsible for all A&R activ- ity at the label and will also produce at least two albums a year for E/A.

The 37-year-old Werman, who will now be based in the company's L.A. headquar- ters, most recently served as vice presi- dent/executive producer, for Epic, a post he held since 1979. He joined the CBS Records group in 1971 as assistant to Epic's East Coast A&R director. Between that time and 1980, Werman signed such acts as REO Speedwagon, Ted Nugent, Cheap Trick, Boston (along with Lennie Petzie) and Holly Hitchett. He also worked his way up to the 25 albums for Epic and other CBS labels between 1976 and 1982.

Easter Bowie's "Root
To The Source"

THE PUBLIC THEATER, NYC — For some inexplicable reason, the palace revolt led on the jazz avant garde by Chicago's Assn. for the Advancement of Creative Music (AACM) to a lab full of disc jockey turn- stile, saxophonists like Roscoe Mitchell, Julius Hemphill, Oliver Lake, Joseph Jarman and David Murray, challenged the new wave's slavish and of- ten amateurish appropriation of John Coltrane, few saw coming to challenge the precepts of latter-day trumpeters. The music heard was the Art Ensemble of Chicago's Lester Bowie, and even today he ranks as one of the truly great trumpeters in any sphere.

Although having made his name in the experimental sphere, Bowie learned and experienced his craft as a member of groups with numerous soul revues, backing vocalists such as Wilson Pickett, Johnny Taylor and his former band the Medias. As a result, his roots, as well as their source — gospel music — were in full evidence when Bowie returned here with his eight-piece ensem- ble for his first Public Theater gig in over a

year. Offering more than an historical review, Bowie exhibited a deep well of infl- uences and filtered them through his own still-radical vision, presenting a program that was both savory and nostalgic and challenging in its vision.

Employing humor and affection as the glue, the trumpeter constructed an over- view of African-American musical history. Drawing on the talents of vocalists David Peskin and Martha and Fontella Bass, Bowie was able to direct a program that is gilded effortlessly from soul-shattering gospel through a "Hymnology: Black Church" and a dance and cover of Fon- tella's "Save Me." Musicians Arni Brown, Fred Williams, Albert Dailey and Phillip Wilson were unfailing in their support, regarding the entire performance with a ner- vously quizzical, humorous, soulful and probing solos offered appropriate colors. His refusal to limit the range of the music was most dramatically demonstrated dur- ing the concert's opener, when filling his trumpet up with water, he provided a gurgling background for actor Avery Brooks' reading of a poem about the Negro Rev- erend.

Armied with the humor of a Dizzy Gillespie, the vision of a Fats Navarro and the chops of a Kenny Dorham, Lester Bowie has also incorporated his own unique capabilities. At the Public, those capabilities were translated into an astounding performance.

Ted"}

COH Box/January 15, 1983
NEWS & REVIEWS

EXECUTIVES ON THE MOVE

**PolyGram Promotes Drosinis**

-Patti Drosinis has been promoted to director of advertising administration for PolyGram Records, Inc. She joined PolyGram in 1976 as PolyGram's customer service administrator to Mercury Records' advertising administrator, and then became advertising administrator for PolyGram.

**Work Named At Arista**

-Arista Records has announced that Nate Wolf has been appointed Midwest regional marketing director. Prior to joining Arista, he was branch manager for CBS Records in Cincinnati.

**RCA Names Brubaker**

-Appointment of Roy T. Brubaker as technical services manager for RCA VideoDiscs has been announced. He previously was vice president and general manager of WQED West, a public television service.

**CBS, Chrysalis Formally Disclose Distribution Pact**

—LOS ANGELES — Culuminating weeks of speculation, CBS Records and Chrysalis Records jointly announced some details of their recent agreement calling for CBS, through its Epic label, to begin distributing Chrysalis product in the U.S. Chrysalis replaces its web of independent distributors, but remains an independent company with the option of using the promotion, marketing and merchandising staffs and facilities of CBS.

Label co-chairman Terry Ellis will assume the duties of Chrysalis president, a position which Sal Licata held for four years before resigning last month. According to a label spokesperson, Ellis will relocate from London to New York to head up the new Chrysalis marketing efforts, which is shifting from the West Coast.

Other key Chrysalis marketing and promotion personnel in the New York headquarters, as well as staffers to operate from the smaller Los Angeles office, were not set at press time, although the announcement from Chrysalis said that key personnel from Chrysalis staff have been offered an opportunity to relocate to New York.

Cataloging numbers for all the label's records and tapes to be distributed by CBS will be immediately changed to distinguish from product previously distributed by the indies. The original identifying four numbers attached by Chrysalis will remain on the product but be preceded by the number "4." The prefix will be FV for albums and FVT for cassettes.

Regarding return of Chrysalis product distributed by independent distributors, for the first 120 days (four months) of 1983, CBS will accept returns only from the former Chrysalis distributors at the distributors' price. Beginning March 1, CBS will change the return system to allow direct exchanges from its own retail account for credit at the same former independent distributor price.

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**EXECUTIVES ON THE MOVE**

**Schwartz Bros. Posts Sales Increases For Third Quarter, 1982**

—NEW YORK — Schwartz Bros., Inc., last week reported an increase in sales and net income for both the third quarter and nine months ended Oct. 31, 1982. Sales of $32.9 million for the nine-month period were up 5.3% from $31.2 million one year earlier. After tax earnings rose to $14,009, or two cents per share, from $10,907, or one cent per share, for the prior year period.

For the three months ended Oct. 31, 1982, sales of $11.4 million produced net earnings of $5,751, or one cent per share, up from sales of $11.1 million and one cent per share, in the comparable 1981 quarter and net earnings of $659, negligible on a per share basis. The company attributed the increased sales to heightened consumer interest in video products and video games.

Schwartz Bros. is a distributor and retailer of prerecorded records and tapes.

Roger Bowling
The Songs Live On

1977-1982

CBS, Chrysalis

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RIAA Audio, Vid Certifications Dipped Slightly During '82

(continued from page 7)

and Men At Work. Platinum debut albums were also earned by Quarterflash; Strait Cats, Survivor and the Go-Go's. On the other end of the spectrum, superstar acts like the Beach Boys, Yes, Stevie Ray Vaughan, Neil Diamond, Elton John, The Who, Linda Ronstadt, Barbra Streisand, and Olivia Newton-John all earned gold certifications for their albums and gold collections, while John Cougar also collected platinum.

Air Supply's Patricia and Alvin Wilson led the way with two platinum album awards, each with the Oak Ridge Boys and Kenny Rogers also receiving multiple awards. The Gap Band was the only black group with a platinum album, though Marvin Gaye's comeback LP, Diana Ross' "Why Do Foole Fall In Love" and Lionel Richie's solo debut also scored platinum. The Bar Kays, Cameo, Rick James, Evelyn King, LaRue and War all received gold albums, and both the Time and Dinahs received two gold albums apiece. Gold albums also went to heavy rock groups like April Wine, De Lapeaud and Judith Priest.

Three dance/exercise albums went gold, including Simon & Garfunkel's "Still Crazy After All These Years," which also went platinum. Eight soundtrack albums received awards, including Charlatans, Vacation and Annie, both of which went platinum.

December Certifications

The 1982 platinum and gold totals included Warner Records' Certifications Sampler, which showed nine platinum albums, down from 11 in December 1981, and 16 gold albums, down from 19 in December 1981. The best selling of the four gold singles were one better than the previous December.

December's platinum album and gold in December 1982, were Lionel Richie's self-titled album on Motown Records, "H2O" by RCA recording group Hall & Oates, and MCA's "Hymns of Columbia." The other platinum awards were "Built For Speed" by EMI America recording group Spyder and "The Nylon Curtain," recorded by Columbia recording artist Billy Joel." By Full Moon/Warner Bros. recording group China Crisis, and "A Magic Child," recorded by artist Neil Diamond. "Toto IV" on Columbia; and "Gap Band IV" on PolyGram. Other gold album awards were A Flock of Seagulls' self-titled debut title on Jive/Artists; "Astral Sounds/Natural High" by Mark Bausch on the Dr. Mark Presents cassette-only label; "I Can't Stand Still" by Elektra/Asylum recording artist Don Reno; and "No News," by independent recording artist Glen Frey. "Get Loose" by RCA recording artist Eurythmics; "I'm Still Waiting" by Mercury/PolyGram recording group Def Leppard; "Christmas" by MCA recording artist B.J. Thomas; "Christmas" by Epic recording artist Dan Fogelberg; "All Time Greatest Hits" by the late Columbia recording artist Marty MSP; and "All Time Greatest Hits" by Columbia recording artist Ray Price.

The gold singles certified for December were "Richard's Truly" by Gaye's Sexual Healing; "Nobody" by RCA recording artist Sylvia; and "Mickey" by Chrysalis recording artist The Bangles.

Video Awards

Highlights of 1982's video certifications included a January gold award to Mary J. Blige, the first to a video recording on the new certification criteria of combined sales and rentals. In March, the first gold award, including sales-only gold was for the latest Heavy Metal film, "Teenage Witch." In August, Walt Disney Home Video received their first gold award for a special promotion for videocassette sales of its Disney American Summer Cartoon Series. The year's video certification totals included the eight gold video awards and one platinum award for December 1982, which doubles the four gold awards in December 1981. There were no platinum awards in December of last year.

MG/MU/United Artists Home Video reaped seven of December's eight gold awards for combined videocassette/video disk sales. Other gold awards went to Disney's "The Little Shop of Horrors," "Forbidien Planet, Network, Potterbelly, That's Entertainment, The Champ and The Formula." The other gold award was for Walt Disney's videocassette sales of a Walt Disney Christmas, 1982.

The year's video certification awards went to MGM/UA for combined videocassette/video disk sales of "The Wizard Of Oz.

Marketing's Focus

(continued from page 7)

use of alternative product lines.

The following business sessions (April 12-13) will feature panel discussions and workshops on specific topics including tape merchandising, packaging and pricing, the merchandising of children's and classical product, the needs and desires of artists, the interface between radio and the recorded music industry, and the new potentials of video, the video business and home computing.

Much of the discussion on the tape topics will probably focus on specific issues raised by the NARM Retailers Advisory Committee meeting and the NARM Rack Jobbers Advisory Committee last year. In the area of packaging, the retailers expressed their preference for a standard 6" x 12" box (Cash Box, Oct. 16, 1982), while the rack jobbers pressed a recommendation of a 9" x 12" box (Cash Box, Nov. 6, 1982).

In addition, the retailers specifically asked for a standard 45 rpm packaging, by implication both expressed concern over the issue of pricing, with one label executive at the retailers' meetings complaining that the most important problems facing the industry today are "pricing, pricing and pricing." (Cash Box, Oct. 16, 1982).

Another area to be covered (surely

Top 30 Albums


On Jazz

INDIES FIRE FIRST VOLLEY — Who will we be looking for in jazz in '83? If this year's first batch of releases is any indication, most of the action will be coming from the independent jazz specialty labels. While the majors continue to dominate the Cash Box Jazz chart with A/C crossover fare, and Elektra/Musician, PolyGram Classic and Columbia's jazz department have promoted continued vigorous programs, there seems little doubt that jazz at most major labels has been counted as a casualty in the over-raging battle against the bottom line. And while the recent deflection of Chrysalis to CBS is raising questions about the role of independent distributors in the rock world, independent jazz labels are piling on with new releases, seemingly un-inhibited by talk of impending recessionary doom.

Very possibly, the stage is being set for a return to the heyday of the jazz indies, and before the decade reaches its mid-point, we may be seeing a resurgence of the '40s, '50s and '60s, not unlike that of the '40s, '50s and '60s when labels like Savoy, Prestige, Verve and Blue Note ruled the jazz road. Un- able to master the mathematics of smaller numbers, the hit-oriented ma- jors are being forced to cut back. New jazz labels with a strong sense of identity are presently few and far between, although the New York-based Gramavision shows every intention of being a heavy contender in this sphere, with recent signing of Jay Hoggard, James Newton, Harri Swartz, Jerome Harris, Bob Moses and Pheerean aka Lafi. But until the smoke clears, there will be plenty of independents vying for slots in the changing marketplace. Herewith, a few of the independent releases that arrived on the cops of the year from both new and veteran labels, perhaps offering a glimpse of things to come.

Over the years, New York's Moe label has quietly built one of the most impressive jazz catalogs around. Label honcho Joe Fields kicks off the year with a trio of diverse titles, highlighted by "The Art of the Artistic" and "Red Rodney with Richlie and the New York Piccolo Symphony, both of which are from the NARM NARC jobbers and home computing.

The convention will be held off with the annual NARM Gift of Music Awards Banquet recognizing the top selling product of 1982 (as compiled from NARM members), as well as the traditional slate of gala, lunches and receptions.

Commenting on the upcoming convention, newly appointed NARM vice president Dan Davis (Cash Box, Dec. 25, 1982) said, "It should be another great year for the convention. This is the tenth year of the year to enter the NARM picture. I have for many years attended the convention as a participant, but the prospect

Cash Box/January 15, 1983
New CBS Price Policy Draws Wide Response From Dealers

(continued from page 7)

will also spell a slight price increase for rack jobbers and a significant one for discount store likes and Argos and Target already dealing directly with CBS.

Commenting on the new pricing structure, Paul Smith, senior vice president and general manager of music for CBS Records, said: "Our best interests, and we feel the industry's, are tied to people whose livelihood is directly tied to the sale of music, so CBS was against the idea that they could if need be use records as a loss leader just to sell something else."

Lauding the move was Russ Solomon, president of the 32-store Tower Records chain. Describing the structure as "a well thought-out one," Solomon said that it was "about the time the record companies began facing facts."

Somewhat less enthusiastic, although definitely happier, was Paul Wachtel, buyer for the 23-store Turtles Records chain of Georgia. This "will definitely help us," he said. "Russ has indicated that he has always had a chance to pull it over."

Similarly, Vince Taylor, manager for one of Leisure Landing's three Louisiana record stores, said he had predicted it would help his outlet on hit product and regional breaks, but would hurt on specialty items. "It's a good compromise," he said. "We do a lot of boxes," said Taylor. "It's sort of liking Peter to pay Paul."

The move was also the equalization plan has stirred ire among wholesalers.

Wholesalers Angry

"They're trying to force wholesalers, rack jobbers and one-stop operators to do business the way we're doing business," said Russ Porteous, buyer and operations manager of the Washington-based General Records. "CBS has, in effect, predicted it would help its outlet on hit product and regional breaks, but would hurt on specialty items."

Jerry Richman, president of the Pennsauken, N.J.-based Richman Bros. Records Inc., which is both a distributor and a one-stop, was equally direct in his assessment of the new program. "It means they're eliminating one-stops," he said. "Wholesalers have always been useful to CBS. They have to really ask what's going to happen to CBS. Are they going to increase their sales staff four times? Increase their warehouse and distribution to where now they're going to have a million orders coming in all over? Any store they have anywhere, with a computer in the store because it's the same price, they don't need a central warehouse, and it's shipped direct."

Aside from objecting to equalizing box lot prices between wholesalers and retailers, Richman voiced concern over the effect of the program in raising the cost of the display in the store.

American Music Awards Nominees

(continued from page 7)

the awards ceremony.

The nominees for the American Music Awards are:

POP/ROCK

Favorite Male Vocalist — John Cougar, Paul McCartney, Rick Springfield

Favorite Female Vocalist — Olivia Newton-John, Stevie Nicks, Diana Ross

Favorite Group — Fleetwood Mac, Hall & Oates, The Monkees


COUNTRY

Favorite Male Vocalist — Charley Pride, Kenny Rogers, Merle Haggard

Favorite Female Vocalist — Emmylou Harris, Barbara Mandrell, Sylvia

Favorite Group — Alabama, Oak Ridge Boys, Statler Brothers

Favorite Single — "Bobbie Sue," Oak Ridge Boys; "Don't Love Me Too Much," Kenny Rogers; "Nobody," Sylvia


SOUL

Favorite Male Vocalist — James Brown, Lionel Richie, Stevie Wonder

Favorite Female Vocalist — Aretha Franklin, Evelyn King, Diana Ross

Favorite Group — The Jam, Gap Band, The Gang, The Time

Favorite Single — "Jump To It," Aretha Franklin; "Sexual Healing," Marvin Gaye; "Jump To It," Aretha Franklin; "Thrown In The Rough," Rick James

Dream Weaver — Ruby Records' "Dream Sydicate" recently wrapped up its first West Coast tour opening for the Psychedelic Furs. After the show, the Syndicate's axeman, John Precoda (l) chatted shop with Furry guitarist John Ashton.

EAST COASTINGS — Although no official statement was forthcoming at press time, industry sources confirmed that RCA Records will undertake a major realignment of its branches. Markets affected are Denver, Detroit, Philadelphia and Miami.

It appears that the realignment will involve at least the closing of those regional offices, but the future of the branches themselves was still uncertain at press time. The move is intended to freshen up the next two weeks so that the company can focus on the upcoming release of Micky Dolenz's album, which has recently played host to an unusual entourage when guitarist/bandleader Miami Steve Van Zant and girlfriend Maureen Santora tied the knot there on New Year's Eve. More & Gong's Jules "Jules & The Polar Bears" Shear has inked with Latin America. His debut disc for the label will be produced by Todd Rundgren, whose own LP, "The Ever Popular Tortured Artist Effect," has just been released by Warner Bros. Records. The disc features songs recorded on his recent East Coast tour, which has earned him a new group of fans. All of the songs are featured on his upcoming album, "Corridors Of Power," which is scheduled for release in February.

A new dance music LP, "New York Dance In Profile," has been recorded by signature vocalist Craig Peyton. His initial release for the label, "Be Thankful For What You Got," will appear late January. Sandy Miller, manager of Chappell International has departed the label. She can be reached at (212) 878-1034.

Nona's Material World — Singer Nona Hendryx (of好) has been signed to her RCA debut album, "Nona." Pictured with Hendryx are Michael Beinhorn (c) and Bill Laswell, who produced the group's first album, "Inferno." It's not the first time Laswell has worked with the group. He produced a jazz project for Hendryx, which was released last year.

A new album from Woodbine bassist Phil Larkin, who has been signed to CBS Records, is scheduled for release in February.

Points West — Bread & Roses, the Marin County-based non-profit that produced the West Coast tour and other live events to benefit AIDS, has announced that its first annual fundraising event will be held on January 26. The event, "The Bangle's Love Song," will feature such artists as The Manhattan Transfer, John Tesh, and Cyndi Lauper. The proceeds will benefit the AIDS Project of Marin County.

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This listing of new videocassette and video software releases is designed to keep home video retailers and dealers abreast of the new product available and can be used as an ordering guide. This section is handled by Cassette and Home Video groups, followed by manufacturer, catalog number and price. Some products listed may not have been assigned either a catalog number or price at the time of writing.

**TOP 30 VIDEOCASSETTES**

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<td>1084</td>
<td>$39.95</td>
</tr>
<tr>
<td>28</td>
<td>THE MAN FROM LAGOON</td>
<td>MGM/UA</td>
<td>1086</td>
<td>$39.95</td>
</tr>
<tr>
<td>29</td>
<td>THE MAN FROM LAGOON</td>
<td>MGM/UA</td>
<td>1088</td>
<td>$39.95</td>
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<tr>
<td>30</td>
<td>THE MAN FROM LAGOON</td>
<td>MGM/UA</td>
<td>1090</td>
<td>$39.95</td>
</tr>
</tbody>
</table>

**NEW VIDEO SOFTWARE RELEASES**

**WINTER CES**

(continued from page 9)

Blade Runner

(continued on page 30)
### TOP 15 VIDEO GAMES

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Developer/Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PITFALL!</td>
<td>Activision</td>
</tr>
<tr>
<td>2</td>
<td>FROGGER</td>
<td>Parker Brothers</td>
</tr>
<tr>
<td>3</td>
<td>DONKEY KONG</td>
<td>Coleco</td>
</tr>
<tr>
<td>4</td>
<td>3 E.T. Atari CX2674</td>
<td>Atari</td>
</tr>
<tr>
<td>5</td>
<td>BERZERK Atari CX2640</td>
<td>Atari</td>
</tr>
<tr>
<td>6</td>
<td>MEGAMANIA Activision AX017</td>
<td>Activision</td>
</tr>
<tr>
<td>7</td>
<td>ZXZON Coleco 2435</td>
<td>Coleco</td>
</tr>
<tr>
<td>8</td>
<td>RIVER RAIDERS Activision AX020</td>
<td>Activision</td>
</tr>
<tr>
<td>9</td>
<td>RAIDERS OF THE LOST ARK Atari CX2659</td>
<td>Atari</td>
</tr>
<tr>
<td>10</td>
<td>5 WORD QUEST: EARTH WORLD Atari CX2656</td>
<td>Atari</td>
</tr>
<tr>
<td>11</td>
<td>ATLANTIS Imagic 3200</td>
<td>Atari</td>
</tr>
<tr>
<td>12</td>
<td>REAL SPORTS: BASEBALL Atari CX2640</td>
<td>Atari</td>
</tr>
<tr>
<td>13</td>
<td>DEMON ATTACK Imagic 3200</td>
<td>Activision</td>
</tr>
<tr>
<td>14</td>
<td>PAC-MAN Atari CX2646</td>
<td>Atari</td>
</tr>
<tr>
<td>15</td>
<td>TURBO Coleco 2473</td>
<td>Activision</td>
</tr>
</tbody>
</table>

### TOP 15 MIDLINES

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Developer/ Publisher</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TAPESTRY Carole King</td>
<td>(Epic PE 34946)</td>
<td>22</td>
</tr>
<tr>
<td>2</td>
<td>LOOK SHARP! Joe Jackson</td>
<td>(A&amp;M SP-6-4907)</td>
<td>22</td>
</tr>
<tr>
<td>3</td>
<td>WORDS APART Saga</td>
<td>(Portrait/CBS ARP 38246)</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>5 SO FAR</td>
<td>(Crosby, Stills, Nash &amp; Young (Atlantic SD-11911)</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>SOUVENIRS Dan Fogelberg</td>
<td>(Full Moon/Epic PE 33137)</td>
<td>13</td>
</tr>
<tr>
<td>6</td>
<td>7 LET THERE BE ROCK AC/DC</td>
<td>(Atco SD-3815)</td>
<td>15</td>
</tr>
<tr>
<td>7</td>
<td>8 THE DOORS</td>
<td>(Elektra EKS 75007)</td>
<td>12</td>
</tr>
<tr>
<td>8</td>
<td>9 CARNIVAL</td>
<td>Duran Duran (Capiot ST-15006)</td>
<td>12</td>
</tr>
<tr>
<td>9</td>
<td>10 CHRISTMAS WISHES</td>
<td>Anne Murray (Capiot SN-16232)</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>11 A COUNTRY CHRISTMAS</td>
<td>Various Artists (RCA CPL 1-4936)</td>
<td>11</td>
</tr>
<tr>
<td>11</td>
<td>12 PRETTY PAPER</td>
<td>Willie Nelson (Columbia JC 36169)</td>
<td>7</td>
</tr>
<tr>
<td>12</td>
<td>13 KISSING TO BE CLEVER</td>
<td>Culture Club (Virgin/Epic ARE 38398)</td>
<td>15</td>
</tr>
<tr>
<td>13</td>
<td>14 I COULD RULE THE WORLD</td>
<td>Various Artists (RCA CPL 1-4396)</td>
<td>9</td>
</tr>
<tr>
<td>14</td>
<td>15 CHRISTMAS ALBUM</td>
<td>Various Artists (Columbia CS 9557)</td>
<td>6</td>
</tr>
</tbody>
</table>

### REGIONAL ALBUM ANALYSIS

#### NATIONAL BREAKOUTS

1. FOREIGNER
2. J. Geils Band
3. TOTO
4. 8 SAGA
5. 9. J. Geils Band
6. 10 COMMODORES
7. 11 GROVER WASHINGTON, JR.
8. 12 CULTURE CLUB
9. 13 BILL COSBY
10. 14 RAY PARKER, JR.
11. 15 CHAKA KHAN

#### SOUTHEAST

1. FOREIGNER
2. J. Geils Band
3. BARRY MANILOW
4. TOTO
5. BILL COSBY
6. PEABO BRYSON
7. SAMMY Hagar
8. TONI BASIL
9. 10 SINGLES
10. 11 CULTURE CLUB

#### MIDWEST

1. FOREIGNER
2. J. Geils Band
3. TOTO
4. BILL COSBY
5. PEABO BRYSON
6. SAMMY Hagar
7. TONI BASIL
8. 10 CULTURE CLUB
9. 11 CULTURE CLUB
10. 12 CULTURE CLUB

#### NORTH CENTRAL

1. FOREIGNER
2. J. Geils Band
3. TOTO
4. BILL COSBY
5. PEABO BRYSON
6. SAMMY Hagar
7. TONI BASIL
8. 10 CULTURE CLUB
9. 11 CULTURE CLUB
10. 12 CULTURE CLUB

#### DENVER/PHOENIX

1. FOREIGNER
2. J. Geils Band
3. TOTO
4. BILL COSBY
5. PEABO BRYSON
6. SAMMY Hagar
7. TONI BASIL
8. 10 CULTURE CLUB
9. 11 CULTURE CLUB
10. 12 CULTURE CLUB

#### SOUTH CENTRAL

1. TONI BASIL
2. FOREIGNER
3. J. Geils Band
4. TOTO
5. BILL COSBY
6. PEABO BRYSON
7. SAMMY Hagar
8. TONI BASIL
9. 10 CULTURE CLUB
10. 11 CULTURE CLUB

### Notes

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.
PLANNING STRATEGIES:

**PHILADELPHIA RETAILERS BEGIN CONTROVERSIAL RENTAL PROGRAM**

(continued from page 3)

PHILADELPHIA - The most dramatic example of the impact of rentals on record sales.

During the first three months of the fiscal year ended March 31, 1982, revenues in Japan were down nearly one percent from the previous year's $6.2 billion. It was the first time Japanese record companies failed to improve on the previous year's nearly 13 percent sales increase.

The Japanese Phonographic Record Association (JAPRA) said the number of rental shops in conjunction with television or radio stations during a two-month period.

The Japan Phonographic Record Association (JAPRA) said the number of rental shops in conjunction with television or radio stations during a two-month period.

Rentals are increasing.

The problem characteristic of "insiders," the JAPRA in conjunction with the Japanese Asan, of Rights of Authors and Composers placed a bill in court to close the shops.

In view of the home taping controversy, many of the reasons cited by JAPRA for the commencement of record rentals were refuted by Recording Industry Assn. of America (RIAA) president Stanley Gorkin.

"Renting a record could be one of the worst things you could do for a record," said Gorkin. "The idea that you can represent a bar to the record industry as being the way records are sold is a problem the industry must address."

He pointed out that informal investigations by JAPRA of retail jewelers' survey of their retail accounts and by the National Assn. of Recording Manufacturers have revealed that nationally 1983 stores have record rental programs or clubs, but added that the research was not "comprehensive or complete."

"They (retailers) say they can accomplish a purchase by allowing a consumer to prepare a certain program and say, "Then why do they sell blank tape tape?"

He said that radio already provides a great deal of "preview" for consumers, particularly in the U.S., and that in many cases the most common rental items are the Top 20 and not the "esoteric or lesser known releases.""

Although the majority of smaller Philadelphia-based dealers in JAPRA support the rental program, Gorkin continues to question whether it is not viable for their operations. "I don't think it will help the record industry," said Gorkin. "I think it will hurt other industry groups trying to fight home taping," said James Cophas, head of the three-store King James chain there.

Although he sympathized with the dealers on the plight prompting development of the program, he said that in the long run retailers should be in the business of retailing.

"First of all, I wasn't asked about a rental program," said Cophas. "But I agree with the people at JAPRA and the companies that they need to manage their businesses, they have to do something.

A record dealer, who has operated a rental program at his two stores since November, is Marvin Burton, owner of Vinyl House, a U.S.A. store.

Burton also recognized the importance of record retailers maintaining sales to stay in business, saying, "It's basically in the selling end. But with the problems slowing the last year and the lack of record company dollars in advertising, we had to look at rentals on a test basis."

Many of the dealers forging ahead with the IRPA plan will employ a rental club concept like Webb and Burton, while others will have straight rental programs. There was no consensus among the 10 dealers, according to Webb, on uniform charge for rentals.

In addition to Burton, with his two stores and Webb's outlet, the other IRPA dealers preparing programs are Big Tom's, Time Out Records, Glam Records, Infinity Records, Cramond Records, Continuous Motion, Gold Record Shop, Sound Track, Small Town Records, and Dazz Records and Wesley's Record Shop.

Webb said that an advertising campaign he developed with WDAS radio to "let the public know that these services are available in their own communities.""No Retaliation"

Webb said he expected no retaliation from record labels or undue inconvenience. "How can they inconvenience us when they don't do it for anyone?"

"We have a product shortage now."

"Second, "because they ship to the bigger dealers and downtown stores first anyway."

Sure they could try some legal action, but I know that stores out West have been doing it for a while. They'll just have to call us on it first."

"My philosophy is "do it if you get caught or they say no,"" Webb concludes. "But the fight is far from over."

He noted that the Supreme Court of the United States will hear the so-called "Black Tape" case in the beginning June. And the House and Senate legislative efforts to stem the home taping problem will be contingent on the outcome of the Supreme Court hearing.

The issues they raise to justify renting records are a smoke screen to camouflage their efforts at a quick dollar," Gorkin maintained.

"U.S. Games To Sponsor $10,000 National Contest"

LOS ANGELES - Home video games cartridge manufacturer U.S. Games will sponsor a national contest with a $10,000 grand prize to name its latest game. Tabbed the "U.S. Games Name-This-Game Sweepstakes," the contest will be implemented through retail, beginning Feb. 1 and ending April 30. The winner of the contest will be awarded $10,000, the second-place prize will be awarded $5,000, and the third-place prize will be awarded $2,500.

The promotion will be supported by national advertising, direct mail, in-store displays, trade shows, and in-store contests.

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Hans D. Batschelet
Batschelet Named President Of Studer Revox

LONDON — Lighthouse Studios, a media center aimed at the independent producer, is presently under construction here, targeting roughly mid-1993 completion. A heart of the London docklands, Lighthouse was conceived and designed to provide state-of-the-art facilities for producers working in all areas of broadcast cable and satellite television, and videocassette and videodisc production. It is situated on several floors of a building, the two lower on the streetside, the other 4,000 square feet and the other 3,000 square feet, are being developed on a 3/4 acre site of a 1950s construction. The group is associated with Canary Wharf on the Isle of Dogs. Hall of the studio is expected to be sublet to associated media industries.

The Lighthouse Studios management team will be comprised of Jeremy Wallington, former director of programs for Southern Television; Mark Shave, creative director of Souther Pictures and an independent producer; Al Burgess, production director, Southern Pictures; Frank Letch, former director of finance for Southern Television; and Michael Flint, former managing director and vice president in charge of European production for Paramount Pictures and, most recently, a partner in the law firm of Denton, Hall and Baber.

The $18 million studio complex is being supported by a consortium of five companies: Associated Newspapers Ltd., D.C. Thomson, Drayton Montagu Portfolio Management Ltd., May Gurney Holdings Ltd. and the Scottish Investment Trust. It is being developed by Westminster Bank and the Industrial, Commercial and Financial Corporation. Financial arrangements were made by the Associated Newspapers chairman Michael Shields, are N.M. Rothschild and Sons, Ltd. Managers of the Lighthouse Studios are John Kohn and Bob Walsh.

SESSION MIX

Nashville was abuzz with recording projects during the month of December. At Woodland Sound Studios, actressinger Silvia Spacy was recording her debut Atlantic release. "Stardust," a Crowell production, Bradley Farmer engineered, with Tim Farmer assisting... Vern Gosdin was also laying down tracks with producer Jim Owen, is a Crowell production, and Ken Cowher assisted... Billy Ed Wheeler was recording for Sleepy Hollow Music, is a Crowell production, and Andy Benefield assisting... Finally, Bobby Jones was cutting a record for Word with producer Tony Brown, Rick McCollister engineered, with Benefield lending an assist.

Over at Sound Emporium, RCA recording artist Mark Miller was recording his latest for the label, with producer Garth Funder. The two were also co-producing another independent project, one by Williams' group, The Scratch Band. Gary Laney engineered on both... Larry Butler produced a number of sides for Ron Simpson, with John Abbot engineering... John Lincoln Wright and James Talley were putting final touches on a country LP, featuring David Nelson as lead singer, is a Crowell production... Chris Reynolds and Ed Hudson engineering: Dick O'Brien mixing on a Ronnie Duke project, with Abbott engineering... and Jim Wilson engineering of "London Calling: The Rock 'n' Roll Record's" Jessie Burns... Johnny Cash completed work on a set for Priority Records.

Ronnie McDowell, Razz Bailey and the jazz group infinity have all been at Nashville's Soundshop. Producer Buddy Killion was behind the boards for the McDowell project, with Mike Bradley engineering. Engineer Ernie Winfrey worked with Bailey, while Travis Truck produced Intuition, which used a Sony 24-track digital machine for the recording... In Los Angeles, the late Marty Robbins was in Soundtrack just prior to his death, recording with producer Bob Montgomery and engineer Winfrey.

The recording of producer John Ryan recently wrapped up work on the new solo set by former Doobie Brother Patrick Simms, will be released on Van Nuys; John Smith engineered with Bill Koepnick assisting... Geffen recording group Quarto has also been in at Sound City, with producer John Boylan and engineer Paul Grup. Ray Leonard assisted... Walter ("Magnet and Steel") Eggn has been working on a new backstreet/MCA LP in the Valley, co-producing with Duane Scott, who also engineered. Bob Kowalski assisted.

At Sunset Sound in L.A., Tom Waits is completing work on his self-produced LP, with Bill Dawes engineering and Peggy McCreary assisting. Toto, Peter Allen, Toni Basil and Jim Messina have all been working on projects there as well. Shep Lonsdale is engineering Toto's self-produced album, with Jeff Minnich assisting. Producer Richard Landis, who most recently has worked with Juice Newton, is overseeing the Allen set. With Joe Chiccarelli and Richard Mackern behind the boards, Greg Mathisone is producing Basil's latest, with Trevor Milne and David Leonard engineering. Don Murray is engineering the Messina sessions, with Robert Fura assisting...

At Motown, The Dazz Band has been mixing its upcoming album, "On The One," with producer Reggie Andrews.

PROLIFERATION OF Titles Boosts Used Vid Game Sales

continued from page 16... came to him while "sitting around with a friend." An ad in Electronic Games magazine last spring stepped up the number of offers to as many as 130,000. "An advert called 'Ewstones' spot and an 'Infintion Fighter' piece by news radio station WINS further contributed to the current "consistent flow of customers' buying 'all different amounts' of games, with 'no two days alike'."

Amazed At Reaction

Until last week Schwartz carried only used Atari software and hardware, staying away from Intellivision product due to a spate of games "secretly made for kids to people in their mid-30's" coming into the store "strictly looking for used games that were "used up." He has just begun handling ColecoVision products and "amazed" at the strong reaction.

At Off The Record, a three-year-old 3,000 sq. ft. record store in Santa Monica, Calif., that has been selling used games for about six months, co-owner Mario Estev ested used games sales totaling 50 a week. Wyler, who also sells and rents new products to customers from "60 different used titles we carry," reports that Schwartz goes so far as to sort and test such games for an in-store computer prior to purchase by customers.

At Brooklyns Titus Oaks, which has been carrying used games since last August, local retail manager Steve Bill reported sales of up to 52 a week, "maybe 12 on a Saturday."

"Kids gotsorbed after a while," continued Wyler. "They come in and trade their games to get credit on new ones." Prices of used cartridges at Titus Oaks range from $3.95-$18.99, depending on the cartridge, with prices on used hardware ranging from $24.99-"Frogger" and "Mousetrap" in the upper bracket, and older titles like "Home Run," "Kong" and "Big Bopper—Shiny Derby" filling out the lower ranges.

The price range at Off The Record is $2.95-$18.95, with the store carrying "new" and "used" games, usually. Wyler said that recent games like "Carnival," which can go for $34.99 new, would cost $24.99 used, while various "used" games can be picked up for as little as $6.99. He added that all used games are priced at 25%-40% off the new game price, which he said accounts for his success in selling them so far.

According to Forest Hills' Schwartz, his prices average buy-carryover for $12 and sells for $2.95-$18.55 — is influenced by the quantity of stock accumulated, though Schwartz "prices it mostly by feel." Like Stokoe, he cited huge record major factor behind so many customers bringing in used games, though he noted that the number of kids, "Super Breakout," "Pitfall," and "Duck Hunt" are "always good. He says they're "always used up," so customers buy used in a hurry when available.

Short Lifespan

Other dealers find the short life span of many video games as causing turnover. "A cartridge lasts forever," said Mark Huley, director of marketing at the seven-store American Tape & Video chain based in Atlanta, "but it gets old quick. I'd say most players last two to four weeks and then there are usually new releases."

At Motown, the Dazz Band has been mixing its upcoming album, "On The One," with producer Reggie Andrews.

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WHOSE GUITAR? — Pete Townsend of the Who is offering his prize-winning Jimmy Page guitar to the highest bidder. The guitar is one of the contest winner Jimmy Page held for the group's show at the Houston Astrodome. Townsend purchased the guitar with some funds he had bought all of the tickets to the Doc. S 3 show for the past 21 years at country station WQXR, has been named program director. Dr. Townsend, who has also done a similar show at talk powerhouse KABC/Los Angeles, has written books on sexual abuse and incest. In her WCBM show, she plans to counsel listeners on sexual problems, sexual and family-related problems. Up the coast in Boston, A/C outlet WZLX sponsored its annual concert on its sister television station, Northeastern Regional Red Cross. New England Aquarium and the John Hancock Mutual Life Insurance Co. On Jan. 7 and 8, blood donor centers were set up at the Hancock Tower Observatory, at the Aquarium's Discovery shop, WZLX in broadcast live from both locations.

NETWORK NEWS — WRLK/Boston, the news/talk station with the call-in hotline service for single people, is joining the Mutual Radio Network as of March 1. It will begin by feeding mutual's Larry King Show, Armstrong Bob Miller, and the Don Pardo News and Comment. The network also produces hourly news feeds. RCA recording artist Rick Springfield will be featured on the ABC AM network's Spotlight Special Jan. 16. The show, to air on 350 stations nationwide, in the first in its year's concert series. Upcoming shows will feature such stars as Asylum recording artist Linda Ronstadt, RCA recording artist Olivia Newton-John and Columbia recording group Journey. Talk outlet KVOS/Las Vegas has joined the NBC Radio Network. The station will carry the web's hourly newscasts, sports features and has first refusal on all long-form programs.

SYNDICATION INDICATIONS — Westwood One's new programs for 1983 include Cocoa Cola's Superstar Concerts, The Rock Chronicles, Star Trek Specials, In Concert (pop version), The Pop You've and Forever Young. The large syndication house also plans to produce several cable television/radio simulcasts. The Coca Cola concert series is a series of 10 summer AOR shows. The Rock Chronicles is a weekly hour-long series. Star Trek Specials is a weekly series with the cast of "Star Trek" appearing in their roles. In Concert is a weekly hour-long simulcast of the concert series. In addition to its syndication activities, Westwood One will continue to produce its own shows, including the popular "Aspen," which is hosted by Bob Newhart, and "The Tonight Show" with Jay Leno. The four-hour weekly show is hosted by radio veteran Dick Clark. Nissan Motors, makers of Datsun cars, has signed on as a sponsor of Sports of the Times, a three-minute daily sports feature heard by NBC listeners. The show will be syndicated by classical music and Times-owned outlet WQXR/New York to stations in Los Angeles, San Francisco, Sacramento, San Jose and San Diego. This is the second major buy for WQXR's neophyte syndication arm. The first was a 17-market special ordered by the ABC network and produced by the ABC News Radio.

In Chicago, the national voice markets in Fall '83 Arbs.

CHICAGO CATS — During the Chicago stop on their recent nationwide tour, members of FM America recording group Stray Cats took the time after a concert to meet with local radio and promotion people. Pictured standing are (l-r): Tom Smith, manager, regional AOR promotion; EMMA/Bob Jackson; John Mays; WKTU; Norm Winem; WKTU; Randy Lane; Q101; Bob Callaghan, Q101; and Bebop Hohlb, promotion manager, EMMA/Liberty. Pictured seated are (l-r): Brian Seiter, Slim Jim Phantom and Lee Rocker.

KIROQ, WPWL Surge In L.A., NYC Markets in Fall '83 Arbs

In Philadelphia, both the AOR and U/C market leaders took a beating this time around. Rock powerhouse WMRR, which had a sizedable 5.8 share during the Summer Book, dropped to a 4.0 share this time around. Its slioce of the pie was more or less equally divided by WSTP, which rose to 4.8 in the summer and by small-market powerhouses WIOX, which grabbed a relatively impressive 4.1, up from the summer's 3.1. The J-FM format that is following Joseph's Hot Hits format, also fell to 5.9 from 6.3.

On the U/C front, WDAS-FM plummeted to 4.9 from a summertime high of 8.8. Probable causes included the introduction of WUSL's urban format pioneered at WKRS/New York by Don Kiley. It debuted with 4.4, up from 3.3. Fellow B/C station WAGT also gained 0.2 registering a 2.1 this time around.

With WDAS's loss of market dominance, news/talk outlet KYW regained the lead. Despite a lack of Philadelphia Phillips broadcasts, the station jumped up to 8.7 from 7.9 last time around. Although beautiful music had been losing share to news/talk, it still managed to hold a 7.8 share for the last time around. That may have been caused by WYSP's format change to A/C. This book's real surprise has been the right time for WSSW to make the move, since it fell to 2.4 from 3.8. In general, A/C posted a mixed book. Transistor's WMGK, for example, rose to 7.8 from 7.2, while WPW fell to 4.6 from 4.9, and WSN fell to 2.1 from 2.4.

As in New York, the Chicago urban stations suffered losses in the Fall Book. WGGI dropped down to 5.3 from 6.1, and WBMW fell to 4.7 from 5.2. The smaller WLVN also lost half a share, capturing a 4.6 time around. In contrast: The Top 40s were a mixed bag this time. While Hot Hits upstart WBVM-FM dropped back to 4.1 from an in- troductionary rating of 5.3 last summer, WLSM rose to 3.4 from 2.7, and the AMer upped its share to 3.8 from 3.6.

Tight AOR Battle

The AOR battle also tightened as leading station WLUP fell to 3.4 from 4.2, and WME to 2.0 from 2.2 WMEF program director Trip Reeb attributed his station's poor performance to a lack of support from Mankiewicz, which plans to sell the station to the company. Some of WLUP's market may have gone to WLSM, which had won the rights to the broadcast of The Who's final America concert in New York Dec. 17. The only rocker to
1. **Golden Earring** - "Cut" - 11/Polygram
   - ADDS: None. HOTS: WBLM, WSHE, WMMS, WOUR, WBAB, KMGN, WBAB.
   - MEDIUMS: None.
   - TRACKS: Just ordered.
   - SALES: Moderate to fair in all regions.

2. **I'm Going!** - 11/Atlantic
   - ADDS: None. HOTS: KMGN, KBPI, KMET, WBAB, WNEW, WPLR, WLIR, WSHE, WMMS, WBLM, WSHE, WYFE.
   - MEDIUMS: None.
   - TRACKS: None.
   - SALES: None.

3. **Party Party** - Soundtrack - A&M
   - ADDS: None. HOTS: WBAB, WMMS, WBLM, WNEW, HOTS: WLIR.
   - MEDIUMS: None.
   - TRACKS: None.
   - SALES: None.

4. **The Psychadelic Furs** - Forever Now - Columbia
   - ADDS: None. HOTS: KMGN, WSHE, WSHE, WMMS, WBLM, WNEW, WBLM, KMGN.
   - MEDIUMS: None.
   - TRACKS: None.
   - SALES: None.

5. **The Clash** - Combat Rock - Epic
   - ADDS: None. HOTS: WMMS, WBAB, WNEW, WBAB.
   - MEDIUMS: None.
   - TRACKS: None.
   - SALES: None.

6. **Blackie & Whitey** - Party Party - A&M
   - ADDS: None. HOTS: KMGN, KBPI, KMET, WBAB, WMMS.
   - MEDIUMS: None.
   - TRACKS: None.
   - SALES: None.

7. **The Fixx** - Shuttered Room - MCA
   - ADDS: None. HOTS: KMGN, WBLM, WYFE, WNEW.
   - MEDIUMS: None.
   - TRACKS: None.
   - SALES: None.

8. **Frampton** - Frampton Comes Alive - Capitol
   - ADDS: None. HOTS: KMGN, KBPI, WBLM, WSHE.
   - MEDIUMS: None.
   - TRACKS: None.
   - SALES: None.

   - ADDS: None. HOTS: WSHE, KMGN, WSHE, WBAB, WNEW, WBLM, WMMS.
   - MEDIUMS: None.
   - TRACKS: None.
   - SALES: None.

    - ADDS: None. HOTS: WSHE, WMMS, WBLM, WSHE, WBAB, WNEW, WPLR.
    - MEDIUMS: None.
    - TRACKS: None.
    - SALES: None.
Country Dealers Generally Favorable to Upcoming RCA ‘Mini-LP’ Releases  
by Tom Roland  
NASHVILLE — Following the unveiling of RCA’s new six-cut “mini-LP” series last week, retailers and distributors seem generally pleased about the move. The RCA team designed to provide an intermediate step in vaulting developing artists from the single sales level to album status.

Although distribution chain members remain somewhat unsure of the series’ possibilities since the first three mini-LPs (only five were actually sold this week), they agree that as a marketing venture, the first strong commitment to the EP in country is a good move. “It’s probably more open to change than observers might believe. You can see that in the way and Socials are getting the cue that come in that shop the country section,” said. “It’s certainly a far more reaching type of music than your country buyer of the moment.”

Joe Terrebone, LP and tape buyer for Tara in Atlanta, noted that retailers are “more price-conscious these days and they are more and more of them are turning to budget LPs.” He noted the $6.98 list that was attached to the 15-album CBS “ridiculous.” “I don’t think its going to go in the cassette configuration and suggested that consumer response had been quite favorable at that price. “The EPs will feature one EP cut as opposed to 10. Terrebone suggested that the development of singles from the packages might also be helped by the fact that the country product is more dependent on the single than rock to pave the way for sales of higher-priced derivative material.

Unimpressive Sales

He added that, with very few exceptions, country album and tape sales have been down all year. “Cassette developing artists such as George Strait and Gary Morris, even though their singles have sold in respectable numbers. But,” he said, “someone would probably be more willing to go plunk down seven bucks than nine bucks to get a song they like.” He also noted that since WEA has raised its $5.98 catalog to $6.98, the $6.98 price tag is a reasonable charge.

New Jersey’s Record Wagon was one of the few dissenting voices on the project’s pricing, calling the $9.98 list price “incorrect.” “I know in the past we had a Dolly and an Elvis one from RCA, and to me, it didn’t pay off. We hardly sold any,” she said. That said that Record Wagon would carry the product, but they remained skeptical of the over all viability as a salable item.

Positive Response

Lieberman’s will rack the “mini-LPs” through three of its branches — Atlanta, Dallas and Kansas City — on a test scale of $5.98 in-store, $5.98 in-store. The country president and national buyer for the company, called the price “excellent,” noting that it was $3.00 lower than the basic concepts of the EP in rock, where the album alternative was first introduced. “That’s a little different on the rock ones though,” he noted, because on the rock it’s pretty much new artists that really don’t even have a hit single. They do that really just to test modes, but this Louise Mandrell should be a good record for us. Gary Stewart, I don’t know, I haven’t seen if his singles are making it. But a Scott Glasgow of Mile High in Denver noted that RCA’s plan to slowly integrate the cassette singles area into higher-priced and more profitable configurations had already proven successful in the realm of rock. “It’s worked out in the rock stuff,” he said. “They’ve had those for at least a year, and it’s helped break some records. They’ve been working on the Cassette Head New Halsey Co.  
Nashville Office  
NASHVILLE — Following the highest grossing year in the company’s history, the Tulsa-based Jim Halsey Co. is opening an office in Nashville, with Jerry W. Flowers appointed to serve as marketing manager for the newly created branch.

In the position, Flowers will oversee national advertising and promotions for the Halsey agency, the Halsey International television production company, Tall Pony Pros., and Churchill Records & Video, Ltd. This new branch will act as a liaison for Halsey’s Nashville-based artists and work directly on projects centered within the music community.

Flowers headed up the artist development department at RCA for the last five years, specializing in the development of television images for many of the artists who maintain a position on the label’s roster. Flowers set the initial media campaigns for such acts as Alabama, Ralley Bailey, Earl Thomas Conley, Sylvia and Steve Wariner during his tenure with the company.

Before joining RCA, Flowers spent four years in public relations and sales positions with ABC Records. Jim Halsey Co. currently represents 30 acts, including Roy Clark, Terri Gibbs, Lee Greenwood, Marie Haggard, Woody Herman & The Thundering Herd, Cindy Hart, Michael Murphy, The Oak Ridge Boys, Minnie Pearl, Tom Williams and Tammy Wynette.

A location for the new office has not yet been disclosed, although it is expected to open within the next three months.

Country Stations Show Mixed Results In Winter Arbitron Study  
by Tom Roland  
NASHVILLE — Country stations met with mixed results in the first five markets whose ratings shares have been released by Arbitron from the fall 1980 ratings. Five markets include New York, Los Angeles, Chicago, San Diego and Philadelphia.

In the Big Apple, where WWKH-FM had fallen at the longstanding leat that country mainstay WHN has enjoyed, both stations dropped significantly. The music-oriented FM outlet, after topping the 2.0 share mark for the first time this summer, fell back from a 2.2 to 1.8, still higher than the bulk of the scores the stations has received since adopting the country format in the summer of 1985. WHN, meanwhile, slipped from its 2.6 fall effort to a 2.3. Country overall lost 0.7 points.

In Los Angeles, both KLAG/Los Angeles and KZLA-FM, the market leaders, showed “up” books, while KHJ held steady at 1.4, posting a one share increase for country in the market. KLAC, L.A.’s longtime country proponent, dropped a half-share to 2.4, while KZLA made a similar gain in reaching the 2.1 mark. Country suffered a decline of two-tents in the nation’s second city, mainly due to a disappointing book for WMAQ/Chicago, where the station fell from 3.8 to 2.2. The two FM signals, WJEZ and WUSN, garnered gains of 0.3 and 0.1 respectively, finishing the suit in 2.5 and 2.6.

San Diego’s four-way race tightened considerably as three of the stations were gainers, giving the city a one-share increase overall. KENS and KNAC, respectively the city’s two country outlets, held onto five-share status, while KXOL’s “country” category continued its rise from fourth to third, earning a 1.9 showing with a 3.1 score.

The KTRK/ Houston stations are maintaining their second seed, while KSON’s “classic country” sister on the AM inch forward a tenth to 2.4. KQBO-FM inverted the performance of its FM competitor, dropping from its first-place stance at 2.9 last summer to the cellar with a 2.2 in the most recent book.

Although Philadelphia’s WUSL-FM has discarded the country format for an urban music direction, the station’s FM signals, WFXF and WJZL, carried a strong 3.8 for KXOL.

Butler Named Cash Box Country Chart Manager  
NASHVILLE — Juana Butler has been named to the position of country chart manager for Cash Box. The appointment is effective immediately.

Based in the Cash Box Nashville office, Butler’s new duties will include the compilation of chart information from radio stations, distributors and retail stores for the Cash Box Country Singles and Albums charts. She will also write the Country Mike column.

A lifetime resident of Nashville, Butler has been associated with Cash Box since June 1981, serving as the assistant to vice president Jim Sharp. Prior to Cash Box, Butler was with the assistant director of merchandising for Waylon Jennings on the road and in the office, and acted as a real estate agent. She still holds an active real estate license with a local firm.

Commenting on Butler’s appointment, Sharp said, “Since coming to Cash Box, Juana has proven her effectiveness in attending to detail and dealing with people on a daily basis. This appointment is indicative of her growth at Cash Box in her abilities, and with her already strong understanding of our methodology, the charts will not be hampered by the transition.”
### Top 75 Albums

<table>
<thead>
<tr>
<th>No.</th>
<th>Album Title</th>
<th>Artist(s)</th>
<th>Week toppers</th>
<th>Sales</th>
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<tr>
<td>1</td>
<td>Mountain Music</td>
<td>RCA</td>
<td>1</td>
<td>48</td>
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<tr>
<td>2</td>
<td>WW II</td>
<td>Wynn and Willie</td>
<td>2</td>
<td>13</td>
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<tr>
<td>3</td>
<td>Always on My Mind</td>
<td>RCA</td>
<td>3</td>
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<td>4</td>
<td>Highways and Heartaches</td>
<td>Rick Ragtag</td>
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<td>5</td>
<td>Just Sylva</td>
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<td>Some More in Between Right and Wrong</td>
<td>F.T. and Delight</td>
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<td>68</td>
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<td>RCA</td>
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### Country Column

**UP FROM THE ASHES** — After film crew shot a tremendous amount of footage during the spring of '82 in Nashville, a documentary on the development of a country recording artist is finally ready for viewing across America on Jan. 13-14. Enterprise, a Public Broadcasting System (PBS) series that highlights behind the scenes work in various scattered locales, will be broadcast on CBS from 9 p.m. to 11:30 p.m. EST and on NBC in a taped two-hour broadcast. The event will also be scheduled to air in most locations at 8:30 p.m. EST. Jan. 13 (Nashvilleans should expect to see the program the following evening at 9:00 p.m. on channel 8). Gibbs was chosen as the subject when the MCA producer shot a film on the legendary country star during his TV/Boston, that the "Ashes To Ashes" single released last spring was a crucial record in his career, since the follow-up to his initial outing, "Somebody's Knockin,'" failed to yield top singles and was not really comparable to that first release. The program follows the record through the recording process, as Gibbs meets and greets meetings at MCA's Music Row branch and then through its release to radio, the print media and the general public. The actual film,蒱t Up From the Ashes" was the Nashville music community for several days, as the segment's producers in¬

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The text seems to be a fragment of a broader document. It appears to be a part of a music industry-related newsletter, possibly detailing album releases, artist news, and various music-related events. The document is rich with references to various musicians and their works, indicating a detailed look into the industry at the time. The text contains references to specific artists, album titles, and events, providing a snapshot of the music landscape from the mid-1980s.
MOST ADDED COUNTRY SINGLES
1. SHINE ON — GEORGE JONES — EPIC — 37 ADDS
2. WHEN I'M AWAY FROM YOU — THE BELLAMY BROTHERS — ELEKTRA — 30 ADDS
3. I HAVE LOVED YOU GIRL — EARL THOMAS CONLEY — RCA — 27 ADDS
4. DON'T QUIT ON ME — MERLE HAGGARD AND WILLIE NELSON — EPIC — 19 ADDS
5. YOU DON'T KNOW LOVE — JANIE FRICKE — COLUMBIA — 16 ADDS

MOST ACTIVE COUNTRY SINGLES
1. I WOULDN'T CHANGE YOU IF I COULD — RICKY SKAGGS — EPIC — 42 ADDS
2. WHY BABY WHY — CHARLEY PRIDE — RCA — 40 ADDS
3. HOLLYWOOD DON'T NEED YOU — DON WILSON — MCA — 40 ADDS
4. LAST THING I NEED IN MY LIFE TODAY — WILLIE NELSON — COLUMBIA — 40 ADDS
5. EVERYTHING'S BEAUTIFUL — WILLIE NELSON AND DOLLY PARTON — MONUMENT — 36 ADDS

SINGLES REVIEWS
OUT OF THE BOX
ED BRUCE (MCA 52156)
The former Maverick star is proving himself as an all-purpose country figure, suitable for both traditionally minded AM outlets and urban FM channels. Bruce's husky baritone is showcased well within a "tasty" production, shaded with warm backing vocal textures, arpeggios and an occasional guitar or steel line. Texas is a favorite subject for honky-tonkers, but Bruce effectively places the state within MQH territory on this one.

FEATURE PICKS
JERRY REED (RCB PA-13422)
Down On The Corner (3:18) (Jondora Music — BMI) (J. C. Fegertcy) (Producer: R. Hall)
LORETTA LYNN (MCA 52158)
Breakin' Out (2:51) (Music City Music, Inc. — BMI) (M. Germain) (Producer: O. Bradley)
BILLY SWAN (Epic 34-03505)
Rainbows And Butterflies (3:27) (Music City Music, Inc. — BMI) (J. Flynn) (Producer: L. Rogers)
BOB SEGER (Capitol SPRQ-9878)

TENNESSEE EXPRESS (RCB PA-13423)

SANDY POSEY (Audiograph AG 45-449)

PHIL EVELY (Capitol P-B-5197)

NEW AND DEVELOPING
LARRY JENKINS (Capitol P-B-5198)
Women And Whiskey (2:23) (Galleon Music, Inc. — ASCAP) (J. Chambers, L. Jenkins) (Producer: J. Chambers)

ALBUM REVIEWS
When you hook up two country figures of this magnitude, you expect a heavy country production, and that's exactly what this disc yields, placing the Stranger and his red-head counterpart within a very contemplative mood. Rather than actual duets, the songs amount to trade-offs, each winter turning his turn at verse and contrasting his stylized readings to the efforts of the other. Not surprisingly, "Poncho & Lefty" is an extremely poetic collection, and the strength of the artists' names alone make it one of the biggest new items in the first quarter of '83.

THE COUNTRY MIKE
ARBITRON PROVIDES 48 WEEKS OF RESEARCH — Beginning with the 1983 Summer Book, Arbitron is increasing the length of its summer and winter radio surveys from 10 to 12 weeks. Four annual survey periods of equal duration will be created, giving 48 weeks of audience measurement rather than 44. This will provide Arbitron clients with nearly year-round audience listening information that will be more consistent because the quarterly surveys will be of equal time. After consulting with the radio industry and its own Radio Advisory Council, Arbitron found that both of those groups have a preference for the 48-week measurement, presenting the move. The 48 weeks enhances the quarterly measurement, which was first enacted in the winter of 1981. The added four weeks of measurement will cut down on the impact of concentrated promotional efforts.

REDUCED AIRFARES FOR RADIO SEMINAR — American and Republic Airlines, in cooperation with Nashville Executive Travel, Inc. (N.E.T.) of Nashville, are offering a special program for registrants traveling to the 14th Annual Country Radio Seminar in Nashville. Reduced fares are available between Feb. 16 and Feb. 20 (seminar dates are Feb. 17-19 at the Opryland Hotel). During that period, at least 30% will be deducted from the regular coach airfare. However, there may be "travel restrictions," so arrangements must be made with N.E.T. as soon as possible. Reservations should be made directly through N.E.T., no later than Jan. 21. Rental car arrangements may also be made through N.E.T., if necessary. During the week of the seminar, Jan. 17-19, United Airlines will present a special retrospective edition of The Weekly Country Music Countdown honoring the career of Elvis Presley. It was 30 years ago that Presley made his first visit to the Memphis Recording studios to record songs as a gift to his mother. The special is scheduled to coincide with the legendary performer's birthday, Jan. 8. Included in this tribute are many rare interviews with "The King" himself. Several country celebrities, including Eddie Rabbitt, Brenda Lee and Larry Gatlin, will be sharing some of their personal memories. Steve Wariner, the Bellamy Brothers and Roszy Bailey are scheduled as the guest artists for the United States' The Weekly Country Music Countdown during the month of January.

NEW PERSONALITY TO JOIN WHK — Effective Jan. 3, Chip Bender will assume the full-time midday position on WHK/Cleveland. Bender's background includes full-time air stints at local radio stations in Cleveland, and WOKO in Albany, New York, where he held down the afternoon drive slot. He was most recently program director at WBKG, Chardon, while working part-time at WHK.

JUANITA BUTLER

PROGRAMMERS PICKS
Mark Andrews — KWJJ/Portland
Dale Echol — KWMF/Ft. Dodge
Reggie Neal — WXBQ/Bristol
Gary Hightower — KFDI/Whitma
Country Joe Flint — KSOP/Salt Lake City
Lee Manning — WCMC/Norfolk
Rob Hough — KTTS/Springfield
Jeff Davies — KXLR/Little Rock
Johnny Steele — KVEG/Las Vegas
Mark Tudor — WDOR/Winston-Salem
Joe Parker — WNOE/New Orleans
Randy Berry — WHTN/Huntington
Terry Slane — WIRK/West Palm Beach
Jerry Howard — WAIM/Anderson
Dan Holland — WXDE/Lawrenceburg
Tim Rowe — WMNI/Columbus

Reasons To Quito — Morrie Haggard and Willie Nelson — Epic
When I'm Away From You — Bellamy Brothers — Elektra
I Have Loved You, Girl — Earl Thomas Conley — RCA
You Don't Know Love — Janie Fricke — Columbia
The Jim Reeves Medley — Jim Reeves — RCA
Full Moon, Empty Pockets — Tom Wopat — Columbia
I Have Loved You, Girl — Earl Thomas Conley — RCA
Never Ending Song Of Love — Omondia — Elektra
Shine On — George Jones — Epic
Shine On — George Jones — Epic
Hangin' Around — The Whites — Elektra
Shine On — George Jones — Epic
When I'm Away From You — Bellamy Brothers — Elektra
Jose Feliciano: Veteran Artist's LP In Spanish Hits Big In Int'l Markets

continued from page 11

Schultz said he wanted to do a Spanish record with me, but I wasn't signed with any label at the time. He offered me a deal to split all 10-14 percent of the profit, and I would present the album to a label. Motown expressed interest in signing me and told I wouldn't get a recording out of it. This is the kind of thing that happens in Spanish, because I've been doing it all my life. In '68 I was the only artist with a Southern label in the States, and after the album came out, the international response was amazing. Feliciano refuses to take sole honors for the reception the LP has received. "I really have (Motown president) Berry Lascor to thank for the record," says the guitarist. "He had the faith and helped us when we needed it most. And (Motown chairman) Berry Gordy has been like a father to me. He signed me when everybody else told me I couldn't make it work. But Berry didn't listen to them, he signed me and it's paying off. I'm thankful and very happy to be able to do this for the sake of the family and I have no complaints."

To support the "Escenas De Amor" project, the singer-musician launched an extensive tour, covering domestic as well as overseas markets. Currently, he is gigging with (Motown president) Jay Lascor for the record." The DMM process, which has been developed by the company, involves cutting a lathe to the tape to disc transfer stage producing a metal positive of "mother" rather than the normal lacquer. The metal positive is then chemically coated and the "mother" matrix enables stamper to be obtained directly in the duplicating process and thus avoids several stages needed in the traditional pressing method.

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EMI Music has stated its intention to introduce the DMM process in its Cologne (Germany) pressing plant early in 1983 with other EMI Music territories installing the system later in the year. Teldec director Gerhard Distler commented: "The DMM technology will improve the quality of gramophone records, while at the same time effecting considerable time savings in the manufacturing process."

EMI Music Picks Up License For Teldec Process
by Nick Underwood

London — The German Teldec company, which pioneered and developed the direct metal mastering process, recently granted EMI Music a license to use the system. The world-wide agreement means that the two companies will now be signed in London and made EMI Music the first music company to be granted such a license.

The DMM process, which has been developed by the company, involves cutting a lathe to the tape to disc transfer stage producing a metal positive of "mother" rather than the normal lacquer. The metal positive is then chemically coated and the "mother" matrix enables stamper to be obtained directly in the duplicating process and thus avoids several stages needed in the traditional pressing method. Stamps produced from DMM masters are entirely free from clicks and pops, and it is claimed that with improved pressing techniques, this high quality is carried through to the finished product. Surface noise is reduced and the elimination of "lacquer springback" results in the disappearance of pre-and post-groove echo. Using this cutting process, groove to groove spacing is minimized and this, in addition to the more playing time per side and improved groove surface finish. The entire DMM process is much faster than the conventional record pressing because, perhaps the overall advantage is that the high quality product that results from DMM can be played on existing record players.

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Cash Box/January 15, 1983
Judge Inks Interim License Fee Order

(continued from page 8)

of Buffalo Broadcasting Co., Inc., and four other plaintiffs on behalf of themselves and approximately 750 other broadcasters who had asked for interim license fees payments in order to permit compensation for performance rights. In a place of blanket licensing, the broadcasters had sought a system of “source licensing,” whereby producers of syndicated television programs would pay performance rights “at the source” and transfer them to local stations. Judge Gagliardi agreed and, in a 65-page decision, outlined the development of alternative forms of licensing for local broadcasters.

Without a new licensing fee, to serve until a final method of collection is agreed upon, was determined by Judge Gagliardi late last year (Cash Box, Dec. 25, 1982). According to ASCAP attorney Bernard Kornan, the transitional fee for local stations will revert to a level near that of 1982. Kornan estimated that the figure would be about 25% less than the rate paid during 1982 (Cash Box, Dec. 25, 1982). Kornan and ASCAP have indicated that they will appeal the decision.

Writers’ Reaction

Commenting on the court decision, BMI president Edward Craver said, “At least two counts, I’m quite pleased with the order. First and foremost, it’s a fair count. We’re talking about the basic issues as they were raised by the broadcasters when the initial decision was handed down last year. We’re dealing with the same people, and several lower courts having upheld blanket license against similar challenges from CIBS and others. I see no reason not to be extremely optimistic. It’s just going to take time and money before it’s a satisfactorily sorted out.”

In a statement, Hal David, president of ASCAP, said: “It’s important to remember that although we’re dealing with just this one action, that it all really is, a setback. We’ve walked down this road before; we’ve had setbacks before. I hope we’ll come through victorious. We expect to win again.”

Fall Arbitrators

(continued from page 19)

of a progressive station WXTF, which moved up to 2.3 from 2.1. Current and WLIR, it plays new music, though not as highly as WXTF. Once again, news/talk station WGN was the market leader. It took a 6.8 share, rising 0.5 from the summertime. A/C also posted a mixed book as WCLR became the first such station in town to leap over the four share hurdle as it captured 4.1 over the Summer Book’s 3.7. Its victory came at the expense of WFYR, which fell to 3.1 from 3.3. But AM WOKX also rose from 3.1 to 3.2.

San Diego was another town where both A/C broadcasts expanded the performance of stations. A/C station KFMB, which had captured a whopping 11.6 share during the summer on account of the big game, expanded; as expected. Beautiful musical outfit KJOY regained dominance with a jump to 9.2 from 8.4 in the summertime.

AOR also fared strongly, as KTB took second place in the overall market with a 9.2 share. This is up from last year’s 7.5. In contrast, KPRI fell to 5.1 from 5.8, and KIFM dropped back to 3.1 from 3.4. Tijuana reported 3.0 as the local star, sharing 3.5.

Good Things

Despite KFMB’s big victory in the board book bore good tidings for the A/C format, as KBZT rose to 3.2 from 2.9. KOGO to 3.4 from 3.0 and KSDO-FM to 2.8 from 2.0 Black station KHCM also rose to 5.7 from 4.8, winning third place in the overall market.

All figures quoted here represent average quarter hour listener all persons, 12+, Monday-Sunday, 6 a.m. to midnight. The figures also represent advance figures for the period, for example, 1983-12-23-15-1962, and are subject to later revision.

Priority Expands

(continued from page 21)

specialized gospel labels — Discos Priority, which will handle Hispanic Christian music and EMI, which will produce and distribute Southern gospel. Priority has also established a pressing and distribution agreement with Heartland Records.

During February, the first gospel LP from former pop star Johnny Rivers will be released through Priority. Entitled “Not A Through Street,” the project is described as an “honest Johnny Rivers album” that does not attempt to re-create the hits made by those who need a push.” The project combines new material with familiar songs such as Bob Dylan’s “Doin’ The Best I Can,” “Red,” “Kol Road” and “I Wonder Who’s Loving You” along with songs that have been appropriately altered.

Allegiance Bows

(continued from page 12)

Zeller will serve as senior vice president and director of business affairs for the company. Under his direction, he developed working with many clients in the entertainment industry. A&R will be handled by new sales/performance producer Steve Davis, while the label will be handled by the services of financial consultant Brian Stewart. Public Relations will be handled by Media Relations.

Allegiance is located at 725 Fountain Ave., Hollywood, Calif. 90046. The phone is (213) 851-8852.

‘83 Winter CES Fociizes On Issue Of Future Growth

(continued from page 15)

declined including separate audio components, portable audio tape equipment and compact cameras.

It seems, may have reached full market penetration.

It’s been suggested, although not addressed in Boss’ speech, that video games could well be approaching a similar dilemma, in this case posed by competition from the computer and oversaturation of the home game software market. The accuracy of this statement is reflected in a report from Warner Communications, Inc., of weaker than expected profits from its Atari division, touching off a fall in stock prices for other companies as well. In addition, Mattel announced that it will lose money in the fourth quarter of 1982, blaming its performance on the softening of the retail market and increased marketing costs resulting from stiffer competition.

Room For Growth

This is not to say that the video industry hasn’t peaked; indeed the sales figures released this week by the projectors, PC Video show a steady if not significant increase in video game players sales are expected to increase from $67 million units last year to $72 million this year. As one industry executive put it, “Tridges should climb from 60 million to 70 million.” But recent events in the market isn’t clear. As one industry executive said, “What is needed is a challenge to the major manufacturers to meet just as audio does.”

As far as audio is concerned, Bost stated that “it may be down, but let me assure you, it’s not out,” and that help will come “in the form of new and innovative formats which are in development.”

digital audio … the compact disc … true high-fidelity television … and others … is not a dream in young engineers’ minds.”

As for video, he said it’s “an area of exciting growth” with cable television increasing its household penetration every day, component television expanding, multi-channel sound due for TV this year, snowy video cassettes and discs already on the scene, music television increasing in popularity and satellite dishes blossoming across the country. Still, he offered that there were areas for development, with just seven million VCR units sold, and 712,000 videocassette recorders in use at present.

As with other product categories, Boss noted that to stimulate growth further “industry participants must work together and others in the industry must keep in mind the inter-dependence of different products.”

Old, High-

Other initial highlights of the 1983 Winter CES, which closes its four-day run Jan. 9, included:

· Presentation by Sony of Beta Hi-Fi and by Toshiba and NEC of new video cassette recorders with increased recording quality. Both use the Beta Hi-Fi system is said to deliver expanded dynamic range of up to 80 db. Toshiba and NEC, along with Hitachi, are also displaying their new tubeless solid-state video cameras.

· JVC and Sharp showing new ultra-compact VHS videocassette recorders.

· Sen. Dennis DeConcini (D-Ariz.) and Rep. Tom Foley (D-Wash.), congressional sponsors of a new right-to-tape legislation, were said to appear at the Winter CES Jan. 7 to brief manufacturers and the press.

DeConcini plans to introduce legislation in the Senate at the end of this month providing a home use exemption for video taping the off the air without amendment, while Rep. Foley who videocassette recorders by Rep. H.R.-175 in the House this week spoke to manufacturers during a luncheon followed by a press briefing. Both the Home Recording Rights Coalition (HRRC) and Audio Recording Rights Coalition (ARRC) were present at the information booth.

At pressime, Harris Corp. was expected to announce a reduction in the royalty fee to $2.50 per year per manufacturer.

… was exhibiting prototypes of a consumer home video radio that will receive all approved AM stereo signals. In addition, Magnavox and National Semiconductor Corp. has reported that a number of overseas manufacturers are exhibiting consumer video cassette recorders by National for the Magnavox AM stereo system.

Country EPs

(continued from page 30)

Glasgow suggested that the artists chosen should be representative of the country music field. "An artist who have proven themselves as strong album sellers, although they have made some "rumbles" at the jukebox and singlesales
AROUND THE ROUTE
by Camille Compasio

Happy New Year!
As we were about to enter 1983, a young man in Dubuque, Iowa was in the process of setting a new national championship record on the popular Williams "Robotron" video game. He is 16-year-old Bob Frommelt, who played the game continuously for 48 hours at Dale Winter's Go Bananas arcade in Dubuque. The Hempstead high student accomplished his feat at about 7 a.m. on Dec. 30 with a total score of "just a shade over 200,000,000 points," according to arcade owner Dale Winter. Dale told us he called Williams Electronics while the contest was in progress to determine whether or not there was an existing record and was told that the highest score to date had been about 76,000,000 — which was obviously shattered on Dec. 30. Go Bananas presented Frommelt with a special trophy commemorating his achievement. What did he do after he finished the 48 hour marathon? He unwound by playing three or four other video games in order to limber up his slightly stiffened fingers! Congratulations, Bob!

Bally Midway made a major contribution to the industry's educational system (continued on page 35)

Coin Industry Hails Landmark Copyright Decision In Japan

TOKYO — A precedent setting ruling handed down by the Tokyo District Court on Dec. 6, 1982 held that computer programs are in effect original works like books and should be protected by the copyright law as a literary creation (Cash Box, Jan. 8). The decision was made in a suit filed by Taito Corporation of Japan, and the company sent the ruling as "the beginning of the end of game copying in Japan."

American manufacturers likewise hailed the decision, noting that most of the pirate games entering the U.S. market come from Japan.

Taito Corporation, the giant manufacturing and operating company that revolutionized the video game industry with "Space Invaders" and contributed significantly to the development of the lucrative home video game industry, reportedly was awarded damages from ING Enterprises, a company that allegedly copied and sold Taito's "Space Invaders Part II" video game. President Judge Teshiki Makino said in his decision that the program for the computer game was a product or original and creative thought by the programmer and, therefore, should be protected by the copyright law.

The ruling in the Taito-ING case came after another Taito court victory against Uko Enterprises on Sept. 27, 1982. Taito sued Uko Enterprises for copying "Space Invaders," claiming the game was in the same category as film and thus unauthorized copying infringed upon copyright law. Taito also cited Japan's Unfair Competition Prevention Law because consumers were confusing the pirated game with the Taito original.

After three years in litigation, the Tokyo District Court ruled in favor of Taito. The decision against Uko Enterprises referred to the Unfair Competition Prevention Law in

(continued on page 35)

Upbeat Mood At 9th C.A. Robinson Amusement Show

LOS ANGELES — If, as some believe, the excitement is gone from the coin machine business, you wouldn't have known it at C.A. Robinson & Co.'s ninth annual amusement game show. In a carnival-like setting (complete with balloons and a 4000 sq. ft. Big Top for food and refreshments), a capacity crowd comprised of operators, manufacturers, technicians and guests sampled the latest in coin-operated amusement equipment, with additional entertainment provided by life-size replicas of "Pac-Man" and "Ms. Pac-Man" along with television personality Marty Ingles, the voice of Pac-Man.

Attendance for the show, held Dec. 3, 1982 at the prominent West Coast distributor's showroom here, exceeded 2300 — approximately a 25% increase over the previous year. What's more, C.A. Robinson Executive Vice President Ira Betsman pointed out, (continued on page 35)

CONTENTS

Industry Calendar .................. 34
Industry News ...................... 34
Jukebox Programmer ................ 38
New Equipment .................... 36
INDUSTRY NEWS

Sega Donates Game To Help Problem High School Kids

LOS ANGELES — Sega Electronics, Inc. donated an upright model of its “Zaxxon” space battle video game to the Grossmont Union High School District, located in San Diego County, after a teacher was a worker in the school’s special education program noted that arcade machines could have positive uses in dealing with students who have severe behavior problems.

Kurt Kuhwald, teacher advocate at Homestead High School plans to use the game in a twofold manner — as a reward for good behavior in the classroom and as a “learning tool” for kids who may have behavior problems outside of school. Kuhwald hopes that the free game play will help students overcome their learning difficulties and stresses the importance of dealing with society.

“I am constantly in search for innovative, motivational techniques to help these youngsters,” said Kuhwald, along with vice-president experience,” commented Kuhwald. “Often they are distractive, bored, easily frustrated and negatively motivated.”

The Zaxxon unit was donated by Sega last year, however, I have seen a number of my students thoroughly involved and excited playing video games at local game centers. I would like to discuss the possibility of using video games to ‘hook’ the angry and unhappy teen back into school again.

Kuhwald and his wife record his experiment with Zaxxon and student behavior modification, and will report his findings to Sega Electronics, Inc. for future reference.

Sandler Open House Marks 37th Year

CHICAGO — Sandler Vending Company of Minneapolis celebrated the completion of the firm’s 37th year in the coin machine industry on Oct. 10 with a gala open house at company headquarters on Girard Avenue.

Highlight of the event was a new product showing, featuring a lineup of equipment that included ‘Brady’s Super Pac-Man”, “Burgertime,” “Satan’s Hollow” and “Domino Man”; Baby’s “Baby Pac-Man” and “Baby Galaga,” and Emerson’s “Rock-Ola’s” “Nibbler” along with Rock-Ola phonographs and vending products; Valley’s “Chuck E Cheese” coin table and Automatic Products’ latest Snackshops. Among guests in attendance were Tom Nieman, vice-president-marketing of the Sandler Amusement Manufacturing Division.

Food and refreshments were served throughout the day, souvenirs commemorating the occasion were given to everyone present and at least a dozen operators were awarded various door prizes of food processors, imported clocks and AM/FM radios.

The open house was hosted by the firm’s founder, Irvin Sandler, along with vice-president, Hy Sandler; and David Sandler and Warren Sandler of the sales staff.

Sandler Vending Company, a noted distributor of long-standing in the coin machine industry, is headquartered at 236 North Girard Avenue in Minneapolis, Minn.

Anglin Bows Simutrek

LOS ANGELES — Former Atari and Exidy executive Noah Anglin has announced the formation of a new firm called Simutrek, Inc., which is presently writing research and development of computer graphic display systems. In making the announcement, Anglin has left the Exidy General product definition or production plans.

Simutrek, Inc. is located at 3475 Investment Blvd., Suite 5, in Hayward, Calif. 94545.

CONGRATULATIONS — Loewen America, Inc. held its first distributors meeting on Nov. 17, preceding the opening of AMOA Expo ’84. It was presided over by company president, Russ Strahan and Ullrich Schultz, one of the directors of the German-based NSM/Loewen group of companies, the parent firm of Loewen America. Highlighting the event was the Sales Excellence awards presentation to the top three distributors, in America, of the NSM phonograph line. The winners were World Wide Dist. of Chicago, Ill. (first place); Palmetto State Dist. of South Carolina (second place); and Bally Advance, Inc. of San Francisco (third place). Schultz is pictured in the accompanying photos presenting the awards to (l-r): Harold Schwartz of World Wide; Steve Hender- son of the Palmetto office in Raleigh, N.C.; and Chet McMurrude of Bally Advance.

Bally Announces Settlement Of IGT Suit

CHICAGO — On Dec. 22, 1982, Bally Manufacturing Corp., International Game Technology, IGT and William S. Redd, chairman of the board of IGT, settled a pending action in the Nevada state court (IGT vs. Bally Manufacturing Corporation). The IGT suit was based upon its interpretation of various agreements between Bally and Redd in the mid to late 1970’s when Redd was an employee of its Nevada subsidiary. IGT claimed that Bally was restricted from marketing video gaming machines worldwide until May 31, 1983 and in Clark County, Nev., until April 30, 1984.

The settlement agreement expressly confirms Bally’s current right to continue to develop, manufacture, and sell all types of video lottery machines and video slot machines, subject only to the present governmental approvals. According to Bally, IGT had only recently raised objections to Bally’s video lottery machine marketing and had voiced its objections to various state lottery commissions.

The settlement includes a letter from IGT which Bally may deliver to lottery commissions or other interested parties which states that IGT agrees that Bally is free to market any lottery machine.

The settlement agreement also explicitly clarifies Bally’s right to manufacture and sell video gaming machines worldwide (excluding only Clark County, Nev.) on and after May 31, 1983 and in Clark County, Nev., on and after April 30, 1984, subject to required governmental approvals.

The settlement, which was a compromise of disputed claims and included a cash payment by Bally to IGT, was entered into by Bally to avoid the further expense and inconvenience of litigation. Bally specifically denied any wrongdoing or liability but agreed to the settlement in order to clarify its unrestricted rights in the lottery market. Bally further noted that a trial in this matter would not have been concluded prior to the expiration of the alleged worldwide restrictions.

Injunction Appealed

The Nevada trial court had granted a preliminary injunction prohibiting Bally until trial from manufacturing and selling video gaming machines electronically depicting the casino games of poker and keno. Bally believed the agreements did not prohibit such sales and, therefore, had appealed the preliminary injunction. Bally had expressed its willingness to appeal as withdrawal as part of the settlement.

Bally noted that it had not sold any such machines prior to the preliminary injunction and that potential sales lost from the combined effect of the preliminary injunction and settlement would not be financially material.

Under the settlement and subject to appropriate governmental approvals, Bally’s sales of video gaming machines will begin about March 31, 1983 worldwide, except for Clark County, Nev., where sales will commence on about April 30, 1984.

As a result of the settlement, IGT’s complaint, Bally’s counterclaims, and Bally’s appeal of the July 12, 1982 preliminary injunction entered by the state court will also be released or dismissed.

Taito America Taps Brady Distributing

CHICAGO — Brady Distributing Company of Charlotte, N.C. has been appointed as a distributor of the Taito America product line. Brady Distributing is one of the largest distributors of video games, pinballs and vending machines in the southeast.

"Joe Brady and his company continue the Taito tradition of working with the best dis- tributors in the business," stated Taito America president Jack H. Mittel, commenting on the new appointment. "We’re sure that Brady Distributing will be placing our games in locations throughout the Southeast.

"We’re extremely pleased to be working with such a top-quality operation." (continued on page 30)

CALENDAR


Feb. 21-23: Pacific Amusement Operators Show, annual trade show; Fairmont Hotel; San Francisco.

March 25-27: Amusement Operators Expo; O’Hare Expo Center; Chicago.

April 7-10: Florida Amusement Vending Assn.; state convention; Curtis Hilton; Hall; Tampa.

April 22-24: NAMA Western Convention; annual convention; Anaheim, Calif.

April 30-May 1: Pennsylvania Amusement & Music Machine Assn.; state convention; Greater Pittsburgh Merchandise Mart/Expo Center; Monroeville.


Oct. 13-16: NAMA National Convention; annual convention; McCormick Place; Chicago.


June 16-18; Ohio Music & Amusement Assn.; annual convention; Hyatt Regency Columbus; Columbus.

Pictured are (l-r): Bally Midwst sales manager Ed Pollegarini, Bally Midwest president Jerry Marcus, Taito America president Jack Mittel and Taito America sales manager Mike Von Korinis.

Symes Is Promoted At Mountain Coin

LOS ANGELES — Merlin Symes has been promoted to the post of division manager at the Salt Lake City division of Mountain Coin Machine Distributors. “We have the utmost confidence in Merlin,” remarked company owner Eileen Kingston, “and his appointment to division manager can only enhance the success of Mountain Coin as one of the top independent distributors in the United States.”

Cash Box/January 15, 1985

34
**INDUSTRY NEWS**

**AROUND THE ROUTE**

(continued from page 33)

during the year 1982 (as it has done in previous years). Some 53 factory service schools were held last year, in the U.S., Canada and abroad. The firm’s service department also staged 16 trade shows and made eight field visits. You can bet service manager Andy Ducay and his staff are already laying the groundwork for the 1983 schedule.

IAPA’s 64th annual convention in Kansas City last November (the state MO) drew an attendance of 7,252, which reflected a 7% increase over the previous year’s show. Among exhibitors who were singled out for the association’s “outstanding achievement in exhibits” awards were Zampafera for “meritorious exhibit” of a new kiddie device (with Venture Ride Mfg., Inc., receiving honorable mention) and American Amusement Distributors, Inc., for “best exhibit of arcade or coin-operated amusement equipment. The 1983 IAPA show will be held in New Orleans.

State Association News: Music Operators of Michigan has changed its name to Michigan Corporation Museum Operators Assn. (MCMOA) to more clearly define its function. The state group is also celebrating the recent defeat of a proposed 4% tax on admissions. This year’s MCMOA are “Draw Poker” and "Roman Tullies," which were determined to be “gambling devices” and not amusement games of skill. The state group is working to monitor this situation, since it had previously urged state police and the Commission to look into the games, and with the seizure of several games from liquor license establishments. MCMOA feels that its efforts have not been in vain — and will definitely continue . . . The South Carolina Coin Operators Assn. has set the dates of Feb. 20-23 for its annual state convention and trade show, which will be held at the Holiday Inn City Center in Columbia . . . OMAA board chairman Jim Hayes has circulated copies of a column from his hometown paper (The Journal Herald-Dayton, Ohio) which takes to task (with tongue in cheek) the recent statement made by the U.S. Surgeon General indicating that video games can be dangerous to your health. The column, written by editor Arnold Rosenfeld, is a gem which, for lack of space, cannot be reproduced in its entirety, but here are some excerpts . . . Dr. Everett Koop, the surgeon general, says video games are bad for kids. Although no one has yet been assaulted by a TV screen, there are numerous reports to video games. Dr. Koop thinks the violence and aggression inherent in the story line of many games is dangerous. Dr. Koop has a point, although not quite the one he is trying to make . . . Lots of kids are hurt each year playing Little League baseball, or fighting in parking lots, but we thought of banning either in order to protect children.” The column goes on to describe how video games are attracting young people and helping them to develop high skill levels and “slipshod off hostility in a harmful way.” . . . Oops! In our Dec. 18, 1982 column, we erroneously referred to the Amusement & Vending Institute as a state group, when its membership is actually composed of operators in Westchester County and the surrounding area who are also members of the New York State Coin Machine Assn., which is the official state association for New York. Latter group is headed by president Amelia “Millie” McCarthy.

**Upbeat Mood At 9th C.A. Robinson Amusement Show**

(continued from page 39)

“As the enthusiasm of the individuals, the time devoted to ‘funds on demand’ of the games, the atmosphere that prevailed at the show clearly indicated that the gathering was an exhibition and not just a party.”

The 160 games set up on the exhibit floor represented a 30% increase over 1981, according to Bettelman. “We took great pains to see that the environment was conducive to doing business,” he explained. “The layout of the machines was designed with much thought, California style and electricity. The aim being that traffic should flow smoothly so people could really play the games.”

“Our sales personnel were all wearing the same color coats,” he added, “so no one would have any problem getting their questions answered quickly.”

Although the show went off without a hitch, preparations earlier in the week were hampered by heavy rainstorms that ravaged downtown California. “There was electricity until the day before the show,” Bettelman recalled. “We had a worthwhile prepulation day from a 12-hour one.”

The overwhelming success of the show can be attributed to C.A. Robinson and factory representatives as well, according to Bettelman. Since the timing of the show coincided with the close of one of the industry’s most difficult years ever, company and factory figures were understandably pessimistic about the expected turnout. But all that changed once the showroom doors opened and lines began forming around the block.

The bottom line is that a record number of people turned out for the show, wanting to see new equipment,” Bettelman said, concluding his assessment of the 1982 edition. “From that, I think the factory people and C.A. Robinson have to conclude that the right game at the right price is going to sell.”

**Taito Taps Brady**

(continued from page 34)

Thomson serves the territory of North Carolina, South Carolina and Virginia from its headquarters at 4308 Wilmont Road in Charlotte. The company was founded in 1944 and employs 125 people.

“We began shipping Taito games shortly after the AMOA show,” reports Brady. “Taito’s products were well accepted and judged from the newest games, the company seems headed in the right direction for the future. We look forward to a long and happy marriage.”

**McCORD Joins Pizza Time Theatre**

CHICAGO — Fred McCord, formerly of Atari, Inc., has been appointed director of technical operations for Chuck E. Cheese’s Pizza Time Theatre. In his new position, Mr. McCord will be responsible for all technical programs. He headed up Atari’s field service department for almost eight years. In his new position he will implement similar programs and support services within Pizza Time Theatres’ growing operating organization.

“I look forward to the challenge or organizing this effort for Pizza Time Theatres,” said McCord. “I want to assure Pizza Time Theatres has a network of the right people with the right qualifications throughout the company. From management-know-how to keep the maintenance standards high at every location.”

As director of technical operations at Pizza Time Theatre, McCord will oversee the technical support for both games and cybernetic systems, as well as the special products developed by Pizza Time Theatre for its operations. “Our focus for the future is to maintain our leadership by demanding higher and higher quality standards for the location environment,” commented Lundquist. “As we grow larger, the demands for technical support become a greater factor. Fred and his department will play a significant role in our future leadership in the industry.”

**Japan Copyright Decision Hailed**

(continued from page 39)

stating that product similarity can be judged from the images and how those images change on the CRT of the game.

The copyright law ruling in the Uta-InG Enterprises case was a logical step from the Uta-InG Corporation Preventing Piracy and will have far-reaching effects for the entire industry.

**Bally Taps Powell**

CHICAGO — Charles Powell, vice president of administration for Bally Manufacturing Corporation, announced the appointment of William L. Toup as corporate director, organization resources. In his new position, Toup will be responsible for all operations, including compensation benefits and organization plans and analysis.

Touring Bally’s corporate staff, Toup was manager, compensation and benefits for Bally’s Six Flags Corporate Office, headquartered in Los Angeles.

A native of Oxnard, Calif., Toup attended the University of California, Santa Barbara, graduating in 1966 with a B.A. Psychology. He currently resides in Glenview, Ill., with his wife, Barbara, and two children.

**Video Game Infringer Receives Prison Term**

CHICAGO — Bally Midway Manufacturing Inc. reported that an act committed in the U.S. District Court in Orlando, Fla., Larry Krucken- berg, a principal owner of International Video Company and International Video Games Inc., was found guilty of criminal contempt as a result of his violation of an order of the Court on February 17, 1982, prohibiting him from infringing the copyrights of Bally Midway Manufacturing Company of Franklin Park, Ill., relating to the “Pac-Man” video game.

During a one-day trial on Nov. 3, 1982, Kruckenberg was found to have violated the Court Order by billing and collecting on the “Ms. Pac-Man” sequel to the “Pac-Man” game. On Dec. 9, 1982, Kruckenberg was given a six-month prison sentence.

Fred McCord

The only weekly trade journal serving the coin machine industry. Subscribe today!
INDUSTRY NEWS

New Equipment

Subatomic Journey
"Quantum," the new video game from Atari, is based on an imaginary journey into a subatomic world where the player tries to snare stray atoms while avoiding various particles that flash and spin across the screen. The main tool of captur- e is a sparkling comet, which the player controls through the use of a track ball. The comet leaves a tail of light behind it, the length determined by the speed of travel and the end continually fading. Points are scored by sur- rounding the objects on the screen with the comet's tail and enclosing them in a circle.

Quantum begins with a few nuclei on the screen and no deadly particles. Each nucleus is surrounded by elec- trons slowly orbiting it. The player moves to the next level by capturing all the nuclei and electrons on the present level. Surrounding and capturing enemies as well as nuclei will score points but doing so is not necessary to move to the next level of play.

As the player advances, the number and speed of nuclei, corresponding electrons and enemies increase. The new adversaries introduced at the dif- ferent levels of play include photons, which spin across the screen at increasing speeds; pulsars, which travel toward the comet, pulsing their arms in and out as they move; and positrons, which are formed by stray electrons left when nuclei explode.

At higher levels, these threats are joined by others, such as splitters, which flash and spin and split into three pieces after a few seconds, all of which continue to multiply; tripshons, which move about the screen, flashing colors every few seconds and leaving tryads in their trail; tryads, which remain stationary, then slowly shrink away and disappear; and bonds, which are for- med when a level begins and when nuclei bump into each other.

The bonds are an unsuspected threat in that they are introduced and ex- plained only when the player moves beyond the novice level. They first ap- pear as harmless yellow lines between nuclei, then flash different colors as a warning to the player, turn red and become deadly. While trying to capture these forms the player must also avoid collision with them as it will result in the destruction of the comet.

Before a game begins, the Quantum player chooses the difficulty level. At the novice level, play proceeds nor- mally, at the more advanced levels, the player is awarded bonus points.

A unique feature of Quantum is the ability for the high scorer of the day to "draw" his signature or initials using the comet, instead of just entering his ini- tials on a high scoreboard.

Operator options include number of lives, difficulty level and bonus levels. The new game will be available through Atari distributors.

Polar Sit-down
SEGA Electronics, Inc. has an- nounced the introduction of a new type of table model for its cartoon video game, "Pengo." The first of its kind on the market, this table model can easily be adjusted from a 20 inch high stand- ard sit-down table to a 40 inch high stand-up counter level game. This in- novative feature offers maximum flexi- bility to operators whose locations may prefer that players stand, yet the game can easily be lowered to a sit-down table should the location change.

Pengo is the light-hearted cartoon pursuit adventure game that features the lovable penguin hero who is chased by pesky Sni-Bees on an antarctic ice field. Cheerful music, contagious an- tartic antics and simple game control combine to create a captivating game of great popularity.

The Pengo adjustable table model is a one player/two player game and is available immediately. More informa- tion can be obtained from authorized Sega distributors or from the factory.

Push And Shove
As the name implies, the new Bally Midway "Domino Man" video game focuses on a game of dominoes but also includes a number of challenging twists to enhance play.

Here's how it goes — you're in a supermarket parking lot setting up your dominoes and minding your business when all of a sudden a "bag lady" (or a little boy with a shopping cart or a bully) appears and threatens to knock all your dominoes down. While the objective is to push them all out of the way, before doing so you must jump on the bully's head and avoid hitting the ground, since a sting means you lose a base.

The entire procedure calls for skill and strategy. Will you push the car or the bag? The objective is to outmaneuver the opponent and score points for yourself. The dominoes are joined together, creating a chain reaction that advances your score and gives you a chance to break the other player's chain. While the game can be lost by a single player, the ultimate goal is to win the game by having the opponent lose all their dominoes.

Pogo Hole
SEGA Electronics, Inc. is proud to announce that Pogo Hole, its new video game, has been awarded the "Best in Show" award at the Winter Consumer Electronics Show in Las Vegas, Nevada. The game was unanimously selected as the best new video game by a panel of judges representing the video game industry.

Pogo Hole is a fast-paced, action-packed video game that challenges the player to score as many points as possible by guiding a pogo stick through a series of obstacles. The player must jump over pits, avoid obstacles, and collect bonus points to earn higher scores. The game features three levels of difficulty, allowing players to enjoy the game at their own pace.

In addition to the "Best in Show" award, Pogo Hole was also awarded the "Most Innovative Game" and "Best Graphics" awards at the show.

Among the various models in the line are "Pirate Treasure," which focuses on a search for missing treasure and has players controlling a sailing ship that travels among islands, in their quest. For added challenge there is a pirate ship that creates some danger and makes volcanoes on the islands.

Another model is "Leprechaun," which offers a fun adventure in a forest of search in the pot of gold. The illusive pot is moved from one hiding place to another to add to the excitement of play.

"Tugboat" is another in the Moppe- t series. In this game the players control a boat, traveling up the river collecting buoys while avoiding logs to get to the dangerous course of the river. The model "Desert Race" has the player driving a four-wheel all terrain vehicle through a race course in the desert dodging cacti and other obstacles before reaching the finish line.

Kiddle Video
Intrepid Marketing of Los Altos, Calif. and ET Marketing of Tempe, Ariz., have joined forces in the manufacturing and marketing of a new video game line called Moppet Video, which is targeted to the four- to eight-year-old players. The games are typically used for young children, with an emphasis on en- tertainment and reward, and each model is designed to give youngsters an opportunity to play along with the incentive to develop skills for achieving higher scores with practice. The average play time for test units has been three to five minutes per play. Just as in "adult" games, the increased difficulty factor will limit play time to some degree.

The new model will be available through factory distributors and further information may be obtained by contac- ting Bally Midway at 10061 W. Bel- mont Ave., Franklin Park, Ill. 60131 or phoning (312) 451-9200.

Game Change
Intrepid Marketing of Los Altos, Calif. recently introduced "Encore Retro- Kits," which are designed to convert a formery popular game into a new one, and "Bezeer," its first Encore Retro-Kit machine.

Included in the kit are a complete new PC board, control panel, coin door and a full graphics package to allow an operator to change an old game into a new one in less than one hour. With the honeycomb and trap dangerous killer bees. Players must lure the bees into the honeycomb and avoid being stung or caught in the honeycomb. The queen bee attacks at random to add to the challenge. Eating the queen's eggs before they hatch gives Bezeer extra powers. The game offers ten levels of difficulty to challenge players of all ages.

Further information may be obtained by contacting Brian Warkentin of Intrepid Marketing at 4984 El Camino Real, Suite 217, Los Altos, Calif. 94022 or phoning the toll-free number (800) 872-7700 (outside California).
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THE JUKEBOX PROGRAMMER

January 15, 1995

POP

1 DOWN UNDER
MEN AT WORK (Columbia 30-03303)

2 MANEATER
DAFFY HALL, J. JOHN (RCA PB-13354)

3 DIRTY LAUNDY
DON HENLEY (Asylum 7-69594)

4 MICKEY
TONY BASS (Chrysalis CHR 2038)

5 SHAME ON THE MOON
BOB BEGER & THE SILVER BULLET BAND (Capitol B-5197)

6 THE GIRL IS MINE
MICHAEL JACKSON/PAUL McCARTNEY (Epix 34-03288)

7 AFRICA
TOTO (Capitol B-5195)

8 ROCK THIS TOWN
STRAY CATS (EMI America B-1312)

9 THE OTHER GUY
LITTLE RIVER BAND (Capitol B-5195)

10 YOU CAN'T HURRY LOVE
PHIL COLLINS (Atlantic 7-59933)

11 I DO
THE J. GEILS BAND (EMI America B-5148)

12 IT'S RAINING AGAIN
SUPERTRAMP (A&M 2502)

13 BABY, COME TO ME
PATTI AUSTIN (Quest/Warner Bros. QWE1001)

14 TRULY
LEONARD RICHIE (Motown 1644F)

15 STRAY CAT STRUT
STRAY CATS (EMI America B-1622)

16 YOU GOT LUCKY
TONY TERRY & THE HEARTBREAKERS (Backstreet/MCA BSR-5114)

17 THE LOOK OF LOVE
ABC (Mercury/PolyGram 76168)

18 SEXUAL HEALING
MARVIN GAYE (Capitol B-30320)

19 HEART TO HEART
KENNY LOGGINS (Capitol 30-03377)

20 SHADOWS OF THE NIGHT
PAT BENATAR (Chrysalis CHR 2647)

21 MUSCLES
DIANA ROSS (RCA PB-13348)

22 GOODY TWO SHOES
ADAM ANT (Epix 34-03367)

23 MISSING YOU
DAN FOGELBERG (Full Moon/CBS 34-0229)

24 SPACE AGE LOVE SONG
A FLOCK OF SEAGULLS (Island/Sire 5003)

25 BAD BOY
RAY PARKER, JR. (Arista 1030)

26 ROCK THE CASBAH
THE CLASH (Epix 34-02645)

27 YOU AND I
EDDIE RABBIT WITH CRYSTAL GAYLE (Elektra 7-6929)

28 ALLENTOWN
BILLY JOEL (Capitol 30-03413)

29 HEARTBREAKER
DIONNE WARWICK (Arista 1015)

30 STEPPIN' OUT
JOE JACKSON (A&M 2428)

COUNTRY

1 GOING WHERE THE LONELY GO
MERRI HAGGARD (Epix 34-03315)

2 LIKE NOTHING EVER HAPPENED
STYX (RCA PB-13330)

3 I DON'T REMEMBER LOVING YOU
JOHN CONLEE (MCA-52116)

4 A LOVE SONG
KENNY ROGERS (Liberty B-1415)

5 INSIDE
RONNIE MILSAP (RCA PB-13362)

6 SITTIN' ON THE DOCK OF THE BAY
WATON & WILLIE (RCA PB-13319)

7 TALK TO ME
MICKY GILLEY (Epix 34-03216)

8 YOU AND I
EDDIE RABBITT WITH CRYSTAL GAYLE (Elektra 7-69936)

9 WHAT SHE DON'T KNOW WON'T HURT HER
GEO WATSON (MCA-52133)

10 SOMEBODY'S ALWAYS SAYING GOOD-BYE
ANNIE MURRAY (Capitol B-5163)

11 THANK GOD FOR KIDS
THE OAK RIDGE BOYS (MCA-52114)

12 CHEROKEE FIDDLER
JOHNNY Clegg (Full Moon/Asylum 7-69549)

13 MARINA DEL REY
GEORGE STRAIT (MCA-52129)

14 WITH YOU
CHARLY McClain (Epix 34-03309)

15 CAN'T EVEN GET THE BLUES
PERA MCINTIRE (Mercury/PolyGram 76168)

16 I WONDER
RASSEL CASHE (Capitol 30-02126)

17 C.C. WATERBACK
GEORGE JONES/MERLE HAGGARD (Epix 34-0405)

18 LAST THING I NEEDED FIRST THING THIS MORNING
WILLIE NELSON (Capitol 38-03035)

19 THE BIRD
JENNY NEE (RCA PB-13355)

20 IF HOLLYWOOD DON'T NEED YOU
DON WILLIAMS (MCA-52157)

21 FAKING LOVE
T.C. SHEPPARD & KAREN BROOKS (Warner Bros. WR 27885)

22 I WOULDN'T CHANGE YOU IF I COULD
RIKEY SCAGGS (Epix 34-03412)

23 SOMEWHERE BETWEEN RIGHT AND WRONG
EARN THOMAS CONLEY (RCA PB-13320)

24 'TILL I GAIN CONTROL AGAIN
CRYSTAL GAYLE (Elektra 7-69033)

25 IT AIN'T EASY BEIN' A MAN
JUNE CRICKE (Capitol 30-0215)

26 REASONS TO QUIT?
MERRI HAGGARD/WILLIE NELSON (Epix 34-04249)

27 EVERYTHING'S BEAUTIFUL?
DOLLY PARTON/WILLIE NELSON (Capitol Monument 0340)

28 ONLY IF THERE IS ANOTHER YOU
MOE BANDY (Capitol 30-03309)

29 WHY BABY WHY
CHARLEY PARR (RCA PB-13355)

30 CHRISTMAS IN DIXIE
ALABAMA (RCA PB-13368)

BLACK CONTEMPORARY

1 LET'S GO DANCIN' (OAH LA, LA, LA)
KODE & THE GANG (Downtown/PolyGram 0224)

2 LET'S GET TO BE THERE
CHANKA KHAN (Warner Bros. 7-29581)

3 WELCOME TO THE CLUB
THE BROTHERS JOHNSON (A&M 5200)

4 THE GIRL IS MINE
MICHAEL JACKSON/PAUL McCARTNEY (Epix 34-03345)

5 OUTSTANDING
THE GAP BAND (Total Experience/PolyGram TE 0255)

6 TRULY
JONEL RICHIE (Motown 16445F)

7 DO IT (LET ME SEE YOU SHAKE)
THE BAR-KAYS (PolyGram 70517)

8 SEXUAL HEALING
MARVIN GAYE (Columbia 30-03320)

9 BAD BOY
RAY PARKER, JR. (Arista 1031)

10 ARE YOU SERIOUS
TYRONE DAVIS (Hi-Tone SHR-0250)

11 BETCHA SHE DON'T LOVE YOU
EVELYN KING (RCA 13330)

12 PAINTED PICTURE
THE COMMODORES (Motown 16571)

13 YOUNG LOVE
JANET JACKSON (A&M 2440)

15 1999
PRINCE (Warner Bros. 7-28036)

16 THE BEST IS YET TO COME
GROVER WASHINGTON, JR. & PATI LABELLE (Elektra 7-68667)

17 HEARTBREAKER
DIOANNE WARWICK (Arista 1010)

18 VERY SPECIAL PART
JERMAINE JACKSON (Motown 16418)

19 NASTY GIRL
VANITY 6 (Warner Bros. 7-29506)

20 WE DON'T HAVE TO TALK (ABOUT LOVE)
PEARL BRYSON (Capitol 8-1518)

21 HEARTBEATS
YARRABOUGH & PEOPLES (Total Experience/PolyGram TE024)

22 MIND UP TONIGHT*
MELBA MOORE (Capitol 8-1518)

23 PASS THE DUTCHIE
MUSICAL YOUTH (MCA-52149)

24 LOOPZILLA
GEORGE CLINTON (Capitol 8-1518)

25 KNOCKOUT*
MARGO JOSEPH (Highrise WS4-0337)

26 MUSCLES
DIANA ROSS (RCA PB-13345)

27 BAD BOY/HAVING A PARTY
LUTHER VANDROSS (Epix 14-03205)

28 IT'S RAINING MEN*
WEATHER GIRLS (Columbia 30-03354)

29 USED TO BE
CHARLIE & STEVE WONDER (Motown 1507)

30 ON THE WINGS OF LOVE
JEFFREY OSBORNE (A&M 2340)

OPERATORS PICKS
Vic McCarthy (Catskill Amusements, Inc., Hurleyville)
GOODY TWO SHOES — Adam Ant — Epic
Mamie Patton (South Central, Chicago)
LOVE ME RIGHT — Aretha Franklin — Arista
Brad Hamma (A.H. Entertainers, Inc., Rolling Meadows)
DO YOU REALLY WANT TO HURT ME — Culture Club — Epic

RECORDS TO WATCH

YOU ARE — Lionel Richie — Motown
SINCE I LOST MY BABY — Luther Vandross — Epic
BABY GETS HIGH — Peter Brown — RCA
SWING THAT SEXY THANG — Carl Carlton — RCA
THE ROSE — Conway Twitty — Elektra
SHINE ON — George Jones — Epic

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