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The $6.98 releases have done well for us. We are definitely promoting and merchandising the line!"
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"Our stores doing well! We’re finding our customers to be very pleased with the price!"
Dean Hogue, President
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"We’re very encouraged with our sales so far. Excellent avenue for new and developing acts!"
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If you’re interested in the “bottom line” . . . Get RCA’s $6.98 RISING STAR Mini LP and Cassette Line!
EDITORIAL

Working Together

An encouraging sign that a spirit of full cooperation exists between hardware and software companies, as well as between such companies, as well as companies, in advancing consumer awareness of digital audio technology comes with the news of the Compact Disc Group's formation last week. Approaching the task of educating the mass public on digital with a unity of purpose, it seems that the three sectors of the industry have put aside some of their traditional differences to work for a common goal that will benefit each.

Unlike the home video industry, which has been troubled by differing formats and opinions on what direction the business should take, the digital Compact Disc offers a standard that everyone can rally around. But because it is such a revolutionary technology, education is a critical element in promoting it properly.

The first steps toward achieving this, as those involved in the Compact Disc Group recognize, will necessarily be modest. At the Summer Consumer Electronics Show in Chicago this June, a CD format will be ready, containing generic information about digital technology, in addition to a listing of available CD titles and the companies affiliated with the Group.

However, this is only the beginning. It would not be unlikely in the near future to see a full-scale national advertising and public relations campaign undertaken, or even see seminars held by retailers across the country. But by no means is digital going to be an easy sell, the initial CD system is expensive and complex to laymen, in design if not operation. That is why the CD Group was formed, and that is why all of its membership must work together closely for as long as it takes to make digital a household item.
**NEWS & REVIEWS**

**Pickwick Closes Distribution Centers For Inventory Check**

by Michael Martinez

LOS ANGELES — All six of the Pickwick Independent Distribution Centers were closed last week, shut down, according to company statement, for “complete physical inventories,” although industry speculation regarding the shutting centers was that Pickwick’s branch distribution as the cause for the temporary closures.

A company spokesmen said that Pickwick Independent distribution centers located in the company’s home base of Minneapolis and Atlanta, Miami, Dallas, Los Angeles and Honolulu — will begin operation Monday, April 4, on a “sequential basis.” The Pickwick executive said that employees, who were locked out of the distribution facilities starting March 28, will not be let in until the inventories are completed.

The statement said, “These actions were taken to precisely establish future marketing plans and are not related to the current situation between Arista and RCA Records.”

With the recent flight of Chryssalis Records to RCA Records distribution, Motown Records and Fantasy Records remain as Pickwick’s largest independent label distribution accounts. In Hawaii, Pickwick distributes for the Capitol/EMI America/Liberty Group. Among the other labels that Pickwick distributes, are the Carol, Boardwalk, Beverly Glen, Concord Jazz, Windham Hill, Profile, Word, Sugar Hill, Paua, Savoy, Palo Alto Jazz, Malaco, First American and others.

News of the Pickwick distribution center closure.

(continued on page 19)

**RCA Restructures Senior Management, Buys Into Arista**

by Fred Goodman

NEW YORK — RCA has restructured its senior management, naming Jose Menendez to the newly created position of division executive vice president, operations and strategy. E. Ellis has been named division vice president, RCA Records U.S.A. & Canada, and Lawrence Gallagher has been promoted to division vice president, sales. In their new roles, Ellis and Gallagher will split the responsibilities previously handled by Jack Craig, former division vice president, RCA Records U.S.A. & Canada. They will report to Menendez.

The creation of the new executive vice presidency adds another level to RCA Records’ international management structure. Aside from overseeing all of the company’s domestic and international operations functions, Menendez has assumed the temporary post of division vice president, international. He will report to Robert D. Summer, president, RCA Records, who is expected to take a greater role in creative projects.

In addition to Menendez, Paul J. Allman, division vice president, business affairs, and David H. Campbell, division vice president, finance, will report to Summer, along with Robbii L. Ahlford, division vice president, communications, and Daniel E. Sassi, division vice president, industrial relations.

Reporting to Menendez — along with Ellis and Gallagher — are: John K. Mangini, division vice president, operations services; Thomas W. McIntyre, division vice president, strategic planning; and Robert Gordon, division vice president, RCA direct marketing.

Commenting on the changes, Summer said the new alignment “adds dimension to our top management structure and reinforces our commitment to artistic achievement and a strong and responsive worldwide marketing and sales capability.”

Summer also hinted that the company would continue to concentrate on recording artists who seemed suitable for complementary video exploitation. “We have entered the era of the multi-media artist,” he said, “a new era in which the requirements of artist selection and career development take on a complexity — and potential — heretofore unknown in this industry.”

Commenting on his own new position, Menendez echoed Summer’s remarks. (continued on page 6)

**Extra Cassette Tracks Boost Image, Hinder Home Taping**

by Jim Bessman

NEW YORK — In an effort to spur cassette sales while combating home taping, major and independent manufacturers are including extra material on the cassette equivalents of their LP releases. This growing practice further marks a recognition by labels of a difference in consumers for the two configurations, as well as the potential for greater use of the cassette’s attributes.

“There are definitely more cassette sales yet to be had,” stated John Garri, vice president of Faulty Products, which a year ago added three Dead Kennedys singles to the cassette version of the group’s “In God We Trust Inc.”-eight-song EP. Garri’s comment was seconded by other label spokesmen, but most authoritative by Rick Dobbs, senior vice president of artist development at Arista Records. Dobbs sits on the National Assn. of Recording Merchandisers (NARM) “Gift of Music” Advisory Board, which recently met for two days in Boston prior to presenting the results of an extensive survey on gift-giving habits before the upcoming NARM convention in Miami Beach. Dobbs said that the survey suggested that a greater exploitation of the cassette configuration in terms of sales could be achieved.

“Despite the enormous increase already in cassette sales and the changing LP/cassette sales ratio, an effort must be made to increase the cassette portion,” said Dobbs. He pointed to the survey results, which showed that gift buyers of prerecorded music preferred cassettes to be of lesser value than albums. To help offset this perception and support cassette sales, Arista is including extra material on cassette equivalents of some albums. The label’s initial release of this type was last year’s “Another Gray Area” album by Graham Parker, which included the extra “Habit Worth Forming” track on the cassette. Subsequently, cassettes of Fashion’s “Fabrique” and Thompson Twins’ “Side Kicks” have been released with almost an additional album’s worth of material. Both contain the entire regular album on the first side, then carry dub versions or alternative dance mixes of most of the songs on the second side. For example, the Thompson’s new single “Love On Your Side” becomes “Love On Your Back” in the second side. Dobbs extended for the Thompsons.

“I think that this makes for a very interesting cassette package, especially for Thompson’s act,” Dobbs said. “The obvious appeal of this kind of material is that it adds variety to the act’s sound. In addition, the Thompsons’ decision to give away the dub is a perfect example of the market’s potential. I don’t think we’d do it for the Grateful Dead.”

Arista, like other record companies, is releasing a string of albums via compact discs. However, Arista Records, a more mainstream artist like Steve Miller will be represented by an extra track on the cassette version of his forthcoming “Steve Miller Live!” album. "Steve came up with the idea of trying it in Europe,” explained the label’s vice president of marketing, Walter Lee. "Of course, we wanted to try it..."

(continued on page 17)

**CD Hardware, Software Firms Form Promo Body**

by Michael Glynn

LOS ANGELES — Some two dozen software and hardware companies, in support of the Recording Industry Assn. of America (RIA) and the National Assn. of Recording Merchandisers (NARM) in an effort to promote the digital audio disc system via a Compact Disc Group. The objectives, in industry-wide organization’s activities will be directed towards supplementing, as well as reinforcing, individual companies’ efforts “to secure the broadest possible consumer acceptance of the new digital audio technology and the Compact Disc,” according to RIAA vice president and executive director Stephen Trulman.

The ad hoc unit was conceived at a series of seminars on the topic that was held in the West Coast states over the course of the last two meetings.

(continued on page 27)
BUSINESS NOTES

Court Halts Atari Distribution Pacts

LOS ANGELES — A federal judge in Alexandria, Va., issued a temporary restraining order (TRO) March 28 to stop home video game manufacturer Atari and parent company Warner Communications, Inc. (WCI) from inducing wholesale distributors of games and cartridges and hardware for such products from Atari’s competitors.

Federal Judge Albert V. Bryan issued the TRO at the request of Parker Bros., manufacturer of traditional and video games, in proceedings following a suit filed by Parker Bros., which claims that Atari and WCI have violated, and continue to violate, provisions of the Clayton and Sherman anti-trust acts.

Forty major home video game and personal computer wholesalers were offered exclusive contracts to distribute Atari hardware and games cartridges on the condition that the WCI company be the only line of home video game products they will carry (Cash Box, March 26). Distributors had until March 31, under the Atari offer, to decide if they would accept the conditions.

In the Parker Bros. suit, Parker Bros. claims, “The effect of the agreement is to lessen or eliminate competition or to attempt to create a monopoly in the software market,” further noting that such action would be in violation of Section 3 of the Clayton Act and Sections 1 and 2 of the Sherman Act.

Magnavox Licenses AM Stereo System

LOS ANGELES — Two companies, Broadcast Electronics, Inc. of Quincy, Ill., and T.F.T. of Santa Clara, Calif., have been licensed to produce broadcast equipment for Motorola’s CG-UAM AM stereo system.

According to Martin Cooper, vice president and corporate director of research and development at Motorola, both Broadcast Electronic and T.F.T. will manufacture the exciter and modulation monitor for use by FM stations attempting to convert from monaural to stereo signals. Motorola is currently producing such equipment itself.

Motorola’s AM stereo is one of four systems designed by Harris, Inc., of Morton, Ill., Magnavox — that are vying to become the national standard for AM stereo broadcasting.

In addition to its broadcast equipment, Motorola has also designed and is currently supplying speech compression equipment for both its own and Harris Corp. and Magnavox — the decoders are available for receiver manufacturers on a worldwide basis.

Commenting on the licensing to manufacture the exciters and monitor, Cooper said, “This is another indication that our system is emerging the de facto standard of the broadcast industry.”

World Hunger Awards Set For Thanksgiving in NYC

LOS ANGELES — The Kenny and Marianne Rogers-established World Hunger Media Awards will be held at New York’s United Nations building in New York City during Thanksgiving week this year. Singer and his wife formed the awards last year to “encourage, honor and reward those members of the media who have made significant contributions in bringing public attention to the critical issues of world hunger.”

One hundred thousand dollars will be distributed in various price configurations for the categories of newspaper, periodical, college publication, film, television, radio, photo-journalism and book. Nominees may be submitted for journalists whose work appeared in the U.S. between July 1, 1982 and June 30, 1983. Submissions can be made to World Hunger Year, Inc., the non-profit group that administers the program, at 350 Broadway, New York, N.Y. 10013. The 1983 awards will be chosen by a panel of judges representing the media and experts in the field of hunger.

Country Foundation To Host Collectors Meet

NASHVILLE — The Country Music Foundation will host the annual meeting of the American Society for Recorded Sound Collections (ASRSC) April 7-9 at the Vanderbilt Holiday Inn. The organization consists of some 600 private record collectors interested predominantly in rock, jazz, classical and musical recordings, as well as 200 institutional members.


Dealers, collectors and other interested parties are being solicited for the sessions.

NARAS Proposes Hall Of Fame In Atlanta

LOS ANGELES — The national board of trustees of the National Academy of Recording Arts & Sciences (NARAS) recently received a recommendation from the association’s Hall of Fame committee to locate a Hall of Fame and Museum in Atlanta.

The move would be subject to negotiation of a final agreement between NARAS and the City of Atlanta. Assuming the NARAS national board’s acceptance of the proposal, it is expected by the second week of April. If the recommendation is accepted, NARAS national president Bill Ivey expects that the Hall of Fame committee will be authorized to parley a final agreement with Atlanta officials.

Rockshire Pacts With MCA For Distribution

LOS ANGELES — Rockshire Records and its two licensed labels — X Records and High Velocity Records — have entered into a distribution agreement with MGA Distributing Corp.

Currently, the Anaheim, Calif.-based label has an LP by Tony Carey cut (“I Won’t Be Home Tonight”), plus self-titled LPs by Suzy Andews and Yellow Power X and “Cost Cause” on High Velocity.

In addition to the above-mentioned acts, Rockshire has also signed Maxine Wyne Cee and the fun for all with Dee & Caro. The label plans to release product at a rate of about one or two LPs per month.

NEWS & REVIEWS

One-Stop 45 Sales Up As Jukebox Makes Comeback

by Tom Roland

NASHVILLE — Music blasting from the jukebox can once again be heard over the spin of coin-operated video game parlors, halls, and taverns across the country — and the result has been a resurgence of the single, according to nationwide Cash Box survey of one-stops. While jukeboxes were among the first to suffer when coin-operated video games swept the nation about three years ago, many one-stops are now predicting that they will once again become the dominant form of coin-operated entertainment.

This increase in jukebox play — which one-stop owner pegs as the primary reason for a 12% increase in business over last year — is especially good news for those in country music, where it has been estimated that anywhere from 40%-60% of singles sales are generated by jukebox airplay. Add to this the rule of thumb that hit singles are an absolute necessity to break a country LP, and the outlook for music becomes even more promising.

“There’s some evidence that records are coming back with the jukebox operators,” says Joe Veynoy, of Bib in Charlotte. “We’ve seen one or two who dropped records all of a sudden show up. Music is still very much a part of coin-op, and people are occupied with hit records, and they’re not occupied if they aren’t hits!”

Sharell Named To New Sr. VP Post At MCA Records

LOS ANGELES — Jerry Sharell was recently named to the newly created post of senior vice president at MCA Records, effective immediately, according to an announcement last week from MCA Records president Bob Sinor, to whom Sharell will report.

The Sharell appointment presumably signals an executive management restructuring anticipated at the label since the February move of former MCA Records Group head Gene Froelich back to corporate duties with MCA, Inc.

Accompanying the appointment of Sharell, who will be responsible for daily operations and general management of the company, especially in the areas of promotion, publicity and creative services, is the departure of three top level executives.

Promotion vice president Pat Pippola; Don Watts, vice president of AOR promotion; and Joe Wissotz, the AOR vice president appointed last July by Froelich, have left the company.

RECORDS OUT OF THE BOX

HAVAAN MUNO — Carlos Santana — Columbia FC 38642 — Producers: Jerry Wexler and Barry Baekett — List: None — Category: Pop

An all-star roster of players such as The Fabulous Thunderbirds, The Tower of Power Horns and Willie Nelson highlight axesmith Santana’s latest sojourn, which includes four instrumentals. “War-Tour” in Spanish (“Vereda Tropical”) and covers of Eliss McDaniel’s classic “Who Do You Love” and the Chuck Berry-composed mid-mid title track. Nelson’s vocals on “They All Went To Mexico” should assure country crossover airplay, which may help expand Santana’s strong AOR base.

FEATURE PICKS

POP

SERGIO MENDES — A&M SP 4937 — Producer: Sergio Mendes — List: 8.98 — Bar Coded

Uh oh, Sergio. The poppy Mr. Mendes is joined by session stalwarts Ernie Watts, Robbie Buchen, Michael Landau and Steve Forman, and a cast of salsa-influenced ballads, dancers and middle-of-the-road pop. A wide variety of synthesizers, as well as horn and string sections. “In The Shadow of Your Love” is a lush, full sound, particularly the festive shaker “Carnival” and the R&B-tinted opening selection, “Voodoo.”

COOL KIDS — Kix — Atlantic 80056-1 — Producer: Pete Solley — List: 8.98 — Bar Coded

Oingo Boingo and XTC producer Pete Solley gives his best shot at twirling the knobs for the second album by the Maryland-based hard rock quintet, but unfortunately the album is barely indistinguishable from the onslaught of other heavy metal platters in the bins. While some attempt at venturing into non-metallic territories like funk (“Body Talk”) and ballads (“For Shame”) helps a bit, beyond these individual selections there’s little here which hasn’t been screamed before.


If you like poetry, dig jazz or are into avant-garde art stuff, you’ll love this collection of verses by nine esteemed poets, most of whom are accompanied by music. The most dazzling cut here is John Giorno’s stream of consciousness rap called “Everyone Says What They Do Is Right,” delivered with Dave Brynesque turkish

(continued on page 18)

(continued on page 7)
KILLER ON THE RAMPAGE — Eddy Grant — Ice/Portait/CBS BER 38544 — Producer: Eddy Grant — Bar Coded

DEEP SEA SKIVING — Bananarama — London/Polysm 810 102-9 — Bar Coded

RIENLON RICHIE (Motown 1677 MF) — Richie (Motown — ASCAP) (L. Richie) (Producers: L. Richie, J.A. Carmichael)

NEW DEVELOPMENTS

Steve Wariner

Steve Wariner has been a prominent recording artist now for several years — with a record of Top 10 hits, including “By Now,” “Your Memory,” “Kansas City Lights” and “All Roads Lead To You” — but it has been only a matter of months since his self-titled debut album was released by RCA.

With more than half of the cuts in the collection already released as singles, the package is a veritable greatest hits compilation, and, although Wariner was initially frustrated by the wait, he was pleased with the results in the end.

“I disagreed and fought, argued and cussed at everyone at first when we talked about it, but I think it made sense,” relates Wariner. “My first impression was, what about and-so-and-so, they’ve got three albums out, and I’m so far behind my peers. But we started looking at record sales and really looking legitimately at what other people were selling. So-and-so has no reason to have an album out other because he’s only sold 15,000 or 10,000 copies.

The initial album is a goal that Wariner has been working toward for some time. Born Christmas Day in 1954 in Noblesville, Ind., Wariner was exposed to traditional country music by his father, who owned several George Jones and Chet Atkins albums. He played in bands with his father on weekends, and before the age of 10 had performed as a lead singer, guitarist, drummer and fiddler player. By high school, Wariner expanded his musical horizons to include the Beatles (“I needed a change of pace from all kinds of music,” he says) and played three nights a week at clubs in the area.

During his band’s opening for Dottie West in an Indianapolis night spot, and, before his set finished, he was invited to join her onto her bus and asked him to join the band. Although he declined initially so that he could finish school, he later agreed to become a member of the group and went on to work for his high school diploma via correspondence courses.

This year has brought a job with the late Bob Luman, a rockabilly artist whose show was basically improvised. Although his spontaneous song choices made it difficult on the band, Luman helped Wariner to develop his songwriting skills, and the session guitarist, Steve Miller, named after Wariner’s nickname. Luman also brought him to the attention of Chet Atkins, who not only agreed to produce him but also secured a recording contract for him with RCA.

When those first recordings met with little success, he was persuaded to record with producer Tom Collins, who set Wariner’s seductive tenor within the framework of contemporary sound. The album includes producing a dynamic texture that was easily accepted at the radio level.

Because of the lyrical content and instrumentation of his work, many have compared him with Glen Campbell when the latter was turning out his first solo records like “Wichita Lineman.”

Tom Collins and I are both fans of those early Jimmy Webb type records,” admits Wariner, “but I don’t think it’s been a conscious effort. In fact, my last session, we talked before we recorded and decided to stay away from him a bit. I’ve had a lot of people comparing me with Glen Campbell, and I have no problem with that at all, but I don’t want to be labelled as a sound-alike.

Steve Wariner

NEW FACES TO WATCH

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Sharell Named To New Sr. VP Post At MCA Records

According to a spokesman in RCA, further changes were expected to be announced this April. One other change that was reported at presstime was that Lou Cohen, MCA's senior executive vice president and international wing, would relinquish any lingering domestic responsibilities to concentrate on international affairs as president of that division.

Sharell comes to MCA with more than a decade of service at Elektra/Asylum Records, where he was most recently senior executive vice president. Cohen is the brother of Warner Communications, Inc. company, he worked as senior vice president of creative services, vice president of international and general manager of the label.

Prior to his tenure at A/E, which began in 1973, Sharell held national promotion posts with Buddah and A&M Records.

Commenting on the Sharell appointment, Siner said, "The addition of Jerry Sharell to our executive staff fits perfectly with the growth of our publishing companies and several new ventures we are setting at MCA. His vast experience in all facets of the record business will provide necessary leadership to become a more innovative and aggressive force within the industry."

Sharell said that working with Siner and the industry's best "is an exciting challenge" and that "it's a thrill to be a part of a total entertainment company that offers limitless avenues of exposure for our artists."

Lorenz, Monk Pact

NASHVILLE — Elwyn Raymer, president of Lorenz Creative Services, and Charlie Monk, president of Lorenz Entertainment, Inc. and Lorenz Music, have signed an agreement under which Monk will coordinate song exploitation efforts for the entire Lorenz catalog.

"Due to the expanded activities of the Lorenz Corporation involving several new publishing companies and several new production ventures, it has become necessary for someone like Charlie Monk to provide expertise and leadership in the new song publishing areas," stated Raymer.

Monk was acknowledged as one of the nation's top song publishing executives and "we are delighted with the new association."

Commented Monk, "I had been in negotiation with several major publishing and production companies over a year. I was approached by Steve Lorenz and Elwyn Raymer and encouraged to go into business for myself and with them. They represent two areas of strength I needed: strong print catalogs and gospel music in general. I think it will not only benefit our separately owned companies, our joint agreement has spawned several new publications, new song catalogs and new production ventures, including the work of Light Records' artist Bob Bailey and Priority Records' artist Cynthia Clawson."

Also along these lines, the personal management of Keith Stegal, Monk will be working with Lorenz writers Raymond Lyles, Ragan Courtney, George Gagliardi and Tina English.

"By joining forces with Lorenz Creative Services, we give our U.S. service operation to provide our writer/performer/artistic talent with a comprehensive environment. With the backing and support of our parent company, The Lorenz Corporation, a successful 93-year-old publishing company, we are confident the future holds great promise for our varied enterprises," concluded Raymer.

CRI Taps Patel, Simmel in NYC

NEW YORK — CRI Records International (CRI) has hired two new senior executives to direct its CBS Electronics division.

Named to the slots are Narendra Patel, director of operations, and Richard Simmel, director of marketing and administration.

They will report directly to Norman Stollman, newly named senior vice president and general manager of CBS Electronics.

In his new position, Patel will be responsible for product sourcing, manufacturing, quality control, product warranty, service policies, and warehousing and distribution of video game products for the CRI subsidiaries worldwide.

Prior to his appointment with CRI, Patel was executive vice president and chief executive officer of Industrial Engineering, CRI. He joined CBS in 1973 as an industrial engineer at the Terre Haute production facility.

As director of marketing and administration, Simmel will be responsible for overseeing all activity in the area of new product development, CRI's marketing and distribution, and ongoing product development provided by CGI, Coleco and CBS Software and will coordinate the distribution of that product to CRI companies. He will also consolidate the budget and planning functions for sale activities.
Allen Ginsberg: A Poet’s Career Marked By Music

by Fred Goodman

NEW YORK — Although not a musician per se, poet Allen Ginsberg has managed to run up a list of credits that would evoke jealousy from any of the rock and roll players around. What musician can equal Ginsberg’s experiences, having recorded and performed with the Clash and Bob Dylan, testified at a New York court hearing about Hare Krishna, sung at Charles Mingus’ wedding and jammed regularly with John Lennon?

Quick to admit his limits as a musician, Ginsberg finds a natural sympathy with his fellow scarlet-lettered counterparts.

“The musicians feel as uncertain about language as I do about music,” he says. Primarily known, of course, for his poem “Howl,” Ginsberg’s lab sidekick, working with musicians since 1958, when he

Rodgers’ Midwest Tour Dates, Gambler Sequel And LP Production Set

LOS ANGELES — Dates for the Midwest leg of Kenny Rogers’ tour in April have been confirmed, as Rogers will be appearing in 11 cities, beginning Friday, April 21 and ending in Cincinnati, Ohio April 24. The swing also includes three nights at the 19,500-seat Rosemont Horizon in Chicago April 19–21.

The current multi-media presentation employs an octagonal stage, cantilevered speaker units and confetti, along with laser lighting special effects, making it Rogers’ most sophisticated tour to date. Support acts include the Fourth and special guests Gayle and comedian Lonnie Schor.

The itinerary also includes stops at the Duth Arena in Duluth, Minn. April 12; the Met Center in Bloomington, Minn. April 13; the Peoria Civic Center in Peoria, Ill. April 14; the Moline Met Center in Moline, Ill. April 15; the Prairien Convention Center in Springfield, Ill. April 20; the Dane County Coliseum in Madison, April 21; The Roberts Municipal Stadium in Evansville, Ind. April 22; and Toledo, Ohio April 23.

Following the spring concert dates, Rogers is scheduled to appear with his RCA album in May, with Bee Gee Barry Gibb producing. Later the same month, he will begin producing McGarrigle’s second album for the sequel to Kenny Rogers As The Gambler. Produced by Lione Share Prods. for CBS-TV, the follow-up will be a two-part four-hour western adventure in which Rogers will again play the title character, Brady Hawkes, and Bruce Boxleiter will return as his young sidekick. It is slated to air during the 1983-84 season.

Kartonakis Sets ‘Planomar’ Tour

NASHVILLE — Christian pianist Dino Kartonakis has embarked on a national tour that will see the artist appear at more than 100 dates during 1983, including more than 20 “Planonmaras,” which feature nine grand pianos on a single stage. In addition, he will perform at one such concert in Orlando and on the stage of the Grand Ole Opry in Nashville.

Kartonakis, who has won Dove Awards each of the last four years, has pianos scheduled at the Gospel Music Assn. (GMA) Dove Awards telecast in N.Y.C., Dallas, April 22; Honolulu, July 8; Oklahoma City, Sept. 9; Wichita, Sept. 20; Tulsa, Sept. 28; Seattle, Oct. 7; and Los Angeles, Nov. 10, with additional dates pending.

Fame Cast To Tour U.K., Europe, Israel

LOS ANGELES — The “Kids From the TV Show Fame” are on the road again, having recently begun a three-week tour of the U.K. (March 26), where the TV cast will introduce their new RCA LP, “Kids From Fame — Live,” which they recorded during the first trek to the Isle last Christmas.

On April 17, the Fame cast, members of one of the highest-rated shows in America, will travel to that country to play during Independence Week there. The troupe will then move on to the Continent, where they will perform for the King and Queen in Rotterdam April 24 and then move on to Brussels, Belgium on the 25th.

The “Kids From Fame” 65-minute TV special, executive producers, The Entertainment Company and MGM-UA, which was videotaped at the Royal Albert Hall performance in London, premiered March 3 on NBC.

ARTIST PROFILE

Allen Ginsberg (l) with Joe Strummer (c) and Mick Jones of The Clash during the “Combat Rock” sessions.
Reggae Making "Slow, Sure" Progress In Domestic Market

by Jeffrey Resner

LOS ANGELES — "Reggae music is the cry of the people," said artist Jimmy Cliff in a 1981 radio interview, "it's for recognition, identity. It's a music born out of the spirit, after the backlash of the slave had finished." The definition of reggae's origins is essential in understanding how the musical form has grown and matured over the years to a point where it "seems to be receding from its initial operations", according to Roger Steffens, director of Senate Hearings

Set For Mathias

Bills On Rentals

by Earl B. Abrams

WASHINGTON — The first hearing in the new Congress on proposed legislation that would revamp the current video and record rental business is scheduled for April 29 by Senator Charles McC. Mathias (R-Md.), who is planning to conduct the hearing on the same legislation is not anticipated until late in the spring, perhaps as late as June according to the House copyright subcommittee sources.

The April 29 hearing, to be conducted by the Senate copyright subcommittee chairman, Senator Charles McC. Mathias (R-Md.), is on two bills introduced by the Senator earlier this year (Cash Box, Feb. 15). The legislation would make rental fundamental practices, the other is S-33, dealing with video cassette rentals. Although the roster of witnesses testifying, have not been established at this writing, it's presumed that record producers and retailers will be represented.

Both the Senate and the House bills would prohibit retailers from renting or leasing records or prerecorded videocassettes without permission of the copyright owner. At issue is the licensing practice in the United States of renting records or albums for a day or two where the customer tape the materials for his own use and returns the record or album to the store. As of now, the copyright owner gets no return on his investment while the issued warehouse in an estimated 200 thousand rental stores in the United States at the current time. The practice is reportedly being attempted in some other countries. The rental of videocassettes for home taping is considered more legitimate.

The companion House bills, introduced by Rep. Don Edwards (D-Calif.) are H.R. 1072 for audio and H.R. 1029 for video. When he introduced the legislation, Edwards noted that the recording industry claims to be losing $900 million annually in sales because of home taping.

Both Mathias and Edwards also introduced companion bills dealing with the home taping of audio and TV programs. The intent of these bills is to absolve home tapers of copyright liability and to impose a copyright royalty fee on the sale of home taping equipment — including blank video and audio tape.

Earlier this year, the U.S. Supreme Court ruled that television and video programs are copyrightable, but it left it open as to whether home tapers of TV programs are liable for copyright charges. A decision is expected in the near future on the Summit, a trademark for a new copyright infringement court, which takes place usually by or before July 4. The high court was asked to resolve the conflicting laws on the same question between two federal courts. A district court held that home taping without copyright payment is not a violation; an appeals court before the Ninth Circuit and it was a violation. At the present time there are an estimated 3.5-4 million video tape recorders in U.S. homes.

NEWS & REVIEWS

COAST TO COAST

EAST COASTINGS — How and why did the typically austere and conservative New York Times come to print a three-column piece on CBS Record Group president William Elgin's party in Jet magazine? Why did the paper run a major story about the event from some real party? The article, which appeared in the March 26 edition with a Hollywood dialogue, relied entirely on a few cagy and evasive comments, and was quickly denied by CBS on Monday morning. We're not only confident that the Times ran a glowing article on the record industry on the front page of its Tuesday edition, but we're practically sure that the same story, article, which had the earmarks of a make-good piece, prominently featured photos of Yentifoff and CBS platinum pin-up Men At Work. While the CBS statement denying Yentifoff's departure was towards the end of the story. Without any indication that Elgin had appeared to be throwing the industry a bone by listing home taping as a device "...in causing the industry's shrinkage for the first time...". Legal and business sources outside the record industry are saying that the anti-hustle action being mulled by indie distributors against CBS and Chrysalis has little or no chance of success, owing to Chrysalis's immunity from prosecution. Whatever the shake-ups in indie distributing, expect to see Faulty Records restructure itself into separate label and distribution arms... Some things are brewing between Gotham indie Gramavision and PolyGram records. Rumors have the two outfits working on a joint distribution deal that would send Gramavision's jazz albums through the gate with a plug from the Mothers of Invention. And Wilson and Mark Bego are working on a kiss-and-tell book about her career, with special attention to the Motown and Supremes angles... Britain's Depeche Mode was recently back in Los Angeles and back in the studio recording a new LP for Sire/Reprise. Following a tour of South America, the band traveled to the U.K. to record "Some Things Happen Only to You," the first single from their new album, set for a summer release.

NONGA DROPS IN — RCA recording artist Nona Hendryx recently made a startling stage entrance at Bonds International in New York. What makes it so startling is that the album was issued just by the name "Nona." Hendryx and her first album for the label is the just-issued "Nona." inch and more commercial fare going through PolyGram's black music department... Ras Records, the Maryland-based direct-mailing and marketing rock band, dropped a new album, "The Keep On Taping," which features a picture of the guitarist of The Runaways... A big thank you to Joe McEwan and Gregg Geller for the "beautiful J ackie Wilson Story" set on Epic... Yes folks, that is Mary Wilson singing on the Tuscany Ice cream commercial airing in the New York market. Wilson was certainly a hard rubber that sold most single of ice cream. We also talk about Wilson and Mark Bego are working on a kiss-and-tell book about her career, with special attention to the Motown and Supremes angles... Britain's Depeche Mode was recently back in Los Angeles and back in the studio recording a new LP for Sire/Reprise. Following a tour of South America, the band traveled to the U.K. to record "Some Things Happen Only to You," the first single from their new album, set for a summer release.

POINTS WEST — Eddie Murphy, Bruce Springsteen, Steve and Knuckles Van Zandi, Steve Nicks, members of Earth, Wind & Fire, Jim Brown and lots of other industry folks helped Prince and Vanity 6 party at the Mantra disco... The last few years have seen the Twilight Zone records by time Steven Spielberg's movie based on the same name. Non-Stop Records, which released the first album in the collection features the program's opening and closing themes, along with music from the episodes."The Invaders," "Walking Distance," "Perchance to Dream" and "16mm Shrine."... A consortium of theatrical financiers saw Stey's sketch "Kirox Was Here" show at L.A.'s Panthager Theater and have expressed an interest in putting the pseudo-rock opera on the road with a traveling company. The company is a Jesus Christ Superstar, with the early presentation of the show with management run smoothly. A new movie of the project is already in the works, including Sam the Sham's "Wooly Bully," The Supremes "Stop! In The Name of Love," The Righteous Bros., "Unchained Melody," The Isley's "Shout," Ben E. King's "Stand By Me," The Four Seasons "Stay," and three tunes by Bruce Springsteen. With this in mind, last week's Stey's the fictional character directed by John Cassavetes. The reason for his decision was there with the last movie set in the Garden State, Louis Malle's Atlantic City, with the seeking of solo career for EMI with the upcoming "Watching Dog" LP, produced by Todd Rundgren and directed by Joe Pedone and players Tony Levin, Rick Morotta, ex-Polaris Stephen Hague and Utopia's Roger Powell, among others. Hollywood's headline Atila, who specializes in mohawk haircuts for hard-core punks and permanent wave foilie design, is getting into the record biz with an LP called "Intemational Sandwich." A new Fleshtones album.

STYX TRICKS — This attention-getting billboard on Sunset Boulevard in Los Angeles isn't in support of Styx's new "Kirox Was Here" LP. The theme album concerns a fictitious "Moral Majority"-type group called "Metal Poisoning" caused by rock music.

(Continued on page 26)
In-Store Appearances Still An Important Retailing Tool

by Jim Besman

NEW YORK — The artist-in-store appearance, long a staple of successful record retailing, continues to be an important tool not only in selling product but in breaking or sustaining both the artist and the store itself. Representatives of labels, artists and retailers queried by Cash Box all agreed that the necessity of proper preparation to ensure a big turnout and artist safety.

“Given the right circumstances, are very viable way of selling product and creating excitement,” stated Craig Smith, regional marketing manager for Warner Bros. Records, offering a representative view. The benefits of such appearances can be felt in increased product sales for up to two weeks afterwards if “the whole music community” — label, retail, and radio — participates. “It takes a big commitment by everyone involved,” he continued, “especially the retailer. For example, if we put in a big act like Asia, they won’t be selling anyBruce Springsteen that afternoon. In fact, getting in an act of that stature can mean 3,000 kids, which can limit the ability to sell anything else.”

Schwartz Bros. Holds 3rd Dealer ’Expo-Tech’

NEW YORK — Schwartz Bros. Inc. is set to hold its third annual dealer trade show this week, April 5-7, at the Sheraton Hotel in Lanham, Md. Entitled “Expo-Tech ’83,” the show will be far larger and more diversified and for the first time will showcase computer products along with audio and video wares.

The inclusion of computer products corresponds with the establishment last October of the company’s computer products division.

According to Eugene Horn, general manager of the computer products division, 1,000 invited retailers in Schwartz Bros.’ mid-Atlantic sales region are expected; “It’s a big show, but the manufacturer has done a job in this area for these products,” said Horn, estimating that some 2,000 prospective buyers will want to view displays by 125 manufacturers in the 22,000 sq. ft. exhibition center behind the booth. Some 25 manufacturers prepare nearly triples the 45 who were at last year’s show.

Horn said that at least 50 Schwartz staffers would be on hand at all times, and that special deals would be offered for the duration of the three-day affair. Both Schwartz and various manufacturers were providing daily door prizes including small computers, VCRs, video cassette recorders, and car stereos.

In addition to the exhibits, guest speakers are scheduled to deliver presentations involving retail marketing, new product awareness, financial planning and related topics. Other topics and speakers include “Marketing and Personal Computers” by Dr. Eli Yachsh of Johns Hopkins University; “Point of Purchase Marketing” by Henry Carby of Pasley; “Comparison and Comparative Analysis of Personal Computer Systems” by Mel Degree of Personal Computer System Associates; “How To Get Co-op Advertising” by John L.𫖾erchants” by Buzz Lefere of The Washington Post; “Opening Retail Establishments” by Gary Curtis of the Washington Board of Trade; “Home Entertainment Technology Today” by Dick Zweng, president of Audio Video Wax and “A Closer Look at VideoCorp’s Videolink Program” by Lynne Scheuer of Data Resources Inc.; and “Financial Planning for the Independent and Sole Proprietor” by consultant Tom Hollinger.

Other programs include a demonstration of the JVC AV-90, a “bargain,” and “Aerobicize” programs, and a “corporate magician” will be on hand to provide entertainment magic.

Tulsa Man Admits Guilt In 8-Track Peddling

NEW YORK — Fred Parks, operator of Mr. Dee’s Sales distribution business in Tulsa, pleaded guilty in U.S. District Court here April 10 to charges that he peddled thousands of uncopyrighted records in an effort to secure a conviction for distributing illegal sound recordings. He had been indicted on Feb. 2 on nine infringement counts resulting from an FBI raid on his establishment a year earlier.

FBI agents on Feb. 11, 1982 raid, several thousand counterfeit 8-track tapes of English and Spanish recording artists were seized. Among the titles taken was “Paiba de Rey,” by Vincente Fernandes on Discos CBS International, on which the count Prks pleaded guilty to was based.

Parks is scheduled for sentencing on April 20.

CASH BOX GREETINGS — RCA recording artist Sylvia was embraced backstage at the Ritz Theatre recently by Cash Box East Coast vice president and general manager, J.B. Carmicle.

In Store Appearances Still: An Important Retailing Tool

by Jim Besman

NEW YORK — The artist-in-store appearance, long a staple of successful record retailing, continues to be an important tool not only in selling product but in breaking or sustaining both the artist and the store itself. Representatives of labels, artists and retailers queried by Cash Box all agreed that the necessity of proper preparation to ensure a big turnout and artist safety.

“Given the right circumstances, are very viable way of selling product and creating excitement,” stated Craig Smith, regional marketing manager for Warner Bros. Records, offering a representative view. The benefits of such appearances can be felt in increased product sales for up to two weeks afterwards if “the whole music community” — label, retail, and radio — participates. “It takes a big commitment by everyone involved,” he continued, “especially the retailer. For example, if we put in a big act like Asia, they won’t be selling any Bruce Springsteen that afternoon. In fact, getting in an act of that stature can mean 3,000 kids, which can limit the ability to sell anything else.”

Bill Berry, president of the three Warehouse Records & Tapes stores in the New Orleans area, found that the approximately 3,000 fans attending a recent Kiss in-store at his Kenner outlet did cramp his ability to sell product. However, he also reported selling up to 400 copies of the group’s new “Creatures Of The Night” LP, as well as “a couple hundred more units” of Kiss catalog. “It’s exciting to see that something like this can still go on in the industry,” said Berry, noting that the band went through 100 felt tips during its autograph sessions; “I haven’t seen such enthusiasm in the record industry in years.”

“Too Much Action”

Sometimes in-stores by popular artists like Kiss can get out of hand. When over four times the anticipated 5,000 showed up to see Scott Bello at the Miami International Mall last fall, the TV-star-turned-singer was not allowed to appear, and was whisked away by security. The Record Emporium in Columbus, Ohio, was also caught by surprise when the 200 fans expected for an appearance by The Time and Vanity 6 mushroomed into 3,000, and 50 policemen were called from four precincts were needed to ensure

On JAZZ

ELIOVSON HOBBLES IN — Being based in South Africa doesn’t exactly put you in the eye of the jazz hurricane. If anything, this situation makes a musician an unknown quantity. Subsequently, we were both pleased and surprised to see South African guitarist Lionel Richio enjoy a laugh during his first-ever appearance on the late night television program. Richio sang two songs on the show, his recent single, “You Are,” and his previous one number hit, “Truly.”

Jazz/rock. Guys like Wilson Pickett and Jimmy Smith have come over and done very well. We have some first class players, and I’d like to see some kind of hook-up with an exchange of musicians.” Although based in Jozi, Eliovson has spent time in the U.S., including a stint with D’Armand, the guitar equipment manufacturer. He was during that period that Eliovson made his first contacts with ECM. “I had become friendly with John Abercrombie while I was working for D’Armand,” he recalled. “I really didn’t make much of the ECM slot, but when I realized that they were the only company I sent it to, they were interested.” Although happy to be with the label, Eliovson hopes to expand beyond the kind of music he recorded for ECM. “I’m not strictly an acoustic guitarist,” he said. “I’ve felt it was easier to make an acoustic record because of my limited finances. There’ll definitely be some electric music on my next album.”

Eliovson also reported more than muddling interest from agents for bringing him to the U.S., but he was optimistic about getting a foothold in the U.S. “I’ve been here 10 days, and it’s starting to come back to me how things are done here. But I know it takes time.”

RICHIE AND FAMOUS — Tonight Show host Johnny Carson picks his brain for questions while Motown recording artist Lionel Richie enjoys a laugh during his first-ever appearance on the late night television program. Richio sang two songs on the show, his recent single, “You Are,” and his previous one number hit, “Truly.”

Cash Box/April 9, 1983
NEW VIDEO SOFTWARE RELEASES

This listing of new video cassette and videodisc software releases is designed to keep home video retailers and dealers abreast of the latest product available and can be used as an ordering aid. Products are listed in cassette and videodisc format, catalog number and price. Some product listed may have been assigned either a catalog number or price at presstime.

KING KONG
Laserdisc — Paramount 8882 — $39.95

CHARLIE CHAN'S CURSE OF THE DRAGON QUEEN
Cassette — Media Home Entertainment 228 — $9.95

MOUNTAIN FAMILY ROBINSON
Cassette — Media Home Entertainment 207 — $9.95

A FORCE OF ONE
Cassette — Media Home Entertainment 227 — $9.95

TEXAS LIGHTNING
Cassette — Media Home Entertainment 242 — $9.95

SAVAGES
Cassette — Intravideo 100 — $9.95

LAUGHING BROODERS
Cassette — Videotape 701 — $9.95

ABBOTT & COSTELLO LIVE
Cassette — Videotape 9013 — $9.95

ARC OF TRUMPLIN
Cassette — NT Entertainment 144 — $9.95

BELLS OF ST. MARY'S
Cassette — NT Entertainment 222 — $9.95

A DOUBLE LIFE
Cassette — NT Entertainment 1092 — $9.95

HIGH NOON
Cassette — NT Entertainment 1995 — $9.95

INVASION OF THE BODY SNATCHERS
Cassette — NT Entertainment 2016 — $9.95

LA DOCE VITA
Cassette — NT Entertainment 2122 — $69.95

WAR OF THE WILD CATS
Cassette — NT Entertainment 4447 — $9.95

THE MAGIC CHRISTIAN
Cassette — NT Entertainment 2548 — $9.95

LOVE HAPPY
Cassette — NT Entertainment 4421 — $9.95

OPERATION PETTICOAT
Cassette — NT Entertainment 2467 — $9.95

THE PAVNOKER
Cassette — NT Entertainment 3086 — $9.95

THE QUIET MAN
Cassette — NT Entertainment 3185 — $9.95

SANDS OF IWO JIMA
Cassette — NT Entertainment 3559 — $9.95

WAKE OF THE RED WITCH
Cassette — NT Entertainment 4429 — $9.95

YOYOGI HEART
Cassette — NT Entertainment 4708 — $9.95

BELOVED FRIENDS
Cassette — Warner Home Video 11265 — $39.95

May Release

WARNER GIVES BEST FRIENDS AND LOVESICK $39.98 TAG — Warner Home Video joins the ever-increasing ranks of studios listing pricing under $40 for major new releases on May 11. In what it is calling two contemporary romantic comedies (one a Best Friend, the other starring Brenda Warner and Love'sick, starring Dudley Moore and Elizabeth McGovern — at $39.98. WHW called the move "part of an ongoing response by the company to market trends indicating increasing numbers of young consumers wanting to buy low-priced prerecorded video cassettes," referring to the fact that Warner Bros. has reduced suggested list on more than 50 titles in its 236-title catalog since fall of last year. Whether Best Friends or Lovesick will fare as well as its predecessors under $40 — as Paramount's Star Trek: The Next Generation and An Officer And A Gentleman, or a new title may be to be seen. Unfortunately, neither did as well as expected in theatrical release, despite the weighty stars. Of the two, Friends seems to be the more successful at the box office, but Lovesick, starring Dudley Moore, second flop in a row, it received mostly negative reviews. However, a weak cinema showing doesn't necessarily ensure home video failure, as many in the business have learned by now. After all, Blade Runner, which was critically and did well box office, only to turn into a home video hit after Embarking, and despite the negative reviews, it still failed to catch fire at the box office.

SOUNDCHIPS

DER KOMMISAR ON DER MV3 — A M recording artist Falco (I) performed his hit 'Der Kommissar' on the syndicated television show MV3, which is being televised by the Austrian carrier.

video cassette May 11, two of which will also retail for $39.98. They are both Hollywood Boulevard, a low-budget sex 'n' stunts film, and Frogs, one horror film that we're sure Ray Milland and Ann Rutherford will be delighted to see. May also be of interest to a bit more, five-day. tuna One Summer, directed by Fred Zinnemann, stars Sean Connery in a film about a love triangle during a mountain climbing holiday in the Swiss Alps. Warner Home Video has acquired the Kleinschmidt rights for $25,000. The film is an eccentric man, having a mad quest to build an opera house in the middle of the Amazon. As much as an epic tale to film as it is about triangle, starring Steve McQueen, is a critical success, earning a 1982 Clio Award for the best of the year.

SOUNDCHIPS

VIVA THE CASSETTE 3363
Cassette — Embassy Video 10149 — $19.95

100 MOVIES OF A LIFETIME
Cassette — Embassy Video 11265 — $39.95

SOUNDCHIPS

Please note that the text provided is a transcription of the image and may contain some errors or omissions. The actual text may differ slightly from the transcription.
In-Store Appearances Still An Important Retailing Tool

(continued from page 11)

the bands' safety.

The in-store by The Time and Vanity 6 was part of an intensive promotion tied in with the concomitant tour of the groups with Prince, which involved 37 shows in 26 markets from Nov. 11 to Dec. 31. That the two groups’ release is the first in a series of in-stores during the tour illustrated the enormous amount of preparation involved in making successful in-store appearances.

According to Warner Bros. publicist Alberta Rhodes, who was charged with coordinating the tour and the promotional activities, the groundwork was actually laid before the concert tour, when The Time and Vanity 6 undertook a promotional tour through many of the concert markets. This generated enough interest that WEA and Warner Bros. promoting and sales personnel in each branch were eager to select key retail stores in their areas for one, two or all three acts to appear. “Everyone travelled in tour buses,” said Rhodes, noting that some trips between stops took as long as 10 hours. “It was a lot of time just to get from one city to another.”

But the real test for an in-store is when the people show up. “When you know that an artist only does an in-store if he was assured of a good turnout.”

“I don’t believe in an in-store if it doesn’t have a traffic jam outside,” said Cash. “I think it’s a testament that the artist, by appearing at an in-store, is giving up something. When people show up, it’s clear that the artist is giving up something.”

But Cash also understands the pragmatic side of the equation. “I would never do an in-store if it didn’t make sense for the record company,” he said. “I don’t do it as a favor to the artist.”

SASSI CITED — RCA Records division vice president of industrial relations Daniel Sassi recently took the Abraham Lincoln Memorial Humanitarian Award from the National Youth Movement at its annual Abraham Lincoln Memorial Humanitarian Awards Banquet held in New York. Pictured at the presentation are Rev. Al Sharpton, Youth Movement chairman and Sassi (r).

GOLD FOR ‘GLORIA’ — Trevor Veitch, who wrote the English lyric to the Laura Branigan gold single, recently received gold recognition for his work on the record from MCA Music. Pictured are (l-r): Rick Goosen, president, MCA Music; Veitch; and Jonathan Stone, director, creative services, MCA Music.

Pickwick Closes Distribution Centers For Inventory Check

(continued from page 5)

shut down reached most of the company’s label clients unofficially, and many of those contacted by Cash said that the first they learned of the closures was when one of the branches was phoned and there was no answer.

The shutting, coupled with firm indications that Artists, Inc., Chrisyas, was leaving independent distribution for a major branch operation (see separate story, page 5), prompted some labels contacted to more actively investigate distribution alternatives and contingencies in the event the closure by Pickwick be permanent.

At Motown, Miller London, vice president of sales, said the closure of Pickwick’s Atlanta and L.A.-based centers would have no significant impact on the day-to-day distribution of the manufacturer’s product, which Pickwick handles on the West Coast and Southeast.

Presently noted that there had been no official confirmation from Pickwick as at press time announcing plans to re-open, but that the Minneapolis company had verbally revealed plans to Motown about its opening.

The Motown executive said that if there had been a disruption of service as a result of the closure, the label was prepared to have its retail accounts serviced by alternative sources. “If Pickwick had not reopened, we had other sources we planned to use for distribution,” London said, “but as long as they are open, we’re on our own.”

There was also no official notification of the closure at Fantasy Records, where sales manager Kirk Roberts said that he had conversed with the Pickwick Atlanta branch as late as Tuesday, March 29, before he found out that the office would be closed.

Robert said that the company has not yet announced alternative distribution outlets for its Atlanta and Minneapolis markets, where it is handled by Pickwick. He said that has been no fantasy product supply shortages, but speculated that if the closure were to last another week, “there might be some feedback from retail accounts.”

ON JAZZ

PALO ALTO IS POPPIN’ — With the continued success of vocalist Dianne Reeves on the jazz charts and multi-instrumentalist George Howard on the airwaves, Palo Alto Records could be happy just laying back and milking their last bit of releases. But the California-based indie has just hit with four new releases that appear to be its strongest ever. Chief among them is a double album tribute to pianist Bill Evans, from white proceeds will go to the Bill Evans Jazz Piano Scholarship Fund being administered by the label, Keyboard Magazine editor and the National Arts Jazz Educators. However, the success is not limited to just one label. Al Walron, who has a rich history in the music business, is now joining the ranks of the label's portfolio as well. Walron, known for his extensive collection of rare and obscure jazz records, will continue to contribute to the label's success.

RetaiIn Abingdon, “You’re a natural!” I exclaimed as I stared at the young man who was standing in front of me. He had a kind smile on his face and a twinkle in his eye. “Thank you,” he replied, his voice filled with warmth and gratitude. “It’s my pleasure,” I said, feeling a sense of satisfaction at having been able to help him.

Lingerie Call — Mercury/PolyGram recording group. The Call recently played Club Lingerie in Hollywood in support of its latest LP, “Modern Romans.” Pictured standing are (l-r): Jerry Jaffe, vice president, rock division, PolyGram; Bill Fellett, senior vice president, E/P/A’s; Jon Landau, regional director promotion, PolyGram; Laine O’Donnell, the group’s manager; John Staissue, vice president, A&R, rock division, PolyGram; Jeff Sydney, vice president, business affairs, West Coast, PolyGram; Russ Regan, senior vice president/general manager, pop division, PolyGram, and Scott Musick of the group. Pictured seated are (l-r): Tom Ferrier, Michael Been and Steve Huddleston of the group.
### TOP 15 VIDEO GAMES

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Studio/Developer</th>
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<tbody>
<tr>
<td>1</td>
<td>MS. PAC-MAN</td>
<td>Atari</td>
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<tr>
<td>2</td>
<td>PITFALLI</td>
<td>Activision</td>
</tr>
<tr>
<td>3</td>
<td>RIVER RAID</td>
<td>Activision</td>
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<tr>
<td>4</td>
<td>CENTIPEDE</td>
<td>Atari</td>
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<tr>
<td>5</td>
<td>FROGGER</td>
<td>Parker Brothers 3300</td>
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<tr>
<td>6</td>
<td>DONKEY KONG</td>
<td>Coleco 2451</td>
</tr>
<tr>
<td>7</td>
<td>ZAXXON</td>
<td>Coleco 2435</td>
</tr>
<tr>
<td>8</td>
<td>MOUSE TRAP</td>
<td>Coleco 2419</td>
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<tr>
<td>9</td>
<td>VANGUARD</td>
<td>Atari CX2669</td>
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<tr>
<td>10</td>
<td>PHOENIX</td>
<td>Atari CX2673</td>
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<td>11</td>
<td>DONKEY KONG Jr.</td>
<td>Coleco 2601</td>
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<tr>
<td>12</td>
<td>SPIDER FIGHTER</td>
<td>Activision AX021</td>
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<tr>
<td>13</td>
<td>DEMON ATTACK Imagic</td>
<td>Activision 3200</td>
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<tr>
<td>14</td>
<td>SEA QUEST Activation</td>
<td>Activision AX022</td>
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<tr>
<td>15</td>
<td>VENTURE</td>
<td>Coleco 2457</td>
</tr>
</tbody>
</table>

**COMPILED FROM:**
- Atari
- Phoenix
- Disc-O-Mat
- New York City
- Sound Video, Unitd.
- Chicago
- Musicland
- Boston
- Everybody
- Portland
- Licensable Pizza
- Los Angeles
- New England Home Video
- Dragon
- Movies To Go
- St. Louis
- Sound Warehouse
- San Antonio
- Special's
- Miami
- American Tape & Video
- Atlanta
- Nickelo
deen
- Los Angeles
- Snow Industries
- National
- Tower
- Sacramento
- Seattle
- Crazy Edrobe
- New York City
- Video Store
- Cincinnati
- Turquoise
- Atlanta
- Radio
- Baja
- Curly
- Wonderful World of Video
- Chattapolage
- Entertainment Systems
- Phoenix
- Licensable
- Kansas City City
- Jay
- Denver
- Cars
- Buffalo
- Tower
- Sacramento
- Seattle
- Wharehouse
- Los Angeles
- Century
- Kansas City
- Dayton
- Cincinnati
- St.
- Louis

### TOP 15 MIDLINES

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Studio/Developer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THE DOORS</td>
<td>Elektra EKS 74007</td>
</tr>
<tr>
<td>2</td>
<td>FLEETWOOD MAC</td>
<td>Reprise MSK 2281</td>
</tr>
<tr>
<td>3</td>
<td>LED ZEPPELIN (I)</td>
<td>Atlantic SD 19129</td>
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<tr>
<td>4</td>
<td>SO FAR</td>
<td>Crosby, Still, Nash &amp; Young (Atlantic SD-19119)</td>
</tr>
<tr>
<td>5</td>
<td>LOOK SHARPIE Joe Jackson</td>
<td>A&amp;M SP-64907</td>
</tr>
<tr>
<td>6</td>
<td>WINELIGHT</td>
<td>Grover Washington, Jr. (Elektra SE 305)</td>
</tr>
<tr>
<td>7</td>
<td>SOUVENIRS</td>
<td>Dan Fogelberg (Full Moon/Epic PE 33137)</td>
</tr>
<tr>
<td>8</td>
<td>LET THERE BE ROCK AC/DC</td>
<td>Atco SD-36151</td>
</tr>
<tr>
<td>9</td>
<td>TAPESTRY Carole King</td>
<td>Epic PE 34946</td>
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<tr>
<td>10</td>
<td>PIANO MAN Billy Joel</td>
<td>Columbia PC 32455</td>
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<tr>
<td>11</td>
<td>THE CARS</td>
<td>Elektra BE 135</td>
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<tr>
<td>12</td>
<td>MEATY, BEATY, BIG AND BOUNCY</td>
<td>The Who (MCA 37001)</td>
</tr>
<tr>
<td>13</td>
<td>ROCK 'N ROLL, VOLUME I</td>
<td>The Beatles (Capitol SN/16020)</td>
</tr>
<tr>
<td>14</td>
<td>WOMEN AND CHILDREN FIRST</td>
<td>Van Halen (Warner Bros. 3415)</td>
</tr>
<tr>
<td>15</td>
<td>WHO ARE YOU? The Who</td>
<td>MCA 3000</td>
</tr>
</tbody>
</table>

**COMPILED FROM:**
- Licensable Pizza
- Los Angeles
- Cavages
- Buffalo
- Dan Jay Music
- Denver
- Lieberman
- Portland
- Sunland
- St. Louis
- Kansas
- Indianapolis
- Peaches Records
- Cincinnati
- Columbus
- Charts
- Phoenix
- Gary's
- Virginia
- Sound Video, Unitd.
- Chicago
- Record Stores
- Cincinnati
- Tower Records
- Sacramento
- San Diego
- Seattle
- Disc-O-Mat
- New York City
- Massachusetts
- One-Stop
- Boston

### REGIONAL ALBUM ANALYSIS

#### NATIONAL BREAKOUTS

1. **Pink Floyd**
2. **Dexys Midnight Runners**
3. **Pete Townshend**
4. **Berlin**
5. **Whispers**
6. **Kenny Rogers**
7. **Thomas Dolby (LP)**
8. **Laura Branigan**
9. **Greg Kihn Band**
10. **Thomas Dolby (LP)**
11. **Molly Hatchet**
12. **Bryan Adams**
13. **Scandal**
14. **Roxy Music**
15. **John Anderson**
16. **Greg Kihn Band**
17. **Thomas Dolby (LP)**
18. **Eddie Money**
19. **The Pink Fairies**
20. **The Smithereens**

#### BALTIC/MICHAEL WASHINGTON

1. **Pink Floyd**
2. **Whispers**
3. **Thomas Dolby (LP)**
4. **Dexys Midnight Runners**
5. **After the Fire**
6. **George Clinton**
7. **Thomas Dolby (LP)**
8. **Berlin**
9. **Tubes**
10. **Scandal**
11. **Dexys Midnight Runners**
12. **Pete Townshend**
13. **Greg Kihn Band**
14. **Thomas Dolby (LP)**
15. **Julio Iglesias**

#### WEST

1. **Pink Floyd**
2. **Berlin**
3. **Roxy Music**
4. **Tubes**
5. **Whispers**
6. **Dexys Midnight Runners**
7. **Pete Townshend**
8. **Greg Kihn Band**
9. **Thomas Dolby (LP)**
10. **Julio Iglesias**

#### DENVER/PHOENIX

1. **Pink Floyd**
2. **Dexys Midnight Runners**
3. **John Anderson**
4. **DeBarge**
5. **Greg Kihn Band**
6. **After the Fire**
7. **Whispers**
8. **Roxy Music**
9. **Bryan Adams**
10. **Laura Branigan**

#### SOUTH CENTRAL

1. **Pink Floyd**
2. **Dexys Midnight Runners**
3. **John Anderson**
4. **DeBarge**
5. **Molly Hatchet**
6. **Thomas Dolby (LP)**
7. **Whispers**
8. **John Anderson**
9. **Roxy Music**
10. **Willie Nelson**

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**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.**
WHAT'S IN STORE

MUSIC PLUS ADDITIONS — Music Plus stores have become Tickner-outlets with last week’s “US ‘83” festival announcement in Hollywood (Cash Box, April 2). According to the L.A.-based chain's director of creative marketing, Alan Schwartz, the ticket agency link was scheduled a little farther down the road than the Memorial Day weekend US dates required. “We didn’t want to take a project so big so fast, but we couldn’t very well pass it up,” explains Schwartz, adding that in handling tickets for the festival, the stores are “going for a moon shot on our first out.” Schwartz says that tickets, which are $25 at face value for a single day, will go for “$30 and change” at Music Plus. According to Jerry Seltzer, chairman of the ticket service and consultant to Tickner, Music Plus is the exclusive record dealer in Southern California handling tickets. Northern California is covered by Record Factory and Chicago by Rosa Records, with smaller retailers being used in smaller cities.

TAX BREAK — Great American Music Co. in Minneapolis is holding its second annual “I.R.S. Sale: ‘Jukebox & Tape & Sale’,” now through April 15. According to the chain’s vice president and general manager, Jan Jordan, “Panarama pricing” at $3.99, $4.99 and $5.99 levels will provide “something for every budget.” Jordan adds that Great American will be using its own ad dollars to advertise various cutout lines, and that due to “shortage” in manufacturers cop-movies, the chain is extending its former 7-10 day promotions, as with the current I.R.S. sale.

TOWER POWER — When Tower Records’ much-heralded Manhattan fortress in mid-May, Matthew Koenig will be at the helm. Currently the manager of the chain’s San Francisco store, Koenig will bring along his assistant manager, Marshall Lawhon, to do the same in New York. In addition, Ray Edwards, chainwide director of classical sales, will continue in that post in the New York store, as well as run its 4,000 sq. ft. classical department.

FRONTIER JOURNEY — Budget Tapes & Records stores recently tied in with Frontier Airlines on a promotion in support of Journey. Some 7,000 contestists in cities having both chain outlets and Frontier service vidio for the grand prize free flight to Denver to see the band and visit the member's backstage... Meanwhile, the 11 Denver and Boulder Budget outlet have followed the lead of other retailers and have instution the “Rock of the Eighties” music news sections as a tie-in with station KDPI-FM “Rock of the Eighties” format. According to advertising director Jeff Kiem, the stores are using 3- to 10-ft. banners to highlight the new sections, as well as posters and album stickers. Klem adds that the wall-racked sections hold approximately 30 pieces, which closely follows the weekly station pilots.

EVERYBODY’S COMPETITION — Everybody’s Record Co. in Portland, Ore., has declared two of its eight outlets in the Northwest as “competition” stores. The stores are in Portland and Seattle and are among the slightly lower price points of the rest of the chain, as well as a $6.99 price on the chain’s Top 30 and the 75 biggest new releases. According to chain head Tom Keenan, the two stores will also be allowed to carry a variety of” item” from competing stores at any time.... Everybody’s store in the Portland suburb of Hillsboro is experimenting with a $6.99 shelf price on all $8.98 list cassettes, which is $1 under LP price in most stores.... Keenan was not pleased to report that 73” weather on the first weekend of spring brought a 25% drop in his chain’s business.

VIDEO SPECS — Spec's Music in Florida is adding video rental and sale clubs to its Palm Beach Gardens and Kendall Lakes (Miami) locations. Both stores are in strip mall — the only other two stores in the 16-store chain that have video clubs are the freestanding locations. According to the chain’s Joe Andrulew, video clubs haven’t been introduced into mall stores because those stores usually aren’t as big as the freestanding and strip mall stores and therefore can’t handle the increased traffic as easily.

SINGLES GOING STEADY — Both Detroit’s Bad Records and California’s Licorice Pizza chains recently ran successful singles promotions. Under a “Blowout Special 99c” display, which went through more than 1,000 Billy Squier and Stray Cats singles... "People are conscious of singles prices," explains Bad head Calvin Simpson. "They respond to the word ‘sale,’ and when they see singles regularly priced at $1.49 and then are on sale for under a buck, they'll pick them up." At Licorice Pizza, singles buyer Anita Ortiz reports that a recent "Buy three, get one free" singles promotion was the most successful singles stimulus in the chain's history. The sale was supported by heavy radio and print advertising and in-store merchandising, and included 12-inch singles, which were sale priced. Incidentally, Bad’s Simpson whose $1.49 singles price was the lowest among the 20 chains surveyed last week, says that he will short up the price by either 30 cents or 40 cents and will offer three for $5.

NEW STORE NEWS — Bad Records is adding two outlets in suburban Detroit... Turtles Records & Tapes just opened its 26th store in the Atlanta suburb of Lilburn... Flip Side opens No. 12 this month in Morton Grove, Ill.

ADDED IN L.A. — Actress/singer Pia Zadora (c) recently stopped by the Tower Sunset Blvd. store in support of her videoclip, "The Clapping Song," and an upcoming LP on Elektra/Asylum. While at the store, Zadora spent much of her time signing autographs.
**CASH BOX ROCK ALBUM RADIO REPORT**

**MOST ADDED**

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Album</th>
<th>Label</th>
<th>Tracks</th>
<th>Added By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ZZ TOP</td>
<td>ELIMINATOR</td>
<td>WARNER BROS</td>
<td>Open</td>
<td>Added: WBAB, KBPI, KSJO, WKLS, WOUR, WSKS, KSHE, WYFE, WBLM, KLOL, WMMS, HOT</td>
</tr>
<tr>
<td>2</td>
<td>DEXYS MIDNIGHT RUNNERS</td>
<td>TOO-RYE-AY</td>
<td>A&amp;M</td>
<td>Open</td>
<td>Added: None, HOTS: WMMS, WHFS, WYFE, KEZY, KNAC, WBAB MEDIUMS: WBAB, KLOL, WKLS, WYFE. PREFERRED TRACKS: Elmer, Black</td>
</tr>
<tr>
<td>3</td>
<td>THOMAS DOLBY</td>
<td>BLINDED BY SCIENCE</td>
<td>HARVEST</td>
<td>Open</td>
<td>Added: None, HOTS: KLOL, WHFS, WYFE, WKLS, KNAC, WNEW, WBAB MEDIUMS: WBAB, WYFE, KNX, KNAC, WNEW, KBPI, WNEW, KMET, PREFERRED TRACKS: Blind, Submarines</td>
</tr>
<tr>
<td>4</td>
<td>DURAN DURAN</td>
<td>SITO</td>
<td>HARVEST</td>
<td>Open</td>
<td>Added: None, HOTS: WYFE, MEDIUMS: WMMS, KLOL, WKLS, KNX, KNAC, WNEW, WBAB MEDIUMS: WYFE, KNX, KNAC, WNEW, KBPI, WNEW, KMET, PREFERRED TRACKS: Hungry, Rio</td>
</tr>
<tr>
<td>5</td>
<td>THE FIXX</td>
<td>SHUTTERED ROOM</td>
<td>MCA</td>
<td>Open</td>
<td>Added: None, HOTS: WMMS, KLOL, WPRL, WYFE, WNEW, MEDIUMS: WYFE, KNEW, WPRL, WYFE, KNX, WNEW, KBPI, REPLACED TRACKS: Stand</td>
</tr>
<tr>
<td>6</td>
<td>INXS</td>
<td>SHACKO SHOBOB</td>
<td>ATCO</td>
<td>Open</td>
<td>Added: None, HOTS: WMMS, KLOL, WLBM, KNX, KEZY, WNEW, WPRL, WYFE, KBPI, MEDIUMS: KNX, KBPI, KMET, REPLACED TRACKS: Foofa's</td>
</tr>
<tr>
<td>7</td>
<td>JON BUTCHER AXIS</td>
<td>POLYDOOR</td>
<td>Added: None, HOTS: WMMS, KLOL, WPRL, WYFE, KEZY, WNEW, WPRL, WYFE, KNX, KMET, MEDIUMS: WPRL, WYFE, KBPI, REPLACED TRACKS: Foofa's</td>
<td>Sales: Moderate in East and Midwest.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>MARTIN BRILEY</td>
<td>ONE NIGHT WITH A STRANGER</td>
<td>MERCURY</td>
<td>Added: None, HOTS: WMMS, KLOL, WPRL, WYFE, KEZY, WNEW, WPRL, WYFE, KNX, KMET, REPLACED TRACKS: Foofa's</td>
<td>Sales: Fair in East.</td>
</tr>
<tr>
<td>9</td>
<td>TONY CAREY</td>
<td>I WON'T BE HOME TONIGHT</td>
<td>ROCSHIRE</td>
<td>Added: None, HOTS: WMMS, KSHE MEDIUMS: WMMS, KNX, KBPI, REPLACED TRACKS: Foofa's</td>
<td>Sales: Fair in East and South.</td>
</tr>
<tr>
<td>10</td>
<td>ERIC CLAPTON</td>
<td>MONEY AND CIGARETTES</td>
<td>DUCK/WARNER BROS</td>
<td>Added: None, HOTS: WMMS, WPRL, WMMS, KNX, KEZY, WNEW, KBPI, REPLACED TRACKS: Heart</td>
<td>Sales: Good to moderate in all regions.</td>
</tr>
<tr>
<td>11</td>
<td>PHIL COLLINS</td>
<td>HELLO, I MUST BE GOING</td>
<td>ATLANTIC</td>
<td>Added: None, HOTS: WMMS, WPRL, KNX, KEZY, WNEW, KBPI, REPLACED TRACKS: Heart</td>
<td>Sales: Moderate to fair in all regions.</td>
</tr>
<tr>
<td>12</td>
<td>ERIC CLAPTON</td>
<td>MOTHER'S HAT</td>
<td>A&amp;M</td>
<td>Added: None, HOTS: WMMS, WPRL, KNX, KEZY, KBPI, REPLACED TRACKS: Heart</td>
<td>Sales: Moderate to fair in all regions.</td>
</tr>
</tbody>
</table>

**MOST ACTIVE**

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Album</th>
<th>Label</th>
<th>Top 10 Radio Stations:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PINK FLOYD</td>
<td>THE FINAL CUT</td>
<td>COOLUMBA</td>
<td>Added: WBAB, KSJO, WLBM, KNX, KSHE, KEZY, WNEW, KNX, KBPI, KMET, REPLACED TRACKS: Separate</td>
</tr>
<tr>
<td>2</td>
<td>ROXY MUSIC</td>
<td>THE HIGH ROAD</td>
<td>WARNER BROS</td>
<td>Added: None, HOTS: WMMS, KNX, KEZY, WNEW, WBLM, WYFE, KBPI, REPLACED TRACKS: None</td>
</tr>
<tr>
<td>3</td>
<td>STYX</td>
<td>KIRK WAS HERE</td>
<td>A&amp;M</td>
<td>Added: None, HOTS: WMMS, KLOL, KEZY, WNEW, WBLM, WYFE, KBPI, REPLACED TRACKS: Title, Reap, Politics</td>
</tr>
<tr>
<td>4</td>
<td>PETE TOWNSSEND</td>
<td>SCOOP</td>
<td>ATCO</td>
<td>Added: None, HOTS: WMMS, WNEW, WBAB MEDIUMS: WMMS, KNX, WYFE, KBPI, REPLACED TRACKS: None</td>
</tr>
<tr>
<td>5</td>
<td>EMOTIONS</td>
<td>ALWAYS ON MY MIND</td>
<td>WARNER BROS</td>
<td>Added: None, HOTS: WMMS, WHFS, WYFE, KEZY, WNEW, KBPI, REPLACED TRACKS: None</td>
</tr>
<tr>
<td>6</td>
<td>THE BANGLES</td>
<td>HEY MISTER</td>
<td>A&amp;M</td>
<td>Added: None, HOTS: WMMS, WHFS, WYFE, KEZY, WNEW, KBPI, REPLACED TRACKS: None</td>
</tr>
<tr>
<td>7</td>
<td>THE TUBES</td>
<td>OUTSIDE INSIDE</td>
<td>CAPITOL</td>
<td>Added: None, HOTS: WMMS, KNX, KEZY, WNEW, KNX, KBPI, REPLACED TRACKS: None</td>
</tr>
<tr>
<td>8</td>
<td>U2</td>
<td>WAR</td>
<td>ISLAND</td>
<td>Added: None, HOTS: WMMS, KLOL, WHFS, WYFE, WNEW, WKLS, KNX, KBPI, REPLACED TRACKS: None</td>
</tr>
<tr>
<td>9</td>
<td>ULTRAVOX</td>
<td>QUARTET</td>
<td>CHRYSALIS</td>
<td>Added: None, HOTS: WMMS, WNEW, KBPI, REPLACED TRACKS: None</td>
</tr>
</tbody>
</table>
Extra Cassette Tracks Boost Image, Hinder Home Taping

(continued from page 6)

I think of record buyers as home listeners and cassette buyers as on-the-go listeners," said Dennis, adding that where the cassette buyer might get an extra track, the LP buyer still received the better package. Bob Biggs, president of Slash Records, also noted that disc packagings were "much more the real thing, something you want to own and handle," whereas cassettes were "more slap it in and go without." Biggs, who had put out extra tracks on Rack And File and Blasters LP product and plucked to do the same on a forthcoming Fear album, further stated a sensitivity to different uses of different prerecorded product configurations. "The idea is that each object, be it cassette, album, EP or whatever, is different and has its own place and use. I think that the future of music is such that it will be used in more forms, and we're gearng our consciousness here in that direction." Best Situation

The optimal situation for Biggs would be to be able to afford enough studio time to record 15 tracks for breaking down into distinct LP, EP and cassette configurations. I.R.S.'s Bolan reported that enough material would be cut for the next Fleetwood LP and that the cassette quality was high enough. Meanwhile, Arika is set to release the cassette of the next Flok Of Seagulls LP along with the same LP and a one-track cassette, which is commercially distributable and can't be used for broadcast. Dobbs said that if radio were to show interest in the quality, a DJ 12-inch might be manufactured, with commercial 12-inch discs possibly available to purchasers.

Dobbs was among several managers who said that it was too early to tell whether the cassette-only material was having any effect on cassette sales. Capitol's Lee felt that Capitol would "take stock" of the effect of "Buffalo Serenade" on the Miller cassette sales and would consider a release on a "release-by-release" basis.

Rio Goes Gold

LOS ANGELES — Capitol recording group杜兰a Duran has just had its "Rio" LP charted in the Top Ten of the Recording Industry Association of America (RIAA), signifying sales of more than 500,000 units.

LAS VEGAS — With the upcoming merger between the U.S. firm of Electro-Voice and its European counterpart, Electro-Voice S.A., the Buchanan, Mich., headquarters of the American company become the center of global marketing for the firm.

The largest operating unit of Gulton Industries, an electronic stock exchange company, Electro-Voice, Inc. will be headed by Robert D. Patel, president of Electro-Voice of California, who will be assisted by a vice president, international marketing, in addition to the Electro-Voice manufacture of Electro-Voice — manufacturers of microphones, loudspeakers and electronic equipment — for national, commercial and home entertainment uses — reports regular increases in export sales, particularly in the Japanese and Australian markets, as well as increasing the creation of new subsidiaries in those countries. At the same time, under the direction of its New York office, the Electro-Voice S.A. headquarters in the U.K., Electro-Voice has undertaken the company called "significant growth strategy.

Gulton Industries, parent of Electro-Voice, is located in Princeton, N.J. and specializes in electronic instrumentation such as educational equipment and power and lighting projects.
**One-Stop Scraps Report Increased Singles Sales As Jukebox Makes Comeback**

(continued from page 8)

don’t think you hear people talking about Pac-Man anymore or a replacement for Pac-Man.

Voyon reports that singles sales were slowly increasing at BIL, but Phil Blasingill, of the One Stop in New Orleans, estimates that a 12% hike in sales for the first quarter of 1983 over that same period one year ago. He attributes much of the jump to a rebound in its pool area as well as an influx of local bums.

“People can go to a joint and drink beer and listen to music and play pool when they can’t afford to go to a jukebox or do anything else to show,” Blasingill explains. “A dinner and theater can cost you $50-$60 a couple, so this is one of the things that I think is helping our business.”

He also points out the cost of playing video games, noting that the machines can eat up quarters just about as fast as “Ms. Pac-Man” consumes fruit within the corridors of the playing field. “You can spend $5-$6 and get six cups of music,” he says, “so it’s still the cheapest thing in the house. I think our business will continue to improve as long as the video games have got to be off pretty good. There are too many of them for one thing.”

**Paul Yoss, at the Game**

Paul Yoss, of Miami’s One Stop, agrees with Blasingill that the “overnight” proliferation of video games created a serious problem, and he adds that as far back as six or seven months ago, One Stop began to see increased sales for “The Big One” and other video games.

Harvey Campbell, of Mobile One Stop in Pittsburgh, states that video never really was a threat to his jukebox and singles sales as it was touted, as the whole proposition “manufacturers” recommend. “I have never found people that play music play video games,” he says, “and the people that play video games pay video games; we’re not stealing quarters from one to do the other. I hear all the time and I get so sick of hearing that. Video peaked a year ago. They’re wondering why they’re not selling records, and they want blame it on something else instead of their own inadequacies.”

Campbell suggested that the introduction of Atari and Coleco home video game units has made the coin-operated machines less attractive to people away from home, that is, the mainstay for a coin operator,” he suggests. “The pool table and the jukebox have been his base for years, he just got sidetracked in the video and spent all his energies into that, but music still is alive and well.”

He adds that many operators are not buying jukebox hardware as much as they used to, but they are spending money on the software — records — to program the big jukeboxes. “They buy music by coin operators, he maintains that sales are still lagging for a number of different reasons, perhaps the rental costs. People are not going into the bars, they can’t play the jukebox.” He notes that when operators make music, they’re making them in larger volumes, but the frequency of operators’ orders has diminished.

“They’re buying more music less often,” he says, “which results in less sales, but they’re not buying more often and less records. The rule of thumb was three or a week or something; now they buy two every two weeks or three weeks, sometimes once a month.”

He also suggests that sifting drunk driving penalties across the nation have also contributed to a smaller clientele for the jukebox operator. “They’ve got the cops international business affairs, MCA Records; MCA/Nashville; Frank Cope, the group, Harold Hunter, producer, and Terry Toge, manager, Hunter’s manager.”

CLOSER TO GOLD — Following the group’s recent concert in Huntsville, RCA recording group Alabama was presented with gold records commemorating the release of its fourth album, “The Closer You Get,” which sold in excess of 500,000 units. Pictured at the presentation are (l-r): Teddy Gentiny of the group; Joe Galante, division vice president, RCA/Nashville; Randy Goodman (pianist hidden), merchandising manager, RCA/Nashville; Mark Hendron of the group, Dale Wheeler, sales director, RCA/Nashville; Jeff Cook of the group, Harold Hunter, producer, and Terry Toge, manager, Hunter’s manager.

**Instrumental Category Finalists Named For 18th Annual ACM ‘Hat’ Awards**

NASHVILLE — Following the initial release of nominations for the upcoming Academy of Country Music (ACM) “Hat” Awards show last week (Cash Box, April 2), the ACM this week finalized the nominees in the instrumental category. Finalists for the ACM award show were mailed to the nomination’s organizers April 1 and must be returned no later than April 22.

James Burton, who was nominated for Guitarist of the Year and Specialty Instrumentalist of the Year for his dobro playing, was the only player to receive nominations in more than one category. Unlike the rest of the awards, which will be presented during the show’s national telecast May 9 from Knots’ Berry Farm in Buenos Aires, Calif., the instrumental awards will be announced approximately two weeks prior to the actual event along with the winners of the Dick-Jokey of the Year, Night Club of the Year, Radio Station of the Year awards. The culmination of balloting by some 600 ACM members will be produced by the Dick Clark Co.

The instrumental awards will be given to one finalist from each of the following categories:

Guitar — Al Bruno, James Burton; “Thumbs” Garlin, Billy Walker and Reggie Young.


Drums — Mike Dillon, Archie Francis, Buddy Harmon and Larry London.

Keyboard — Carl Bell, Dan K. Harris, Steve King, and “Hargus” Pig Robbins.

Steel guitar — Buddy Emmons, Sonny Garrish, Lloyd Green, J.D. Maness and Weldon Myrick.

Specialty Instrument — James Burton (dobro), Neil Levang (mandolin), Don Markham (sax), Charlie McCoy (harmonica) and Terry Toge (harmonica).

Band (touring) — Alabama, the Charlie Daniels Band, the Do-Rites (Barbara Mandrell), the Rick Skags Band and The Strangers (Merle Haggard).

Band (non-touring) — The Wynn Alexander Band, the Johnny Blankenship Band, the Desperados (Johnny & Jon Mosty), Sound Company (Ed Mattox), the Tennesseeans (Billy Mize) and Western Union (Mike Smart).

WJKZ’s Sanders Initiates Purchase Of WSM-AM, Opry

by Tom Roland

NASHVILLE — Mack Sanders, owner of the Jayco Broadcasting chain (which includes WJKZ & WNWK/Nashville; as well as stations in Birmingham and Knoxville), made public his intention to purchase the Grand Ole Opry and WSM-AM March 29.

Sanders is currently assembling a group of local music people, which at this time numbers approximately six, to purchase the holdings of Houston’s American General Corp. That company has priced its intentions to sell the properties, and Sanders is rounding up investors in an effort to keep ownership of the pioneering country medium in Nashville.

“I am concerned that a large conglomerate from another state will purchase the entire package and not have the know-how and talent to operate broadcast properties,” commented Sanders on the proposed acquisition. “We in this business realize that running a radio station is much different from running hotels, amusement parks and insurance companies.”

Joe Stirk and the Blackburn Co. In Washington, D.C., are handling negotiations on behalf of Sanders’ assembly with all proposals channeled through the First Union of New York. Sanders is to fly to that city during the first full week in April to discuss the intended purchase in person with First Boston.

Sanders maintains that the negotiations will have no effect on his current Nashville radio stations — WNWK-AM and KJKZ-FM — although Federal Communications Commission (FCC) regulations would require the Jayco chain to dispose of the AM outlet before the WSM agreement could be consummated through time business. “We want to retain substantial ratings in the Arbitron radio surveys. Sanders is not interested, however, in selling the FM to acquire WSM-AM.”

(continued on page 19)
NEW REPORTER — KSD/St. Louis is the fifth and last of the new Cash Box reporting stations to be profiled. KSD has been a country music station since Feb. 1, 1981. That’s the largest daytime signal in St. Louis radio, reaching a radius of 150 miles. Phil Trammell serves as general manager for the station, Merrell Hanson is sales manager. Bill Coffey is operations manager and Walt Turner is vice president of programming. KSD is a Gannett radio station, Gannett being the fourth largest communications company in the United States. The station’s line-up includes, 8 a.m.-2 p.m. Michael Conner, 2-7 p.m. Nancy Crocker, 7 p.m.-midnight; and Turner covering the all-night shift. The station staff has also formed a touring group called the “SSD Roadshow” entertaining their listeners with everything from a ventriloquist act to musicians and singers. Wade Ray is featured as fiddle player.

NASHVILLE TONIGHT — Doug Lavalle has entered into a joint venture with Jim Chase of Acro Pros. In Nashville and Mike Kelly, of the Mike Kelly Organization in Nashville, to produce a new syndicated radio show called Nashville Tonight. The first show in the series was recorded at the Cheyenne Restaurant in Nashville and featured artists Razz Bailey, Terri Gibbs, David Rogers, Elisa Girard and Crispy Lane. The format for the show features Lavalle as host, and a different set of co-hosts each show — one from Nashville and the other from out-of-town market. It will also feature two name artists who are currently not on the charts, one artist who has been a constant hit maker and one artist who is considered an up and coming artist.

Lavalle, Case and Kelly are now in the process of lining up signing and announcing new stations. They will begin In May with 250-300 stations. Broadcasters who have not been contacted and interested in the show should call or write to Jim Case and/or Doug Lavalle at (608) 883-3888/883-3480 or Mike Kelly at (615) 256-MIKE. Acro Pros, is located at 3407 Green Ridge Drive, Nashville, Tenn. 37214.

LINE-UPS — Artists to be featured on Country Coup, the weekly series of one-hour specials produced by Narwood Pros., Inc. is as follows: Ricky Skaggs, week of April 4; and Johnny Lee, week of April 11. The artist line-up for the United States: The Weekly Country Music Countdown includes: Mac Davis, April 1-5, Vern Gosdin, April 8-12, Anne Murray, April 15-17, Don Williams, April 22-24; and Michael Murphy, April 30-May 1.

STATION CHANGES — Wayne Campbell has been promoted to assistant program director/promotion manager for WDQ-AM FM/Nashville. Campbell has been with the station since October, 1980, serving as program manager. Ross “The Hoos” Brooks has been appointed morning drive personality and program director of WNOX/Knoxville, Tennessee’s oldest radio station. Pei Adlam is the new music director for WDQS/Dover. Adlam was the station’s first announcer and music director when WDQS switched to country in September, 1974. He held that position until he left WDQS in September, 1977. Adlam returned to the station as a part-time announcer four years later and took over afternoon drive in January, 1982. Walt Barcus will continue to handle the program director’s duties as well as being the morning drive announcer. Dale Turner has returned to Tennessee and is handling the afternoon drive for WMC-Memphis. Turner was one of the first of the FICAP and previously did the programming for WSAI/Cincinnati. On a personal note, Turner would like to thank folks such as Wraylon “Stubby,” Don Paul, John Marks, Bill Catino, Lee Shannon and everyone else in the industry for their kind support during his interim period between WSAI and WMC. WPXK-Washington, D.C. (KIX Country FM) is also being broadcast on the CBC band, making it Washington’s only country station programming on both AM and FM. Before making the change, the AM format was “The WMJ’s “Music of Your Life.” WMZM-FM/Columbia, sister station to WMNI, is now a full-time country station rather than the beautiful music previously syndicated. Damon Sheridan is program director for the station and can be reached at (614) 221-1774 or 510 High St., Columbus, Ohio 43215.

EARLY RISIN’ FOOL — Epic artist Mickey Gilley recently made a local appearance at ABC-TV’s Memphis. Gilley is recorded by artist Dorothy Lyman of All My Children. Gilley just released his latest album, “Fool For Your Love.”

Nashville’s Quiet Giant — Doug Lavalle is getting ready to launch a new syndicated show, Nashville Tonight, with Jim Chase of Acro Pros. Lavalle, who has worked with Nashville artists such as Razz Bailey, Terri Gibbs, and David Rogers, is planning to feature two names not on the country charts, one who is a constant hit maker and one who is considered an up and coming artist.

Ultimately, Lavalle, Case and Kelly are in the process of lining up signing and announcing new stations. They will begin in May with 250-300 stations. Broadcasters who have not been contacted and interested in the show should call or write to Jim Case and/or Doug Lavalle at Acro Pros.

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K-tel Records Enter Gospel Field With 14-Cut Package On Arrival

by Tom Roland

NASHVILLE — Noting the huge potential audience for Contemporary Christian music and the success that the label has had in the past at moving vast amounts of compilation albums through massive television and radio advertising campaigns, K-tel Records has established a separate wing, Arrival Records, to market gospel product. The first such project "From The Heart," is scheduled for release in April.

The album, which contains cuts from 14 different artists, will be released in a two-record set, with the first album addressing the realms of gospel music, was created with the cooperation of Word, Inc., Sparrow Records, Benson Co. and Lexicon Music, who all contributed at least one track to the album. Acts covered in the disc include Silvermist, The Imperials, Amy Grant, Tommy Co., Emory Gordy, James Thomas, David Meece, Phil Keaggy, Keith Green, the 2nd Chapter Of Acts, John Michael & Terry Talbot, Dallas Holm & Praise, Evie, Barry McGuire and Don Francisco.

Benson Co. Bows 'Black Attack' Sales Force

NASHVILLE — The Benson Co. has become the first gospel compilation company to establish a separate sales force, an area of black gospel music with the aim of introducing Benson Co. product into a greater number of retail outlets, one-stop and rack operations. Dubbed the "Black Attack," sales force staff members include Jerry Thomas, who will work out of the Cleveland, Ohio office, and Boyd and Dennis Nelson, both of whom will be based in New York.

"When I originally joined the staff of the Benson Co., my initial goal was to be involved in creating some black gospel albums that would allow the Benson Co. to compete aggressively in that market," commented Gentry McCreary, black music marketing director. "The albums are ready, so the next step has been to create a sales force capable of getting these albums into places where consumers can purchase them. We have created and trained the 'Black Attack' sales force to do just that."

The Benson Co., a Christian communications company based in Nashville, distributes 18 different labels, including three devoted exclusively to black gospel music. Hope Singles Records, Kingsway Records, and Rogers and Keith Pringle; New Birth Records, whose roster includes The Clark Sisters and The Benny Cummings Singers, and Oxy International Records, whose line-up encompasses The Richard Smallwood Singers, Al Hobbs & Eternal Light and The Sacramento Community Choir are all under Benson Co. distribution, as is Impact Records' artist Larnelle Harris.

INCREDIBLE OVERTURE — Gospel singer Dennis Agajanian (1) created a first on ABC-TV's That's Incredible when he performed the "Walk On Water" while riding his dirt bike under the watchful eye of Indy 500 winner Parnelli Jones (1).
82 Sales In Japan Drop To New Low In Spite Of 8-Track Tape Resurgence

by Kozo Otsuka

Tokyo — Despite a sharp increase in the sales of eight-track products, the turnover of full-size music in Japan has dropped to record lows from the previous year, according to a report recently released by the Japan Phonograph Record Assn. (JURA) and the association's new president, Noboru Takayama.

According to the report, the Japanese music industry has experienced two consecutive years of decline in sales over the previous years, the first time that this has occurred in the history of the music industry here. Total sales of both record and tapes for the 12 months from January to December 1992 reached 211 billion yen ($1.2 billion), representing a three percent drop from 1991. There was a one percent decline from 1991 to 1989.

Discs comprised 155 billion yen in sales ($1.875 billion), a 10 percent drop from 1990, while prerecorded tapes earned 125.7 billion yen ($1.56 billion). The tape configuration has been maintaining a steady growth preventing an even deeper plunge of over 20 percent.

In terms of volume, records sold 151.9 million copies, a 10 percent drop from 1991, while tapes sold 97.6 million units for an increase of 20 percent.

The 45 configuration brought in 45.9 billion yen ($156 million) on sale of 76.2 million copies, a decline of 22 percent in sales since the previous year. LP sales also dropped 10 percent to 118 billion yen ($131 million) on sales of 73.7 million units.

Regarding prerecorded tape sales, the eight track sold 35.2 billion yen ($153 million), a 43 percent increase over 1991, on a total of 38.4 million units, up over the previous year by 40 percent. According to the JRA report, most of the eight track product sold in the Japanese market was background music.

Unlike the eight-track, cassette growth slowed perceptibly, increasing by only 7.4 percent over the last 10 years. For the year, revenues totalled 90.6 billion yen ($134 million), a drop of one percent over 1991. In terms of units, however, cassettes sold 61.1 billion, a jump upward of one percent.

Wekl Music Opens U.K. Office; Merritt Named

Los Angeles — Under the direction of executive vice president Dean Kay, The Wekl Music Group recently expanded its forces once again with the opening of its London-based office. John Merritt, formerly with Sunbury Music, was appointed to head the London office. It is based at the Regent Street premises of Heath-Ley, an administrator of Wekl catalog the last four years.

Founded by famed bandleader Lawrence Welk, Wekl Music is seeking UK acts for worldwide publishing deals, and is interested in U.S. and international music of UK publishers and acts. Wekl also plans to continue the practice of purchasing other music publishing catalogs in the UK. Merritt, who has been working for MAM handling special projects since leaving Sunbury Music last year, has also administered the publishing catalog of Sugar Hill Records and will continue his interest in international various black music catalogs and copyrights.

Establishment of the London office by Welk was announced recently by Merritt, who is a former director of that company's music division.

INTERNATIONAL DATING

1993

Argentina

BUENOS AIRES — Although no official word has been issued yet, it is understood that EMI and Interdisc are negotiating a distribution arrangement for the interior of the country outside of the Capital, a market which was previously in the provinces by CBS, and now its product would be sold by EMI; distributors, wholesalers and retailers in Buenos Aires and its neighborhoods will probably continue to be serviced by Interdisc; preliminary details of such an agreement is that EMI would handle, at least partially, the WEA catalog represented until 1991, which is now licensed to Interdisc.

Noberto Tejero, promotion manager of CBS, reported to Cash Box that his company was investigating the possibility of a Platinum record certification from CARF, the local Record Producers' chamber, for the year end sales campaign. CBS is now releasing an album by Pacho Roeh, a well known composer and musician from Corrientes, and will strongly promote the Spanish lyrics version of the Roberto Carlos album, cut by the Brazilian artist in New York three months ago.

PolyGram artist Valeria Lynch has been appearing to SRQ houses at the Ocean Theater in Buenos Aires, after successful gigs in Montevideo and the Atlantic coast during the summer season. Valeria made the headlines for the first time in 1976 via "Tribu", a Fame-like program, and "Hair" and "They Are Playing Our Song," musical comedies staged in Buenos Aires, and "Evita," with Madonna. Her latest LP has been selling very well.

Nestor Selasco of Sicamericana traveled to Guayaquil, Ecuador, to attend a meeting of the Latin American Federation of Record Producers. The next general assembly has been set for Buenos Aires next October and, the meeting day will be October 30, there may be some changes in the schedule. Selasco told Cash Box that the opening of a new branch of the Record Supermarket, a joint venture owned by some of the labels, will take place in a short time.

miquel smirnoff

Italy

Milan — Compact disc will make its offer of 45s finally present in Italy. PolyGram announced this date as the beginning of the distribution of its CD catalog, which includes 180 releases (half of them new). The price will range from $15 to $18. Also CBS and Decca Disci will start their distribution in May — both with 25 releases — in the CD market, and Denon also announced its action with a small catalog of numbers imported from Japan. In the hard rock field, many manufacturers and importers (Philips, Sony, Hitachi, Toshiba and others) have begun since February to distribute CD players on the Italian market.

A new record company — SGM, Societa Generale della Musica — was born in Milan, managed by Roberto Danel and distributed by Migal, a first release are an album by the Babylons group and a single by Sean Young. Other releases, produced by the owner of Stilatone Music, are expected in the next few months.

Massimo Giuliano is the new head of press and promotion dept. at CBS Disci, Milan, replacing Vittorio Rizza... Armando Chioldini and Raffaele Occasio signed an agreement with PolyGram, for the worldwide distribution of their label Emeg... Giorgio Filippago will replace for some time Silvano Giutili at the position of general manager at Fonit Cetra.

mario de iluigi

United Kingdom

London — Some Bizarre has just released their first full recorded holographic LP with the second Psychic TV LP. The holographic or 3D sound was recently invented by Italian artist Giorgio Zacchettoli who wants to keep his invention a secret. He has admitted, however, that as well as the use of conventional electronics he also uses holography to generate the sounds but he never employs the use of conventional audio signals. Pink Floyd's recently released album, "The Delerium" is miles of minutes of hologophonic on their platter, but Zacchettoli is adamantly that even if an electronical expert examined his generator, it's unlikely he would be able to understand the functioning... Island Records have signed a long-term deal with Ensign Records, the firm to be formed by Tony Hatch for the collaboration with DJ Chris Hill and Doren Loader. First product under the new label will be a single by The Wannabe's, to be released produced by Tony Visconti, the LP contains ten tracks including their last three hits singles... Clive Banks of Modern Music has recently signed a management contract with producer Alan Shacklock, who is currently represented in the U.K. Top 40. "Boice" (Boice) is a song that is currently presenty working with Language, a new Stiff Records label. He has previously worked with Dazys Midnight Runners, producing "Plan R," and is best known for his work with The Cockney Blue for the hit song "I Am The Beat." Shacklock can be contacted through ModernMedia in London. 01-404-5832.

nick underwood
SOUNDVIEWS

RAIA'S CULTURE CLUBE — The Recording Industry Assn. of America (RIAA) held its 13th Annual Cultural Award Dinner March 15 at the Washington Hilton in the nation's capital, and a bevy of political dignitaries, G-men, pop musicians and record industry notables showed up to celebrate. Featured here at the dinner are (l-r): former FBI executive assistant director Donald Moore, FBI White Collar Crime Section Chief Hal N. Hollerhoff, FBI executive assistant director John E. Otto, Deborah LaMania and RIAA director of Anti-

CD Forms Promotional Homebody

(continued from page S)

weeks. Approximately 40 representatives from 28 companies attended the sessions, which were hosted by Sony Corp. in Park Ridge, N.J., on March 24 and by Warner Bros. Records in Burbank on March 29.

The meetings were called by RIAA's Traiman, with the assistance of NARM vice president Dan Davis, PolyGram Records vice president of marketing Emilie Petrone and Sony Corp. vice president, sales and marketing, Consumer Audio Products, John Bresich. According to PolyGram's Petrone, company representatives at the meetings "basically discussed the feasibility of mounting an educational campaign at the consumer level that would be, in a sense, a given product, other understanding of digital audio and the Compact Disc in general."

As an outgrowth of such achievements, the Compact Disc Group is looking to have a CD catalog ready to be introduced at the Summer Consumer Electronics Show in Chicago, June 5-9. Included in the book will be general information regarding digital audio technology and the Compact Disc, in addition to a listing of all available CD records by record label and the addresses of all software and hardware companies in the Compact Disc Group.

Interested companies will also be able to obtain copies of the CD Catalog in bulk, at actual cost, for distribution to retailers, mass merchandisers, and other outlets. Quarterly updates of the catalog are planned for September and December, to include new title entries, and, in the future, a book will be published bi-monthly to provide more timely information on new titles and player introductions.

PolyGram's Petrones pointed out that the Compact Disc Group is additionally "having a full-time chair for information and information on the use of the CES and a general CD ex-

CONTENTS

ON SALE • BASEBALL — Baseball will be the theme of Disney's summer promotion, running from May through Aug. 15, when six of Disney's most popular animated titles will be priced at suggested retail lists of $29.95 and $39.95. A nice in Wonderland, The Many Adventures of Winnie the Pooh, Jungle Book and Bambi are the discs. Effective April 15, Vestrion assumes all U.S. marketing and distribution responsibilities for HarmonyVision product, undertaking Canadian sales duties the following month, as well. Initial HarmonyVision titles to be distributed by Vestrion this month include two kung fu features, Return of the Red Tiger and Cobra, the action film list, starring Richard Lawson and Davby Colbert; and Demon Age, a thriller with John Carradine, Lane Wood and Britt Ekland.

COAST TO COAST

POINTS WEST

(continued from page 10)

"Hexbreaker," is due out the end of May, and there's an interesting story behind one cut entitled "Burning Hell." Seems the track required a loud, piercing, demonic laugh, and the sound was delivered by producer Richard Mazda, who turned off nearly all the lights in the studio, got naked and intertwined in the fog. Everyone in the control room, including Roger Roy from The English Boot, couldn't believe their ears (or eyes, for that matter), but then again, Mazda's never been known for his traditional approach to producing titles.

EAST COASTINGS

(continued from page 10)

would homogenize it into a dance band. "It seems everybody's turning to dance in the past two years," said Fletcher. "Publishers are saying to us, 'Here's a track that's been sold, but if they want a disco band, they should sign one.'" Adds group composer Gera: "I just write what I want. We don't look things away just because they're not what's hot at the moment." Aside from feeling cramped, Fletcher sees some basic business reasons not to buckle under. "We have a lot of trouble in Europe where we were labeled as 'futurists,'" he said. "We were being lumped with Duran Duran and Spandau Ballet, and none of us sound the same. And if you're labeled as part of a scene, once that scene ends, it's over. We don't like to think of synthesizer bands as a type of music." The departure of Clarke also proved to be something of a test for the unit. "Vincent wrote most of our material," said Fletcher. "He was the one with the ambition and drive. Now it's up to me to write and bring it together. We realized we'd either have to rally together or die."

FONZI LEADS LUTHER - RCA Records artist Fonzi Thornton recorded "The Leader," his recently released debut album as a solo artist. Luther Vandross sang backup on part of the LP, which was co-produced by Thornton and Robert Wright. A 10-track LP, it features straight black music artists & repertoire, for the label. Pictured at a recording session for the album are (l-r): Wright, Vandross and Thornton.

Shock House Drops Hourly Rates 31%

NASHVILLE — Local studio The Shock House has lowered its hourly rates almost 31% from $55 to $45, with the fee increasing up to $195 for the use of an engineer. The 24-track facility, owned and managed by former Muscle Shoals producer Mike Shackle, recently added new equipment, including a Fender-Rhodes Piano, JBL-4430 speakers, a Lawson echo plate and a Lexicon delay unit.

Piracy Operations Joni M. Schoenfeld; RIAA president Stanley M. Gortikov, Rep. Sidney R. Yates of Illinois (recipient of the RIAA Cultural Award, a Steuben crystal obelisk), and entertainer Kenny Rogers; chairman of the Copyright Royalty Tribunal Commissioner Ed-
101 VANDENBERG 898
102 FAMOUS LAST WORDS 898
103 GREATEST HITS 898
104 PROCESION 898
105 SUBTERRANEAN JUNGLE 898
106 THE BEST IS YET TO COME 898
107 A CHILD'S ADVENTURE 898
108 SINGLES--45's AND UNDER 898
109 WORLDS APART 898
110 CATS 898
111 SHABBOOHOO SHOO 898
112 THE MAN FROM UTOPIA 898
113 LIVING MY LIFE 898
114 STEVE AARONING'S HALL OF FAME 898
115 ESCAPE 898
116 ASIA 898
117 AFTER THE SNOW 898
118 THE DANCERS 898
119 THE HUNTER 898
120 LUCKY 898
121 MIRAGE 898
122 WHEN THE GOING GETS TOUGH THE BOW WOW WOW (RCA A1-4570) RCA 140 4
123 DAYLIGHT AGAIN 898
125 THE ABOMINABLE SHOWMAN 898
126 WILLIE NELDON'S GREATEST HITS (AND SOME THAT WILL BE) 898
127 ASSAULT ATTACK 898
128 REACH 898
129 EVERY HOME SHOULD HAVE ONE 898
130 JOHNNY BUTCHER AXIS 898

ALPHABETIZED TOP 200 ALBUMS (BY ARTIST)

200 CHARIOTS OF FIRE 898

PHILIP GLASS (Columbia FC 37849) 137 3
HOOKED ON SWING 898
LARRY ELDER AND HIS MANHATTAN SWING RHYTHM ORCHESTRA (RCA A1-4542) 188 59
TWO OF A KIND 898
EARL KLUGH/SCOTT JAMES (Capitol FC 13220) 148 23
TUNE UP WITH THE HITS 898
INDIA SHANTI (Columbia FC 38730) 171 6
THE GETAWAY 898
CHRIS GA BURGH (A&M SP-4929) 175 5
TO THE MAX 898
ON DISK (Mervyn SHRM-1-4077) 176 22
ART IN AMERICA 898
(Pearl/PFI 13517) 178 3
GANDHI 898
ORIGINAL SOUNDTRACK (RCA A1-4577) 177 4
CHAKA KHAN 898
(Warner Bros. ST-92379-1) WEA 174 18
GET LOOSE 898
EVELYN KING (RCA A1-4327) 152 31
I WON'T BE HOME TONIGHT 898
TOMMY COVENTRY (Elektra ROK 10003) 184 3
KNOCKOUT 898
MARC JOSEPH (HCP-1006) CBS 186 2
WHAT TIME IS IT? 898
(THE TOMS) (Warner Bros. ST-92370-1) WEA 179 30
KASHIF 898
(Artists RAL 8501) 181 8
TOO FAST FOR LOVE 898
MOLEY CROUSE (Evele RAL 610-1) 187 3
SILK ELECTRIC 898

167 SURFACE THREATS 898
168 THE PHOTOGRAPHER 898
169 HOOKED ON SWING 898
170 TWO OF A KIND 898

Prince 27 105
Psychedelic Furs 89
Toto 82 12
Ozark Fiddle 164 10
Red Rider 156 5
Ray Barretto 124 1
Utopia 124 1
Red Skelton 126 1
Tubby 156 5
Ray Barretto 124 1
Sascha 158 8
Tubby 78 6
Ray Barretto 124 1
Sascha 158 8
Tubby 78 6

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Reggae Making ‘Slow But Sure’ Progress in U.S. Market

(continued from page 5)

Reggae product.

“We started out just like the character in The Harder They Come, who goes from being a bag boy at the store to selling records and then to selling headphones and getting his motorcycle selling new releases to shop-keepers,” explained Pansegrow, “The only difference is that the headphones are in a VW Bug instead of a motorcycle, and we were based in Brooklyn rather than Kingston.”

Both Pansegrow and Dr. Dread developed an interest in reggae initially as radio jocks, the former working during 1976 at a super-small (10 watt) station at Goddard College, WGDR, and Dread, looking into the genre at a Bethesda, Md., commercial station, WHFS. Realizing that their audience was basically limited to themselves and the music but couldn’t find anywhere, the duo began their wholesale distribution of records in 1976, and this year produced an album for singer Peter Boggs. While their distribution outlet carries approximately 450 different titles, they sell records, records, records and their future lies in that direction.

Alligator, a Chicago-based, inordinately blues label, became interested in producing reggae product in 1981 and currently has 20 albums out in various formats, including titles by Black Slate, The Mighty Diamonds, The Abyssinians, Eddy Fitzroy and political poet/singer Mutabaruka. One record, produced by preparatory school music head, Tim Clark, has garnered some attention and served to prompt a love for reggae for some time, but was “looking for the right product to begin with,” says, was “looking for the right product and it was hooked up with a large-scale genre,” says. Still loved reggae, but the lack of a release to 200 12-inch singles and close to 100 LPs featuring artists such as Dennis Brown (whose albums are released in the U.S. through an arrangement with A&M) and McCallum.

Ginsberg, “Mixing Poetry, Music

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out local garage bands wherever he found him.

“Usually I’ll go to a college and ask someone I know if there’s a kid around who can improvise,” says Ginsberg. “That’s how I met Stephen Taylor in 76.”

Since then, he has worked with numerous bands, including Still Life, San Francisco’s The Job, New York’s Ethnic Ensemble, Milt Hinton’s Band, the Don Lawrence, ‘Kans.’ Start and Denver’s Glouso, the latter of which he recorded an extensive list of over 300 dates with 200 12-inch singles and close to 100 LPs featuring artists such as Dennis Brown (whose albums are released in the U.S. through an arrangement with A&M), Youngman, McCallum, Island and Mammals.

In the 1970s, he began to look for a way to reach the audience, and began to collaborate with a manufacturing company to release a series of radio programs to radio stations.

“My idea was to have a monthly program on radio stations where I could get my music on the air,” says Ginsberg. “I got a lot of play on Rockport, Maine’s 5219. Also, I sent a lot of requests to 12-inch singles for radio play, and a lot of them were put on the air. I also asked one of my friends in the radio business to come down to the States and see if he could get some stations to play the music. He did, and we started getting requests from all over the world. We had a lot of luck with the stations.

Although reggae has been accepted by more people than that, it was three years ago, it’s still not a major sales force in the marketplace. According to Island’s Stef- fen Englander, “there’s a lot of interest in reggae and we can now see it in the stores.”

Following the performance, the reggae returned to Bolder, where he worked at Joe Strummer, and got together again. His response was when the band’s manager called and asked him to come to New York’s Electric Lady Studios during the recording of “Combat Rock.”

“Strummer gave me the lyrics to ‘Ghetto Defender,’ and it was really a long time before the other band members realized what was going on with the lyrics. I also worked on ‘Car Jammin’ and ‘Death Is A Star.’”

Then he asked me to get on the mic and make up a new verse. They were very aware of how to do it. They were willing to take a lot of time to find the way to do it. They were also willing to work on the lyrics as well.

But while Ginsberg is enjoying working with music, he confesses to another more important task.

“The impulse or the push of the main interest,” he says, “is the idea to put the man to divine language.”

sponsors who sell over 50,000 LPs — Gregory Isaacs, Dennis Brown, Black Uhuru and Rita Marley are names that are immediately springing to mind. But the real truth is that while reggae has made significant progress in reaching the retail level; several major chains such as Tower, Strategy, Kent Mill, Licorice Records, and Give and Take stores have found reggae to be popular with customers and have done reasonably well selling the product. Ginsberg’s forthcoming book story.

Approximately 350 stations currently have radio programs that use reggae, but most of these outlets are either college listener-supported or otherwise non-commercial ventures without the mega-audiences. Top 40 AOR can bring in.

Although black and urban contemporary stations have previously shown a reluc-
tance to program reggae, they have opened up their playlists to include Jamaican product, albeit solely songs from the super-hits rather than the more obscure. There is, however, a renewed interest in reggae. The bread and butter of reggae arcade comes from a variety of artists, with 80% of all reggae being estimated to originate from non-commercial stations. All of the companies that deal in reggae sound keep extensive records of locks which play the genre, and the DJs are constantly serviced with 12-inch single and LP product. Will commercial radio ever see fit to spin reggae records on an AOR or similar type of formatted station? While Stottens doesn’t foresee any such format in the near future, he does expect to see reggae radio, he is hopeful of a “slow and steady increase in airplay. I don’t see it happening as anything more than that, a possible increase to 200,000.”

Reggae is up against too many Babylonian forces, namely the neo-racist attitudes of American pop radio. Hopefully, the new Bob Marley album Island’s chairman Chris Blackwell is producing down in Jamaica now with Rita Marley will help open up new doors.

And, with the beginning of the monthly show, we’re seeing some stations like Chicago’s WRT for and WVON, Boston’s WBCN and FL Lauderdale’s WPLJ play more and more reggae, and that’s very heartening.

“Reggae is the only music right now that will change the world,” says Ginsberg. “It’s Schofield’s conviction that the age of revolution and struggle is very, very moral. It’s not a joke, it’s a real thing. It’s a real thing. It’s a real thing.”

"Sadie the rail"
AROUND THE ROUTE
by Camille Compasio
The fourth annual Amusement Operators Expo (AOE) drew an estimated attendance of nearly 6,000 and housed about 550 exhibits, spotlighting coin-operated amusement equipment of all varieties, as well as related products and services. The show’s management firm was still tallying figures as Cash Box went to press, so we were unable to determine the percentage of operators who attended this year’s event, which took place March 25-27 at the O’Hare Expo Center in Chicago. One thing is for certain, our industry’s major manufacturers sponsored exhibits, and a number of them premiered new products. There were newcomers as well, and the display area featured everything from videos to table games: kiddie rides, pins, jukeboxes, non-videos, novelty games, promo items, robots, accessories, tokens, coin counting and sorting equipment, security devices—you name it. As expected, converters and conversion kits were an integral part of this year’s AOE. Some key distributors who do not ordinarily exhibit at the national trade show did so at AOE ’83. The exhibitors list read like a “who’s who” in coinbiz. Everyone was there! The facilities at the O’Hare Expo Center seemed more than adequate to accommodate everyone.

(continued on page 32)

VID GAMES A HIT
At ‘ARTcade’ Fundraiser In D.C.

CHICAGO — Video games were an obvious hit at the “ARTcade” fundraiser, which was recently held in Washington, D.C. The event took place at the Corcoran Gallery of Art, the purpose being to raise funds for the gallery’s School of Art.

As reported by Glenn Braswell, executive director of the Amusement Game Manufacturers Assn. (AGMA), who participated in the ARTcade, celebrities played the games while artists judged them for creativity. Such people as noted columnist Art Buchwald, CBS reporters Leslie Stahl and Bob Schieffer, Canada’s Ambassador to the U.S., Allan Gotlieb, and

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INDIVIDUAL ATTENTION
Key To Atari Sales Strategies
by Jeffrey Resnner
LOS ANGELES — With the average price of a new, dedicated coin-op video game hovering above the two thousand dollar mark, it’s becoming increasingly difficult for manufacturers to sell the items, especially during this era of soft collections and a troubled economy. Every vid amusement maker must take its own unique merchandising approach, and at Atari, Inc., the sales department stresses each individual piece as a major investment that must be treated accordingly.

“What we do is sell a distributor a business that he turns around and sells to the operator,” explains regional sales manager Bob Harvey. “The distributor sells income to a man, almost like a franchise. Obviously, the end user is a consumer — the guy who puts the quarter in the coin slot — but in order to get to the street, the man who buys the machine and puts it on a location to feed his family with what that game does, and so it’s got to earn money. That’s the thing that ultimately sells the game.”

Though unit shipments declined modestly last year for the entire coin-op game industry due to a number of reasons, sales personnel at Atari are bullish and believe 1983 will be in Harvey’s words, “a cleaning year.” During the first quarter, Atari’s star seems to have risen again with the introduction of three heavyweight machines into the marketplace — the “Centipede” sequel game called

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INDUSTRY NEWS

AROUND THE ROUTE

(continued from page 31)

commodate the needs of the exhibitors and the conventioners. There were the usual complaints relative to the red tape involved in setting up the exhibits, the electrical work, etc., that is so common in Chicago, but for the most part O’Hare Expo’s facilities provided an ideal convention site. The special “distributors only help desk” was open from 10:30 a.m., which allowed distribut- ers exclusive access to the exhibit area, was well received, and a number of attending operators commended AOE management for prohibiting anyone under 18 from attending the show. On the other hand, there were those manufacturers who would welcome the opinions of the younger set so long as their presence was not cumbersome. There were about 54 seminars held during the run of the convention and, again, final attendance figures were not available at press time; however, everyone reported that some of the sessions drew SRO crowds while others were sparsely attended — depending most likely upon the subject matter.

Most of the people Cash Box queried had high praise for the “timing” of this convention, which is in step with the Spring buying season and one of the reasons some of the manufacturers chose to introduce their new machines. This also was not much in the way of dramatic “surprises” at AOE ’83 (Cinematronics did intro its first laser disc game, however), it must be said that there was an out- standing line-up of equipment featured. Touring the exhibit floor, with its wide aisles that made for a smooth traffic flow, and the comfortable temperature within the booths, anybody, owner or public, was a pleasure that was much appreciated by showgoers. As a matter of fact, the size of the facility decayed many into feeling that they were in “My Kind Of Town,” wait it really was. After all, 6,000 is not a bad figure for a four-year-old trade show! We hope to take up some of the new equipment introduced at AOE in next week’s Cash Box. Meanwhile, great expectations are held for AOE ’84. Show dates are March 9-11, at O’Hare Expo Center in Chicago.

Here’s a flash from Gus’ Tarot of Singer One Stop For Ops (who hosted quite a nifty exhibit at AOE ’83) regarding the brand new Frank Sinatra single, “Here’s To The Band,” on Reprise. “Operators, if you think you made money with Sinatra’s ‘New York, New York’ or ‘My Kind Of Town,’ wait until you hear ‘Here’s To The Band,’” said Gus. “This is indeed hit material, and a top jukebox record that will score in any type of location.” He also men- tioned it was an item that was cold outwards, and conducted the session. Give it a listen.

Stein Named Advertising Manager at SEGA

LOS ANGELES — Ron Stein has been named to the position of Advertising Manager at SEGA Electronics. Stein, who was promoted from the position of Video Producer, will be based at SEGA’s offices on Aero Dr. in San Diego.

“Millipede,” the riveting driving piece known as “Pole Position” and a sci-fi battle upright dubbed “Exousis.”

“Confusing Picture”

“I think the whole pricing situation is confused right now for a variety of reasons,” Os- borne explains. “One reason is the fact that the slowdown of the marketplace, with it no longer expanding and in con- traction, has forced a number of manufac- turers, ourselves included, to try and liquidate our inventory in some reasonable way to bring our production into balance. This is a long- term result of the slowdown that began last June. . . . At least for this year, prices should start holding and, generally, find a stable floor. We haven’t increased our prices from last year. We’ve maintained our standard pricing with the exception of a game like ‘Mr. Do!’ because, which we believe, marketing of marketing for Atari’s coin video games division Don Osborne sees the issue of clear- ing up pricing problems as a chief priority for the rest of the year.

Chicago Ops Protest ‘Poker’ Video Games

CHICAGO — The use and distribution of “Draw Poker” machines has been prohibited in this city and in the state, and these machines have been ruled as “illegal” by the Illinois At- torney General and Circuit Court Judge O’Hare. This decision was reached, as is the position for those manufacturers, by a ruling made by Lt. Joseph P. Kelly, Director of the Mayor’s License Commission, in a letter that was addressed to all operators in the city of Chicago.

These games have reportedly been “pop- ping up” all over the city, not necessarily in large numbers but visible enough to cause operators concern. A number of them issued a formal protest to City Hall, Lt. Kelly’s letter was distributed to each of these operators.

A group of city operators met with Kelly and expressed their feelings about the games, explaining that their use casts a bad reflection on all video games. As one operator told Cash Box, most people cannot distinguish between the illegal games and the legitimate video games, so any public outcry affects the entire video game business in the city. If a parent should walk into a candy store, for instance, and see a young child playing an illegal game, the parent would probably complain about it and most likely seek to ban the games, without understanding that the legitimate games would naturally be victimized.

May 1 is the renewal date for liquor licenses in Chicago. As stated in Lt. Kelly’s letter, his office will take up some and issue the Automatic Amusement Device Operators License with respect to the use and distribution of “Draw Poker.”

Blair, Drew, Williamson Named At Wico Corp.

CHICAGO — Wico Corp. of Niles, Ill., has expanded its U.S. and Canadian sales force with the recent appointments of three new area representatives. Blair, Drew and Williamson will serve the Canadian market from a new office in Montreal, Canada, area and will be located at 5679 Main St. in Verona, N.Y.

Donald Drew will cover the Ontario, Canada, area and will be located at 34 Billings Rd. in North York, Ont.

The new appointments are effective im- mediately, according to Frank Nickerson, national sales manager for Wico.

Harry Williamson was recently appointed to serve as regional sales manager for the five- state Western region.

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The settling of a new video game is a complex matter, but basically boils down to one key factor: the customer’s assurance that the product is a worthy investment. “Being able to market a product is really the difficult part,” claims Wico. “In times past, when we came out with ‘Astroid,’ ‘Cen- tro,’ ‘Space Invaders’ and ‘Galaga,’ there was a demand for product, distributors knew they could get the sell through from his end, and operators couldn’t find enough good equipment to fill the locations they were expanding to and were willing to take on a little more risk than now. The name of the game today is confidence.”

Vid Games A Hit At ‘ARTcade’ Fundraiser In D.C.

Washington Redskins football player Mark May helped draw the public’s attention to video games.

“These and other opinion leaders were seen playing and enjoying video games, which will add badly needed acceptance of the video game in- dustry,” said Glenn Brasswell.

AGMA, local distributors and operators together, drew a large jazz band for an invitation-only event, attended by more than 500 guests. Each paid $35 to get in, $5 to com- pete against a celebrity and $1 for a single play.

Brasswell noted that ARTcade is typical of what AGMA is doing to improve the indus- try’s public relations. “We are bringing together local distributors and video game operators for being ‘very supportive in coordinating delivery of a product, the video game industry will reap future benefits from the favorable media response to ARTcade,” he added.

As he further pointed out, news reporters and editors will be less critical of the industry in response to complaints about detrimental efforts on youth from video games. An editor will play fair both sides of the story, remembering that Jim Lehrer of PBS’ MacNeil-Lehrer Report, Washington Post columnist Richard Cohen, Stahl, Scher- bert and Buchwald, all enjoyed themselves playing video games while earning money for charity, according to Brasswell.

ARTcade is “extremely successful in focusing the attention of people on the aesthetics of everyday things,” said Frederic W. Scher, the Corporation’s planning chairman of the event, and it showed “the art museum as more than a repository for art. As an incentive for beginners and enthusiasts who attended ARTcade, prizes were awarded for accumulating the most points during the evening. First prize was a trip for two to Europe. Other prizes included a late- night stay at the Ritz Carlton Hotel in Washington, stuffed animals and video game accessories.

CALENDAR

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

April 8-10: North Dakota Coin Machine Operators Assn.; state convention; Kirkwood Motor Inn; Bismarck.

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

April 23-24: Pacific Amusement Operators Show; trade show; DisneyLand Hotel; Anaheim, Calif.


June 22-23: Tennessee Amusement & Music Operators of Tennessee; state convention; The Peabody; Memphis.

Cash Box/April 9, 1983
**INDUSTRY NEWS**

**Atari Launches National Media Push On ‘Exevious’**

MILLPTAS—Atari, Inc. is launching a major national radio and television ad campaign for “Exevious,” one of the firm’s recently introduced coin video games.

“The Xevious campaign marks the first time an advertising effort of this magnitude and penetration has been undertaken for a coin video game,” says Charles Crouse, vice president of marketing for the Coin Video Games Division. Atari has added a limited advertising effort for the coin video game “Dip Dug” in 1982.

The Xevious campaign features 30-second radio and television spots, set to run for three consecutive weeks in 12 major television markets, including New York City, San Francisco, Chicago, Los Angeles and Dallas. The commercial will also be seen on MTV, Music Television, a nationally-syndicated cable television network.

Billed in the commercials as “the game you can’t play at home,” Xevious combines fast action with a space-age fantasy that appeals to players of all ages and skill levels.

Commenting on the advertising campaign, Crouse said, “Xevious features strong, colorful graphics that lend themselves well to television advertising. Also, the unique fantasy element reflected in the commercial guarantees to capture the attention of the potential Xevious player base. In fact, most players know about such a strong product is part of our ongoing commitment to distributors and consumers alike.

(Xevious and Dip Dug are both engineered and designed by Namco Ltd., and manufactured under license by Atari, Inc.)

**Bally To Purchase HTCA Capital Stock**

CHICAGO—Bally Manufacturing Corp. and the principal stockholders of Health & Tennis Corp. of America (HTCA) have signed a definitive agreement for the purchase of the capital stock of HTCA by Bally. The agreement involves Bally acquiring the principal stockholders’ shares, as well as shares held by third persons in HTCA subsidiaries (other than Bally). Bally will also acquire an HTCA subsidiary and shares of certain recently acquired subsidiaries, at various closing dates during April.

HTCA operates in various chains, including 280 health and fitness centers in 21 states across the country, the District of Columbia and Ontario, Canada, and is the largest organization of its kind in the world, with over 1,000,000 members. Its revenues during the last fiscal year, ended July 31, 1982, were approximately $20,000,000.

The agreement provides for a maximum purchase price of approximately $135,000,000, reduced to the extent that Bally purchases less than the capital stock of the HTCA subsidiaries. The terms of the agreement call for payment of a minimum of approximately $35,000,000 at the closing and an earn out of up to $60,000,000 payable over the next five years. The closing of the transaction is subject to normal closing conditions and compliance with certain regulatory requirements.

Bally, a leading manufacturer and distributor of coin-operated electronic amusement and gaming equipment, also owns and operates a chain of family amusement centers through Bally’s Aladdin Castle, Inc. and related subsidiaries; six major theme parks through Six Flags Corp.; Scientific Games, Inc., a leading manufacturer of coin-operated instant and weekly lottery games; and Bally’s Park Place hotel and casino in Atlantic City, N.J., through Bally’s Park Place, Inc.

**Cockpit For Trekkies**

Go all the way in a search for realistic game conditions, Sega has just released a space-age cockpit version of its “Star Trek Strategic Operations Simulator,” a new game that recreates the battles encountered by Federation Starships while on patrol.

Boldly styled in white, impact-resistant plastic and smoked plexiglass, the Star Trek Strategic Operations Simulator cockpit greatly enhances the player’s fantasy of actually sitting in the captain’s chair on the Starship Enterprise. The player controls are located on the arms of the captain’s chair, just as they are in the Star Trek movies and long running television series. Dynamic sound effects take on added impact through a dual-speaker system that totally complements the fantastic game experience.

Designed to challenge all players from beginners to experienced strategists, the Star Trek Strategic Operations Simulator presents a series of 40 exciting and colorful simulation levels. With the awesome powers of the mighty Starship Enterprise at the player’s fingertips, the player is ready to repel the Klingon menace with Phasers, Photon Torpedoes, Impulse Power and Warp Drive.

The dimensions of the cockpit are 55" high, 34" wide and 63" long. It weighs in at 450 pounds.

For information on the new cockpit can be obtained from Sega distributors or from the factory at 16250 Technology Drive, San Diego, Calif. 92127.

**Fun in Space**

In the tradition of its Defender,” “Stargate” and “Robotron: 2084,” games that have been popularly received by players and operators alike, Williams Electronics, Inc. is introducing a unique new space game that puts both the skill and strategy of the player to the ultimate test.

In “Sinistar,” the player designs his own individual battle plan against the most awesome adversary over faced, says Ron Crouse, vice president and director of marketing for Williams. “The game features intense head-to-head battle with the formidable Sinistar, which taunts the player by proclaiming in a haunting voice, ‘I live, and Run, coward, run!’

A high-intensity game of speed and strategy, Sinistar is equipped with both of the world’s first variable-speed, 49-way joystick for the ultimate in precision control. Crouse notes. It arms the player with a “laser” possessing both single-shot and rapid-fire capabilities, and introduces Williams’ first cockpit graphics and sound system that transports the player to another world in space and

**New Equipment**

time, while doubling the operator’s earnings with traditional 50 cent cockpit play.

Featuring a sophisticated game adjustment system, Sinistar includes nine levels for difficulty of play to suit all players, from beginners to experts. According to Crouse, “Detailed bookkeeping information is provided to help operators optimize game adjustments for top earnings in all types of locations and is backed by a complete series of diagnostic tests to check the entire electronic systems in minutes.

Sinistar, Sinibombs, Warriors, Workers, Planetoids, Void Zones and more enhance the game in upright or cockpit design, and the high-resolution graphics and tremendous depth of play add to its appeal.

**More Jousting**

Williams Electronics has captured all of the dual-player thrills of its top-selling hit video game “Joust,” with its first dual-player pin of the same name.

“Now two pinball players can take each other on both head-to-head competition, or one person can control both sets of flippers and playfields for twice the fun,” said Ron Crouse, vice president and director of marketing for Williams, in commenting on the new piece. “When two people play Joust, the competition is charged like never before...and the operator does a double take in profits.”

With the same crisp, bold graphics as the video hit, the Joust pin creates a magnificent world of fantasy and fun featuring dazzling characters on buzzards and ostriches. But it is an intensely challenging world as well, for players not only face the machine’s ultimate tests of speed and skill, but also the offense of a real live opponent.

Available in an ultra-modern, attention-grabbing cabinet, the Joust pin promises to follow in its video parent’s spectacular footsteps, according to Crouse. It is the only pin that can offer dual-play excitement in two pinplay combinations, when two players compete, two coins per play collections for the operator, he added. The Joust model will be available through Williams’ distributors in April.

The Joust pin was among the new products displayed by Williams at the March 25-27 AOE convention in Chicago.

**Grocery Madness**

Picture a freckle-faced kid with a passion for ice cream, four chefs and piles of fruits and vegetables just waiting to be flung, and you’ll get an idea of the play theme of Atari’s new “candy coin video delight,” Charlie Chuck’s “Food Fight,” which was unveiled by the firm at the March 25-27 Amusement Operators Expo ’83 in Chicago.

In the game, Chuck must race to eat an ice cream cone before it all hits the last bit of candy. However, if he doesn’t, all the food on the screen flies at him; and it is not a pretty picture when it all hits Chuck because meat and vegetables are tossed in from all directions, hitting him with a piece of food.

Chuck, however, has the ice cream cone and eats it, a new level of play begins, signifying by a new flavor of ice cream.

Among the unique, new features of the game is “instant replay,” which allows the player to reflect back on previous successes. When Chuck completes a level of play, involving an extremely close call, the words “Let’s See That Again — Instant Replay” appear, and the level is played back at high speed for the player’s enjoyment.

Although the foods are limited in quantities to the amount in pins on the playfield, the supply of watermelon is never-ending for Chuck. A throw button controls his ability to throw, and an analog joystick allows him to “melt” movement on the screen. Then he is flinging the food, the point value for each shot increases to 100 points at the beginning at 100 and not exceeding 1000.

Players have the option of starting at the same level of play where the last game left off. High scorers are designated “Fabulous Food Fingers,” and the player’s initials are shown by throwing watermelon at the alphabet. A total of 15 high scores are shown.

Options include game difficulty, number of lives and bonus level settings.
**MANUFACTURERS EQUIPMENT**

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

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<td>Ms. Pac-Man (2/82)</td>
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<td>Baby Pac-Man, pin/vid (12/82)</td>
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**CENTURIA**

- Phoenix (1/81)
- Robotron (3/82)
- Robotron Elite (4/82)
- Lietenants (7/81)
- Vanguard (9/81)
- Challenger (11/81)
- The Pit (3/82)
- Loco-Motion (3/82)
- D-Day (3/82)
- Tunnel Hunt (7/82)
- Swimmer (10/82)
- Time Pilot (12/82)

**CINEMATRONICS**

- Armored Attack (3/81)
- Solar Quest (10/81)
- Jack The Giantkiller (4/82)
- Naughty Boy (5/82)

**DATA EAST**

- Explorer (9/82)
- Burger Time (11/82)
- Bump 'N' Jump (2/83)

**DYNAMO**

- Lil Hoot (12/81)

**EXEY**

- Specter (1/81)
- Venture (8/81)
- Moustrap (12/82)
- Victory (2/82)
- Pepper II (6/82)
- Whitelock non-video game (11/82)
- Hardhat (12/82)

**GAME PLAN**

- Intruder (2/81)
- Tank Battalion (3/81)
- Killer Comet (4/81)
- Magatag (9/81)
- King And Boulevard (10/81)
- Enigma II (10/81)
- Kaos (11/81)

**GAMETECHNIKS**

- Tri-Pool (1/82)

**GDI**

- Red Alert (10/81)
- Silther (8/82)

**GONZI**

- New York, New York (2/81)
- Reactor (5/82)
- O'Bert (12/82)

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- Boozer (1/83)

**NAMCO AMERICA**

- Sweet Licks (4/82)

**NINTENDO**

- Donkey Kong (9/81)
- Donkey Kong Jr. (8/82)
- Gorf (14/81)
- Mini-Gorf (4/81)
- Wizard of Wor (8/81)
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- Galaga (11/81)
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**ROCK-OLA**

- Warp-Warp (9/81)
- Eyes (7/82)
- Nibbler (11/82)
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**SEGA/GREMLIN**

- Astro Blaster (3/81)
- Pulsar (4/81)
- Space Odyssey (7/81)
- Space Fury (7/81)
- Frogger (9/81)
- Eliminator (12/81)

**COCKTAIL TABLES**

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<td>Bubbles (3/83)</td>
<td>Bubbles-mini upright (3/83)</td>
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**POOL & FOOSBALL**

- Irving Kaye Silver Shadow
- Irving Kaye Lion's Head
- Dynamo Model 60
- Dynamo-The Tournament Foosball (5/82)
- TS Tournament Eight Ball
- U.B. Branco
- Valley Cougar
- Valley Tiger Cat Bumper Pool (8/82)
- Valley Cougar Cheyenne (8/82)

**CONVERSION KITS**

- (including interchangeable games & enhancements kits)
- Bally Midway, Pac-Man Plus (12/82)
- Cinematronics, Brix (11/82)
- Intrepid Marketing, Encore Retro Kit (1/83)
- Data East, Burger Time
- Data East, Bump 'N' Jump (2/83)
- Reactor, Lovers (8/82)
- Sega, Tusc/Scan (9/82)
- Sega, Monster Bash (11/82)
- Sega, Fireaxxon (1/83)
- Stern, Lost Tomb (2/83)
- Universal, Lady Bug
- Universal, Mr. Do
Airline Tickets
Hotel Reservations
Ad in Cash Box

Your advertising message in the 1983 Cash Box NARM issue is the best way to reach the entire retail sector. The high-volume record/tape/video/accessory merchandisers will be on hand for the convention and tuned into Cash Box's timely coverage. Advertising, Bar Coding, Home Video, Merchandising, Rack Jobbing, Retailing and more will be covered in-depth in our 1983 NARM issue.

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AD DEADLINE:  
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ISSUE DATE:  
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Bonus distribution at NARM April 10-14 Miami Beach, Florida